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## **On the problem of internet-communication related conflict detection**

**Abstract:** internet related conflict differs from several points, as an acting of multiple persons in the very same time, possession of accurate rules of acting that involves active moderation, pushing all the participants of conversation to act more careful. It may be totally opposite, that makes its possible to act freely and discuss all the topics without hiding intention. Following article provides an overview information on the problem of analysis of internet communication.

**Key-words:** internet, communication, interaction, discussion, behavior

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## **К проблеме выявления конфликтов связанных общением в сети Интернет**

**Аннотация:** Конфликт, связанный с интернетом, отличается от нескольких моментов, так как представляет собой действие нескольких лиц одновременно, обладание четкими правилами поведения, предполагающими активную модерацию, подталкивание всех участников разговора к более осторожным действиям. Это может быть совершенно противоположным, что дает возможность действовать свободно и обсуждать все темы, не скрывая намерений. В следующей статье приводится обзорная информация по проблеме анализа коммуникации в интернете.

**Ключевые слова:** интернет, общение, взаимодействие, дискуссия, поведение.

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## **Интернеттегі коммуникацияға қатысты қақтығыстарды анықтау мәселесі жайлы**

**Аннотация:** Интернетке байланысты қақтығыс бірнеше ұстанымнан ерекшеленеді, өйткені ол бір уақытта бірнеше адамның әрекетін белсенді модерация арқылы нақты мінез-

құлық ережелерін сақтауға, әңгімеге қатысушылардың барлығын мұқият әрекеттерге итермелейді. Немесе, керісінше, интернет еркін әрекет етуге және барлық тақырыпты ниетті жасырмай талқылауға мүмкіндік беруі ықтымал. Мақалада интернет-коммуникацияларды талдау мәселесіне шолу берілген.

**Түйінді сөздер:** Интернет, қарым-қатынас, өзара әрекеттесу, талқылау, қылық.

**Introduction.** Wide range of textual conflicts in the form of articles are quite challenging for unambiguous scientific interpretation as the methods of statement of thought formation may be sophisticated, based on the set of cultural frameworks. Consequent information may be extracted using commentary section, where the problem usually develops into the form of comments that may be reinforced by statistical reiterativeness. The following work was addressed to collect and analyse referred information on this point of view and propose some prospective ways to use it in applied conflictology.

Behaviour of the different types discussion members depends on the several factors: if there are several people united as a team, or merely a single person; if commentary writers are residents of this web site or not; if the topic of conversation exposed or hidden; or it is highly dependant on the fact of being community member, as the belonging to some community may affect in interaction with other community members, even in the questions of objectively unproblematic.

That comes to the fact of personal interests interference with excurrent impact on the conversation, that can be revealed in the case when person or group A is agreed with some idea, but the fact, that there is person or group B, makes them take alternative option, just as the outcome of that the B is in this situation.

**Experiment.** Research based on the groups, rather than singular persons, is some more preferable because of the statistically predictable data that can be extrapolated and, which is important, this data can be experimentally verified. While these studies cover a wide range of anti-social behaviour, they focus on user-level analyses detected on open platforms. However, conducted analysis has limitations that can lead to the upcoming perspectives. For example, it may be the fact, that studied two group interaction may be extrapolated (most probably – unsuccessfully, which is also informative) to the bigger amount of groups, where we can face new variables and constants (Gorodetskii, 1985: 75). This study can also make some effort in the field of anti-social actions, frequently taking place in social-networks (i.e. virtual bullying). Our analysis is also based on a single platform where users are pseudonymous, while the nature of community interactions and conflicts may be different where people use their ‘real’ identities (social networks).

Collected data would be not the main, but major important part of the study still is the identities (virtual or real) of the commentary discussion participant. That is determined by the fact, that default reason categories (religion, nation, gender etc.) are usually possessing the person, or group, with consequent unification under some generic idea, that makes the person/group to look for the other person/group with same of different idea, so they can unite of start discussion. Our analysis detects unambiguous correlation of the person/group with the basic properties of conflict initiation and provides some possible methods of using it in the future works.

