

DOI: <https://doi.org/10.18454/RULB.2020.21.1.25>**ТАКТИКИ, ИСПОЛЬЗУЕМЫЕ ДЛЯ РАЗРЕШЕНИЯ КОНФЛИКТНЫХ СИТУАЦИЙ В СОЦИАЛЬНЫХ СЕТЯХ**

Научная статья

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Аннотация

В статье рассмотрены коммуникативные тактики, используемые для выхода из конфликтных ситуаций в комментариях на странице «My Life is MMA» в социальной сети VK.com. Результаты исследования показали, что тактика предложения о завершении диалога является наиболее предпочтительной для пользователей страницы, посвященной смешанным единоборствам. Используемой реже всего оказалась тактика выражения согласия с собеседником. Предполагается, что причиной непопулярности данной тактики является агрессивный характер боевых видов спорта и общая атмосфера интолерантности общения на спортивных страницах.

Ключевые слова: социальные сети, коммуникация, диалог, конфликт, коммуникативная тактика, интернет, интолерантность.

TACTICS USED TO FINISH CONFLICT SITUATIONS IN SOCIAL MEDIA

Research article

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Abstract

The article investigates finished conflict situations in the comment section of «My Life is MMA» page from the Russian social network VK.com. This public page is dedicated to combating sports. We have taken the opportunity to identify the communicative tactics that were used to finish conflict situations on that page during 2016-2017. We have found that users of the «My Life is MMA» page use tactics of justification, consent, persuasion, attention switching, suggestions, jokes and postponement of conversation to finish conflict situations.

Keywords: social media, communication, conflict, speech situation, communicative tactics, verbal aggression.

Introduction

Conflicts are an integral part of communication in social media. An informal style of communication in social media contributes to the rapid emergence of conflicts, which can also be quickly resolved. At the same time, there is a lack of emotions that are presented in «real life» conflicts that can stop conflicts at an initial stage. Social media users may want to check how the dispute might end.

We considered finished conflict situations in the comment section of «My Life is MMA» page from Russian social network VK.com. This page has more than 250 thousand subscribers from different regions of Russia and CIS countries. It is worth noting that the informal style of communication in social media in general, and in this community in particular, allows subscribers to use statements that would be inappropriate in other situations.

In this study, we refer to the conflict as a special kind of communicative situation in which disagreements of interests, goals, and views lead to a clash between the parties. There are different communicative tactics that are used to finish conflicts in social media: apology, acquittal, consent, ignoring aggression, suggestion, persuasion, switching attention, jokes, silence, and postponement of conversation [8. P. 138].

Results

During the research of finished conflict situations in the comment section of «My Life is MMA» page from Russian social network VK.com we found the following. Any conflict is an actualized contradiction [4. P. 32]. One side of the conflict begins to act to the detriment of the other while realizing that the second side takes retaliatory actions that can be expressed by the negative means of language [8. P. 134]. Social media users can start communication while being in different social positions. Sports fans create their virtual identity by resisting each other [2, P. 110]. They can start a dialogue with different goals and objectives. This contributes to the emergence of conflict.

Conflict situations are accompanied by a surge of negative emotions and verbal aggression. Aggression, in this case, can be defined as a verbal expression of negative feelings, emotions, and intentions in an unacceptable form for a given speech situation [5. P. 15]. Aggression gets a verbal exist in social media. Social media pages that are dedicated to mixed martial arts also are influenced by so-called «trash talk». Trash talk is considered a deliberate form of aggressive communication by individuals that can foster rivalry and motivate both constructive and destructive behavior [9. P. 135]. Conflict may not be developed if one of the parties shows patience. The development of conflict depends on the emotional state of people involved and their chosen communicative tactics [8. P. 135].

The conflict begins to brew even before the start of communication when future subjects of communication become aware of their needs, interests, and positions. It affects the formation of communication goals and determines the intentions and choices of strategic and tactical means, and methods of interaction [7. P. 10]. During this time both subjects of communication

are getting ready to take speech actions against each other. The brewing of the conflict can continue at the beginning of the communicative act. During this time the actions of the subjects are aimed at «reconnaissance» of the situation: they identify the opponent's position, the possibilities of resolving conflict at the start, etc.

