The Choice Theory in Linguistic Studies

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Abstract

The research proves the hypothesis that communication is performed through making linguistic choices by a discursive personality. The choice theory in linguistic studies is understood as the process of selecting the appropriate language resources for communicative conditions and optimal implementation of the addresser's communicative goals. The communicators' psychological characteristics include the general values which an individual transmits into society. Consequently, values create a group bond at an abstract level that unites individual actions into a group organization, confirming that the communicative choice depends on a discursive personality's values. Values are expressed by means of speech verbally/nonverbally/supraverbally. Differences between the choice theory language and the external control language, being singled out in the research, attest that the use of the choice theory language contributes to a more ecological accomplishment of the communicative goals.

1. Introduction

Speech is considered as a type of human behavior which is a psychological (biological) fact, as a manifestation of the human organism; and a sociological fact, as such a manifestation, which depends on the common life of this organism with others under conditions of interaction. The deployment and effectiveness of the communication process depend on the common expectations of the communicators, which are determined not only by the knowledge of the partners about each other, but also by the knowledge of the requirements for the organization of the communication process in certain discursive situations which include a speaker's linguistic choice.

The research hypothesis suggests that communication depends on making various linguistic choices by a discursive personality on the basis of his/her personal values including the situational attachment. The relevance of the study is determined by the necessity to define the parameters of the dependence of communication from making linguistic choices basing on a modern discursive personality's values (the XXI century).

The object of the research is a person's discursive behavior in different types of discourse. The subject lies in establishing the connection between a person's values being broadcast in his / her life and the linguistic choice. The aim of the research is to prove the hypothesis that the communicative choice or the choice of appropriate communication tools depends on a discursive personality's values.

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1.1. Literature review

W. Glasser, an American psychiatrist, developed the choice theory, according to which "people's behavior (choice) is driven by genetically presupposed needs in hierarchical order: survival and love, power, freedom, and fun" (Glasser, 1999).

From the point of view of epistemology, rational is that is logical, lawful, predictable; irrational is that is illogical, changeable and irregular, unpredictable, is the space of penetration, beliefs, emotional impulses. According to the classical Cartesian paradigm, the rational cognition is built on the natural cognitive ability of the subject – the mind and its logical forms. In this sense, "rational is logical, grounded, theoretically aware, systematized universal knowledge of the matter". The irrational, therefore, can be "not-yet-rational" or "irrational in itself". "Irrational in itself" is the invisible side of cognition, acting as intuition, faith and other unconsciously determined processes (they cannot be logically constructed and substantiated) (Naumenko, 2007, p. 128).

According to W. Bion, thinking is an apparatus for coping with thoughts. "Thinking is a formation caused in the psyche by the pressure of thoughts" (Bion, 1959). The main thing in this model is the ability to withstand frustration, which allows the psyche to create a thought as a means, by which tolerable frustration becomes even more bearable. Accordingly, the inability to bear frustration can make it difficult to create thoughts and the process of thinking in general. Thinking apparatus is designed to master thoughts in the broad sense of the word. W. Bion (1959) contrasts thinking to a thought, but what is important is that a raw thought is simultaneously a fantasy of a bad object.

The research is methodologically based on the communicative-pragmatic approach to the study of linguistic phenomena. The focus of attention is the interaction as a unit of communication, representing a discursive personality's values within the framework of institutional and everyday communication. The inductive method, characterized by obtaining general conclusions through a generalization of the features of certain subjects and situations, presents the general scientific method. It is used in the study of strategies and tactics which transmit values. The method of observation includes work with the texts of the transcripts of the English-speaking modern films of the beginning of the XXI century. Among special linguistic methods, the discourse analysis is used for analyzing interactive communication, which involves studying the fragments of the dialogues presenting people's values. The functional analysis is used for determining peculiar properties of the functioning of linguistic units within the frames of the choice theory. And in particular, the basic functions of lexical and grammatical units of language used for verbal transmitting of an addresser's values are studied. The interpretive analysis is used for the development of the choice theory in linguistics based on linguo-pragmatic interpretation of communicative interaction as a result of influencing and directing speech behaviour of communicators. The linguo-pragmatic analysis is employed for description of the strategies and tactics of communication. The anthropocentric factor is taken into consideration in this case contributing to the highlighting of the author's general values

1.2. Research questions

(1)   Does the communicative choice or the choice of appropriate communication tools depend on a discursive personality's values?