In all the diversity of concepts of communicative conflict, the main concepts of communicative conflict can be identified the criteria (Tretiakova, 2002: 117). A communication conflict is a special communicative event unfolding in the dynamics, with its own stages of development, which are implemented by specific multilevel language, speech and pragmatic means.

In the study of conflict discourse, the interest of causes an analysis of the speech behavior of the communicators: their desire to communicate constructively, using various regulatory tools, or a destructive one with no desire to compromise.

Features of the course of a speech conflict were considered on the basis of literary texts, texts of oral public discourse, texts of interpersonal communication.

In public genres of Internet communication, such as forum, comment, chat rooms, etc., an unofficial type of personalized communication is implemented for ordinary Internet users, where oral

writing is as close as possible to domestic discourse, there's an intermediary, the remoteness and anonymity of communication that reduces psychological and social risk, liberties, abnormality and irresponsibility of participants in communication, appears greater freedom of speech and speech.

Discursive and genre-specific features of Internet comments determine the following characteristics of the components of a communication situation and communication conflict. An Internet comment is usually a small text, which is always secondary to the source text and has a reference correlation with the root post, which may already contain the impulses of the emergence of a conflict situation. The branch of comments on its structural and semantic organization is a virtual polylogue, which is characterized by the presence of a spectrum of communicative roles, several types of addressing, different types of speech interaction and polithematicity. The main difference between a virtual polylogue and a real public one is that a replica-speech or a replica-stimulus is not always accompanied by a response; second, comments may be unrelated and may be combined only by a topic. The structure of participation in communication is public, the branch of comments is open to all users of this site. The number of communicators from two people: the author of the main post, able to leave comments under his own note, and commenting. Tone of communication of communicators, as a rule, is informal, although it can be any. The initial communicative purpose is to communicate your opinion about the root post.

**Results and discussion.** Thus, the main components of a potentially conflicting communication situation in genre of Internet comments are:

- communicators - all possible users the Internet;
- communication text - a small comment;
- conditions of communication are determined by the specifics of Internet communications;
- the initial communication goal is to communicate your opinion.

Communicative failures, failures, misunderstandings can be neutralized in the process of communication with the help of additional speech steps: re-inquiries, clarifications, explanations, leading questions, rewordings - as a result of which the communicative intention of the speaker can be realized (Ermakova, 1993: 53). A conflict implies a clash of parties, a state of confrontation between partners in the process of communication about divergent interests, opinions, communicative intentions that are revealed in the situation of communication. A speech conflict occurs when one party, to the detriment of the other, consciously and actively performs speech actions that can be expressed in appropriate - negative - means of language and speech. Such speech actions of the speaker - the subject of speech, the addressee - determine the speech behavior of the other party - the addressee: he, realizing that the specified speech actions are directed against his interests, takes reciprocal actions against his interlocutor, expressing his attitude to the subject of speech or the interlocutor. This contra-directional integration is a speech conflict.

Conflict as a time-critical communication event can be presented in dynamics. The only units for such a representation are, firstly, the scenario reflecting the development of the "main subjects" of interaction within the framework of a stereotypical situation, and, secondly, the speech genre with prescribed linguistic structures. Scenario technology makes it possible to trace the stages of conflict development: its origin, maturation, peak, decline and resolution. The analysis of the conflict speech genre shows which language means the conflicting parties have chosen depending on their intentions, ideas, intentions and goals. The scenario fixes a standard set of methods of action and their sequence in the development of a communicative event, and the speech genre is built on the well-known thematic, compositional and stylistic canons enshrined in the linguistic culture. Knowledge of conflict scenarios and corresponding speech genres ensures predictability of speech behavior in communication situations and has an explanatory power to recognize the conflict, as well as to predict and model the situation itself and its behavior by communicators. Since the frame, scenario and speech genre reinforce a stereotypical set of mandatory components, methods of action and their sequence, it makes it possible to identify the structure of communicative expectations of the participants of the speech event, to avoid surprises and unpredictability in communication, and this, in turn, excludes the possibility of conflict development of interaction.

