

## **Conflict communication: Lingvoecological aspect**

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### **Abstract**

The article deals with the analysis of speech conflicts in lingvoecological perspective, the description of causes of conflicts outbreak in different discursive practices, the study of style of communicative behavior variants depending on cooperative or conflict potential of communication. The conflict is determined from the position of linguistic conflict management as a confrontation of two or more interactants, determined by psychic, social, ethic factors and realized in different discursive practices. The reasons for outbreak of conflict in communication can be divergence of communicative goals of interlocutors, reluctance of one or both communicative partners to take into account the interests of an interlocutor in the process of communication, egocentric verbalization of their intentions. The ways to solve the conflict may be constructive oriented to the maintenance of communicative image and interests of both communicators and destructive oriented to further escalation of the conflict. In communicative conscious homoloquens the speech conflict exists as a frame structure. The conflict behavior reveals the originality of a communicative personality, peculiarities of the communicative style. Conflict communications are getting involved in the focus of research interest of linguistic ecology that studies the interaction between language, man as a linguistic personality and environment. Based on the fact that for preserving language, ecosystem observation of communicative norms is of special value, the principal parameters of ecological interaction, oriented to cooperative unison, communicative contact may comprise benevolence, desire of communicative partners to avoid negative personality assessments of the interlocutor, creation and maintenance of general positive well-wishing tonality of communication.

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### **Keywords**

Communication, Conflict, Discourse, Lingvoecology, Mitigation, Speech strategy