(2)   What are the discursive strategies to operate with values?

(3)   What is the structure of the choice process?

2. Method

Within the methodological basis it becomes highly essential to explain the "basic route" which is covered in a human's mind to transmit his or her own values to the discursive

surrounding. In this case, the notion of stance possesses the central place. The active linguists' interest to stance and stancetaking (Biber & Finegan, 1989; Du Bois, 2007; Englebretson, 2007; Jaffe, 2009; Johnstone, 2009; Kiesling, 2018; Morozova, 2011; Myers, 2010) can be explained by the shift of their attention from the speech behavior of individual speakers to the patterns of their discursive interaction (Ushchyna, 2020, p. 74). The so-called "basic route" can be also explained as the communicative scenario, keeping to the general idea that communication is developing according to a certain scenario.

According to G. Lakoff, the communicative scenario is based on the structural diagram of the "path": source – path – goal (Lakoff, 1987, p. 286). During the execution of the communicative scenario, the source is an individual's positioning. Positioning (Ushchyna, 2020) is an intersubjective process during which communication participants construct their own positions in relation to other communicators, usually being in unequal social, psychological, and epistemic conditions, and therefore broadcast their own evaluative, emotional, and epistemic perspectives, focusing on the asymmetry of communicative relations. At the positioning stage, the individual generates his / her own values. Values are expressed (implicitly/explicitly) with the help of communicative sources (verbally/nonverbally/supraverbally) (Pic. 1).
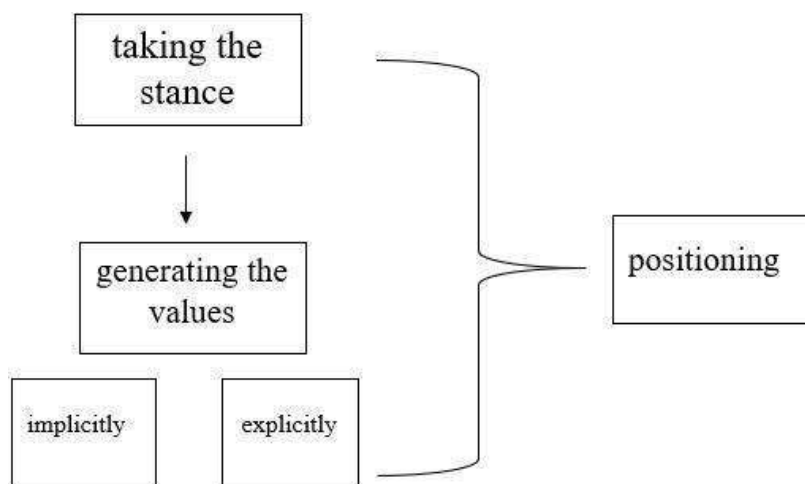
Pic. 1. Positioning within the choice theory in linguistics.

The choice theory in linguistic studies is the process of selecting language resources and their adaptation to communicative conditions (Sokolova, 2022), which is integral to any communication. The choice theory in linguistics is aimed at the optimal implementation of the addresser's intention, at achieving a specific communicative goal; it is coordinated with the status-role and psychological characteristics of the participants in the communicative process, and is modeled according to the communicative situation.

The practical material for the research consists of dialogical fragments obtained from the film scripts describing the values of discursive personalities of the XXI century. The total number of the dialogical fragments is 563.

3. Results and Discussion

The choice theory, according to W. Glasser (Glasser, 1999, p. 22), is always an attempt to consider the differences between people and satisfy both parties. The main difference between the external control language and the choice theory alternative lies in the sphere of creativity. Without creative approaches any close relationship may grow stale. All people are capable of being creative, but both the language and cognitive processes of people who rely on the external control is almost totally noncreative. It is usually

stereotypical, made up mostly of a few overused words and threats. In contrast, the choice theory language is rich with creative, caring words and it does not consist of any threats.

The research findings are to display the difference between the language choice theory and the external control language on the samples of the strategies used by the speakers within the values-based approach (Skrynnik, 2023) to the study of discourse.