There are three main stages of the conflict: developing stage, peak, and decline. The developing stage is characterized by the fact that at this stage contradictions are clearly indicated and realized, and both sides begin to act in their own interests to the detriment of the other side. The peak is determined by the use of the most aggressive language and language means: from the direct insults to the most sophisticated methods of humiliating the honor and dignity of the opponent. The decline is characterized by the speech actions that are associated with various kinds of concessions to each other, partial or full agreement with the opposite side, a change of topic, etc. The resolution of the conflict begins in the communicative phase when the conflicting parties come to some kind of solution and complete the contact while using appropriate communicative tactics [7. P. 10].

In this study, we consider the use of communicative tactics as one of the ways to resolve conflicts and achieve communicative harmony. Communicative harmony can be defined as the coordination (mutual understanding) between different parties that exists as a manifestation of emotional sensitivity. Cognitive activity is aimed at the understanding of the world around us. It develops the humans' ability to navigate (self-organize, adapt, «harmonize») based on the existing and acquired knowledge (experience) [6. P. 214].

Communicative tactics can be defined as a set of practical moves during speech interaction. Communicative tactics correlate with the implementation of individual steps to implement any particular goals [10. P. 157]. Communicative tactics also can be defined as the minimal speech actions leading to the achievement of the goal of the speaker within the speech strategy per under the chosen speech genre [1. P. 26]. People try to achieve their communicative goal by implementing communicative steps that are consistent within the concept of communicative tactics.

The communicative environment of social media contributes to the emergence of conflicts due to the informal style of communication. The speech norms of social media is defined by the principle of irrationality [3. P. 266]. Conflicts in social media usually does not lead to the physical actions of their participants. This leaves an imprint on conflicts in social media. The participants can manifest themselves more aggressively than in real life. Several communicative tactics can be used for rationalizing the conflict: tactics of justification, consent, persuasion, switching attention, suggestion, jokes and postponement of conversation [8. P. 138].

Communicative tactics of persuasion is based on the search for arguments that can convince the second conflicting side of the truthfulness or doubtfulness of its knowledge and ideas. It is accompanied by the suggestion of an alternative position in which the persuader believes [8. P. 139]:

Вы свои подгузники обгадите сразу, если вас к нему на ринг кинут и крикнут: «Бой!» [You will be afraid if they drop you in the ring and tell: Fight!]

зато не делаю из куска сала легенду [At least I am not making a legend out of this piece of meat]

легендой его люди сделали. Благодаря этому человеку ММА так сильно и так быстро популяризировалось в России. Человек много сделал для спорта и делает. А всякие хейтеры типа курицы Азиевой поливают его как могут, абсолютно не зная ни о его достижениях, ни того, что он сделал для спорта. Не уподобляйся дегенератам. Будь выше [People made him a legend. He is the reason why MMA got popular in Russia so fast. He did a lot for this sport. But some haters are trying to crap on him while not knowing about his accomplishments. **Don't be a degenerate like them. Rise above it**]

We see how the participant in this dialogue convinces his opponent to change his behavior. He makes a direct call to his opponent. This tactic finishes the conflict.

Postponement of conversation. This tactic involves suppressing speech aggression by refusing to continue the discussion in an aggressive tone [8. p. 139]. The dialogue participant refuses to continue the argument:

Такой цирк! К чему эта полиция на сцене? Петухов разнимать? [What a circus! Why we need police at the scene? To pull those roosters apart?]

петухов? К чему ты это написал, чтоб снести яйцо? [Roosters? Why are you even writing this, you want to lay an egg?]

ты кто такой вообще ? Создай страницу нормальную, поставь фото свое, потом поговорим)) Троллей не кормлю! [Who the hell are you? **Create a real page, put your photo on it and then we're going to talk. I am not feeding the trolls**]

In this case, the dialogue participant tries to defer the conversation until his conditions are met.

Communicative tactics of suggestion. While using this tactic the communicant offers

- 1) a constructive solution to the problem, appealing to a third party to rationally resolve the conflict;
- 2) to forget about the differences;
- 3) to finish the dialogue [8. P. 140].