However, despite the stereotype and predictability of the development of the communicative event, given by the scenario within the framework of one or another speech genre, the concrete speech actions of the speaker are not the same (Classification of Flames in Computer Mediated Communications International Journal of Computer Applications, 2011: 6). A native speaker of a language - a linguistic personality - has its own repertoire of means and methods of achieving communicative goals, the application of which is limited by the boundaries of a given genre, but the speaker's freedom of choice nevertheless exists. In this connection, the development of communicatively conditioned scenarios (even within the limits of a given genre) is diverse: from harmonious, cooperative to disharmonious, conflict (). The choice of this or that variant of the scenario depends on the type of personality of the conflict participants, their communicative experience, communicative competence, communicative attitudes, communicative preferences.

The strategic plan of a party to a conflict interaction determines the choice of tactics for its implementation - speech tactics. There is a strong correlation between speech strategies and speech tactics. To implement cooperative strategies, cooperation tactics are used accordingly: proposals, consent, concessions, approvals, praise, compliments, etc. Confrontational strategies are related to confrontational tactics: threats, intimidation, reproach, accusations, bullying, witchcraft, insults, provocations, etc.

There are double-digit tactics that can be both cooperative and conflicting, depending on the strategy in which the tactics are used. Such tactics include, for example, lying tactics. It performs a cooperative function in the implementation of a courtesy strategy, the purpose of which is not to "hurt" the partner, to "raise" the interlocutor. At the same time, this tactic can be a means of conflict when used within the framework of strategies of confrontation, for example, the strategy of discrediting. Two-digit tactics also include irony, flattery, bribery, etc.

The structural component of the conflict speech model is aimed at identifying structural elements of conflicts that determine the peculiarities of its organization and course. As units of description, the structurally binding elements of conflict speech behavior (participants, causes of occurrence, stages of development of conflict speech behavior) and system elements of conflict speech behavior, including different levels of language means of conflict expression (elements of phonetic, word-formation, lexical, grammatical and other language levels) were identified. The peculiarities of speech behavior in the conditions of Internet communication allowed us to identify the structurally-contained typology of education and the course of conflict situations, which reflects the conflict situations as a reaction of the addressee to the content of the Internet post, to the content of the text-response of the participant of the Internet discussion and as a dialogue of regular participants of Internet discussions (V kontekste konfliktologii. Diagnostika i metodologiya upravleniya konfliktnoy situatsiyey, 2001: 128).

The communicative component of the conflict speech model is aimed at identifying the characteristics of the conflict as a process of communication. Intentional elements of conflict speech behavior, including the attitudes of communicators, strategies and tactics of speech behavior in a conflict situation, were identified as units of description. The peculiarities of the course of the conflict communicative act in the conditions of the Internet communication made it possible to identify different types of interaction between the addressees: mutual conflict, unidirectional conflict of general evaluation character, unidirectional conflict of provocative character and argumentative type of interaction.

Identification of factors influencing the process of discourse management and determining the nature of interaction in a communication act, allowed to determine aspects of the analysis of speech conflict. We tried to formulate a number of principles and methods for analyzing conflict statements. This is a linguistic-cognitive, pragmatic-interpretation and contextual principles, which allowed us to present the conflict communication act (CCA) as an objectively realizable intents, objectives and intentions of its participants and to correlate the interpretation of CCA with a broad linguistic-cultural context. The application of the complex methods of research corresponding to our concept - interpretive, scenario analysis, discourse analysis, and expert opinions - made it possible to obtain objective, in our opinion, data on the manifestations of the speech conflict considered in the work.

They can also be applied to other communication situations that occur in reality but are not analysed in the paper.

**The conclusion.** The presented linguistic theory of speech conflict, as well as markers, genre scenarios and models of harmonizing speech behavior in it have an important theoretical and practical value for explaining the specifics of producing effective texts, for understanding and expressing the interaction between people, holders of different positions, views, values, cultural and other ideals. The development of the problems of speech conflict attracts attention to the study of linguistic and rhetorical disciplines that provide language and speech material, which allows flexible and diverse expression of the communication needs of the person, ensuring the adequacy of mutual understanding: and a qualitatively positive result in the process of speech communication.

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