3.1. The Strategy of Imposing the Values

In parent-child, teacher-student, manager-worker relationships, in which the power is almost always in the hands of a parent, teacher, or manager, the parties should work to give children, students, and workers more power than they usually have in the external control world. The more power the parent, teacher or manager gives, the more chance each has to achieve his or her goals. In the following example the mother imposes the values of sympathy and compassion on one daughter towards her other daughter:

(1) INT. CABRERA KITCHEN - MORNING

[Marta sits in front of a laptop. Her MOM is at the table with her, her sister ALICE watches CSI on an iPad on the counter top. Murder related dialogue from the show. Marta scrolls through a jobs site, tired, eyes dead. Her mom watches, concerned].

MOM: Alice, turn that off now.

ALICE [is speaking simultaneously with MOM]: Why? It's almost over […] What? There isn't even anything bad on it, it's just normal tv and they're just talking. Ok, ok, goddddd, whatever, ok, whatever.

MOM [is speaking simultaneously with ALICE]: Now please just turn it off. Turn it off. Now. Alice. Off. They're talking about murder on it, your sister just had a friend she loves slit his throat open she doesn't need to be hearing that right now let's be sensitive!

[Mom standing yelling, Alice slams the iPad cover closed. […]].

MARTA: Alice you can keep watching your show, it's alright (Johnson, 2019, p. 2).

The mother tries to impose on her daughter Alice the value of being sensitive to the people, specifically to her sister Marta. Being driven by emotions and Marta's grief, she forgets about sensitivity herself using the external control language and starting yelling. The choice theory presupposes the control of one's own feelings and, in this particular case, the necessity of being more sensitive to Alice appears, explaining to her the significance of being sensitive to others in a more restrained and calmer tone.

The strategy of imposing the values might be carried out in proper terms in order to save the opponent's meritoriousness. In this case, this strategy may be also regarded as such as having a dubious nature. Despite the general message of imposing one's views on the opponent which does not correspond to the principles of the choice theory language, the background nature of this behavior consists in goodness. The fragment of the dialogue demonstrates the usage of the strategy of imposing values by an employee (Harlan) towards his young nurse (Marta). Marta seems to mix the medicines for the injections which she gives every evening to Harlan. This time something goes wrong and she makes a high-dose injection with the medicine, which is deadly. Harlan decides to save Marta from prison, he decides to kill himself and insinuate a suicide, and starts giving Marta instructions how to escape responsibility in order not to be caught by the police or family members. Harlan is 85 and he is a well-known detective writer, he knows how to do everything perfectly. Harlan imposes the values of own self-sacrifice:

(2) MARTA (cont'd): Where's my phone? Shit!

She picks up a landline phone on the table, dials 911 with shaking hands. Before it can

even ring, the line goes dead. She looks, unbelieving: Harlan's finger is on the cradle.

His eyes are locked with hers, serious and certain.

MARTA (cont'd): Harlan what are you doing?

HARLAN: Marta, listen to me.

MARTA: Harlan we need to – are you crazy, we need to call, they need to get here… I need to…

HARLAN: Stop. Stop, stop, Marta, listen, there isn't time, stop, now stop.

She goes for her cell phone across the room and Harlan stops her, they trip and fall to the ground with a KA-THUNK.

MARTA: What are you doing, are you nuts?

HARLAN: Marta it's too late, it is over, it's too late I am dead listen. LISTEN.

He actually puts his hand over her mouth (Johnson, 2019, p. 39).

The strategy of imposing the value consists of the tactics of calming down the addressee and making him or her listen attentively (Marta, listen to me; Stop. Stop, stop, Marta, listen); of explaining the reason for the decision being made (there isn't time; it's too late I am dead listen. LISTEN). The non-verbal components contribute to the more effective imposition of values. The non-verbal language becomes crucial when dealing with impositions. Harlan prevents Marta from calling the ambulance (Harlan's finger is on the cradle; Harlan stops her, they trip and fall to the ground with a KA-THUNK); his look (His eyes are locked with hers, serious and certain) and gestures (He actually puts his hand over her mouth) are more persuasive than his verbal warnings.