In this case, we see the suggestion to finish the dialogue:

Да заткнись... [Just shut up...]

листайте дальше, не читайте. Какие проблемы? Или это самореализация за счёт интернетного оскорбления человека, за его спиной? Тогда извините, что пишу вам. [Just scroll down, don't read it. Any problems? Or you just want to find self-fulfillment using insults behind his back? Then I'm sorry for writing to you]

где оскорбления? Или пообщаться не с кем? [Where are the insults? You have no one to talk to?]

мне очень жаль, если для вас слова, которые вы написали, не являются оскорблением. Я думаю, все дело в образе жизни, который вы ведёте. Всего доброго. [I am sorry that those words are not insulting for you. I guess that's just the way you live. **Good luck**]

Communicative tactics of switching attention. It is used to finish a conflict situation by changing the topic of conversation [8. P. 140]:

Какое расторжение контракта?! О чем эти идиоты говорят вообще. Хабиб — это золотая жила для ЮФС в ближайшие 3-4 года... [What termination of contract? What are those idiots even talking about? Khabib is the UFC's gold mine for 3-4 years...]

Все знают, кто золотая жила, и это — не Хабиб. А чемпион двух дивизионов. [Everyone knows who is the real gold mine, and it's not Khabib. It's the two-division champion]

чемпион двух дивизионов этот Конорас сидит под юбкой своей жены, а Хабиб — настоящий чемпион [The two-division champion is just hiding under his wife's skirt, but Khabib is the real champion]

он уже не будет драться в ЮФС. Он забил на Дану Уайт. Так что цель на ближайшие годы будет на Россию и Хабиба будут раскручивать. Смотри, если бы тогда устроили бой Альдо и Эдди, Альдо так же мог стать чемпионом во второй весовой категории. Или так же, например, Вудли может побить Биспинга и т.д. Ух, самое трудное — это добираться до боя за чемпионский пояс. [He will not fight for the UFC again. He doesn't care about Dana White. So they have a goal to promote Khabib for Russia. **Let's see, if they had made a fight between Aldo and Eddie, Aldo also could have become a two-division champion. Or Woodley could beat Bisping. The toughest thing is to become a title contender**]

In this case, the communicant decided to change the subject of conversation and finish the conflict that way.

Communicative tactics of justification. It is used to clarify the misunderstanding that led to the conflict. Social media user is trying to give additional information about circumstances that explain the reasons for his behavior in the past [8. p. 140].

Сравнил нулевого боксера и травокура с Мейвезером, который является профессиональным боксером и чемпионом мира в 5 весовых. [Wow, you've just compared boxer with no experience to Mayweather, who is the five-division champion]

Да я не говорю, что Мейвезер хреновый, я говорю про то, что Конору везет, и он реально крут, я про это. Ладно, забудем про Альвареза и Нейта, Альдо, хочешь ты того или нет, надо признать один точный удар и Альдо нет, он побит [I am not saying that Mayweather sucks, I am just saying that Conor is a lucky guy and he is really good. Alright, let's forget about Alvarez and Nate, or Aldo, let's be honest whether you want it or not, one good shot and there is no Aldo, he's done]

In this example, we see how the communicant decided to give additional information that justifies his position.

Communicative tactics of consent are used as an invitation to the cooperative resolution of the conflict. The subject says that he accepts the position of his opponent, so there are conditions for agreement [8. p. 140]:

Не позорься, иди отсюда, мне не интересен спор с тобой, и твоя фраза про моего отца лжива, а также подумай о своем, у кого старше?)) [Just go away, don't embarrass yourself, I don't want to argue with you. And you lied about my father, just think about, whose father is older]

твой старше меня точно, слился короче говоря! [Your father is older than me, that's for sure. So you're just quitting]

это — мое мнение. [It's my opinion]

на каждое мнение есть другое мнение. Извини [Well, for every opinion there can be a different opinion. I am sorry]

извиняю. Я согласен. [I accept your apology. I agree]

The subject partially agreed with his opponent (not from the exact point of view which is the cause of the conflict, but he accepts the possibility of a different point of view). This conflict was resolved. In the same example, we can see the use of the communicative tactic of apology- the conflict participant apologizes for his behavior, and the other participant accepts his apology. Another example of using an apology tactic:

извиняюсь, значит, я твой комментарий не понял [I am sorry. I probably didn't get your comment]

все нормально. [That's fine.]

Using jokes as a communicative tactic can relieve tension in a conflict. Usually, this is a joke from a person who is not a part of the conflict, but from the one who wants to relieve tension [8. p. 138].

что ты хочешь этим сказать? Вот не надо только недооценивать людей, добившихся таких высот в спорте [What are you trying to say? Don't try to underrate those legends who got really big in this sport]

вы легендами каждого второго называете [You're calling every other fighter a legend]

Норткатт только улыбаться умеет во весь рот [Northcutt is only good at smiling]

что ты несёшь, он в 20 лет — лучший боец в дивизионе, это — определённо легенда [What are you talking about, he is the best in his division at 20 years old, so he is definitely a legend]

легенды ММА — Норткатт, Конор, Лобов, Гигант Сильва, Боб Сэпп, Бадюк и Ронда [The real MMA legends are: Northcutt, Lobov, Giant Silva, Bob Sapp, Badyuk and Ronda]

It is worth noting that this joke is understandable to the members of this MMA community.

The study revealed 110 completed conflict situations. We have determined that the most popular tactic that subscribers of «My Life is MMA» use to finish conflicts is the suggestion to finish the dialogue — it was used 55 times in the outlined period. Often, social media users simply want to end the conflict by signaling about it.

Communicative tactics of persuasion have been used 21 times. This tactic is accompanied by the suggestion of an alternative position in which the persuader believes. That is the second most popular method of ending the conflict.

The tactic of postponement of conversation was used 11 times. This tactic is connected with strict requirements that are needed for conversation to continue.

Communicative tactics of switching attention have been used 8 times. Subscribers of «My Life is MMA» page rarely stop a conflict by introducing a completely new topic into the conversation.

Communicative tactics of justification have been used 7 times. Subscribers of «My Life is MMA» page rarely begin to justify their position to finish the conflict in a polite way.

The jokes as a communicative tactic were used 5 times. In every example we've seen an external impact on the conflict — a person who is not involved in the conflict that wants to relieve tension with a joke.

Communicative tactics of consent have been used 3 times. This suggests that usually the sides of the conflict are not ready to acknowledge the rightness of their opponent.

It is worth noting that some conflict situations in the comment section of «My Life is MMA» page do not end with the help of communicative tactics. The page management deletes some of the insults that are used during conflicts; finishing the conflict that way. This happens in the case of the most malicious violations of page rules.

Conclusion

1. Subscribers of «My Life is MMA» page use tactics of justification, consent, persuasion, switching attention, suggestion, jokes and postponement of conversation to finish conflict situations in the comment section.

2. The most popular way to finish conflicts is the suggestion to finish the dialogue. An informal style of communication in social media contributes to the quick emergence of conflicts. Those conflict situations are usually resolved without any agreements on a subject matter. Communication in the comment section of social media pages is fast and social media users usually don't have time for an elaborate dialogue. If subscribers of «My Life is MMA» page can't find any points of consent quickly, most often they just suggest their opponent leave a conversation.

3. The most unpopular way to finish conflict situations is to express consent. It shows the intolerant nature of social media pages that are dedicated to mixed martial arts. Subscribers of «My Life is MMA» page use offensive language to hurt their opponents in a discussion. Mixed martial arts is a particularly aggressive sport that is built on the confrontation of fighters. Fighters often use insults to foster interest in their fights. We believe that the very nature of combat sports influences the speech behavior of mixed martial arts fans.

Subscribers of «My Life is MMA» page rarely agree with each other or try to find the points of consent. For sports fans to agree on something means to acknowledge the rightness of your opponent. Sports environment is highly competitive and sports fans are ready to defend their position in social media. When conversations are conducted in an aggressive manner the acknowledgment of the rightness of your opponent may look like a moral defeat. The aggressive nature of this sport and so-called «trash talk» influences the communication of MMA fans in social media.

Конфликт интересов

Не указан.

Conflict of Interest

None declared.

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