When the strategy of imposing the values is used it is often rational to think over the addressee's reflection to the process of imposing the values. Especially, when the addresser's and addressee's values contradict to each other. In the parental discourse, parents should take into account their adult children's reflections to the values being imposed on them. In the following fragment of the dialogue, since childhood the children in the family have been imposed with the value of success and achieving it by themselves. The addresser, who uses the strategy of imposing the values, reacts restrainedly, however, his non-verbal behavior is more informative than the verbal one as "the inner world of a person is revealed through his non-verbal behavior" (Kyseliuk, Hubina, Martyniuk & Tryndiuk, 2020):

(3) LIEUTENANT ELLIOTT: Seems like all his kids are self-made

overachievers. Richard makes a "...sure" face.

RICHARD: Sure (Johnson, 2019, p. 8).

Richard agrees with the lieutenant Elliot verbally (Sure), though his non-verbal behavior contradicts to what he says (Richard makes a "...sure" face). It is quite a mitigated form of disagreement with the imposed values and views, as in the example the speakers are communicating within the boundaries of the institutional discourse. Such reflection functions within the choice theory language and is appropriate for the situation. However, the addressee's reaction can be verbally more emotional within the frames of everyday discourse.

This example demonstrates manipulation and is used for the purpose of reasoning-critical influence on the recipients. The given strategy on the formal side presents an expression of a rational-logical approach to the process of communication, and on the other hand, manipulative-critical; therefore, it tends to have the conflict nature.

3.2. The Strategy of Transmitting the Values

Every individual has his/her own world view, personal and social experience, own values through which he or she perceives the external world. In the process of communication, the speakers' values become obvious. In the following fragment a discursive personality explicitly transmits her values of success – building and running her own business:

(4) LIEUTENANT ELLIOTT: Okay and you and your husband Richard work for a real estate firm in Boston?

LINDA (sharp): It's my company.

LIEUTENANT ELLIOTT (checks notes): Sorry. Right.

LINDA: I built my business from the ground up.

LIEUTENANT ELLIOTT: Just like your dad. You two were very close?

LINDA: We had our own secret way of communicating. You had to find that

with dad. You had to find a game to play with him. And if you did that, and played by

his rules… (Johnson, 2019, p. 7).

Linda emphasizes that she has built her own business from the ground without her husband's or her father's help using a sharp remark (It's my company). In this way she places the value of having a successful career in the first place. Besides, this example displays an individual's desire to have something in common with another successful person. In this case, Linda mentions that she has found the right way to her father – a famous writer (We had our own secret way of communicating).

Another strategy of transmitting the value of success is presented by putting a company's success forward before one's own personal success. In the next example a discursive personality is transmitting to the society the value of the company's achievements rather than his own success in running the company, though he feels insecure speaking about the official head of the company – the publishing house:

(5) WALT THROMBEY now sits in the questioning chair. Late 40s, softly

obsequious in a sweater and loafers. His leg is in a cast.

LIEUTENANT ELLIOTT: For the record, I'm speaking to Walt Thrombey, Harlan

Thrombey's youngest son.

LIEUTENANT ELLIOTT (cont'd): So you run your father's

publishing company?

WALT: Yeah. It's my - it's our, it's the family's publishing company, dad trusts me to run it. 30 languages, over 80 million copies sold. A real legacy. You guys fans? (Johnson, 2019, p. 8-9).

Firstly, Walt, who is the youngest son in the family, corrects himself when speaking about the ownership of the business (It's my - it's our, it's the family's publishing company). Secondly, within the strategy of transmitting the value of a company's success the speaker uses the tactic of emphasizing his role in the family business and in the family itself, highlighting the importance of the father's trust in the family (dad trusts me to run it). Thirdly, the speaker (Walt Thrombey) uses the tactic of emphasizing the company's achievements instead of personal ones (30 languages, over 80 million copies sold. A real legacy); and finally, the tactic of attracting the opponents' attention (You guys fans?). The strategy of transmitting the values of success through the mutual success of a company corresponds to the choice theory language more rather than to the external language control as it is group-centered and presupposes the respect of others and taking into account others' opinions, views and values.

The aim of the strategy of transmitting the value of truth is to express the real nature of the feelings; to foster a commitment to truthfulness, honesty, and accuracy in communication and interpersonal interactions. The user of this strategy, thus, seeks to emphasize the importance of truth as a fundamental ethical principle and a foundation for trustworthy relationships, effective decision-making, and the pursuit of knowledge.

(6) Harlan sits, setting up a GO board. Marta enters. […] She sits and they

start clacking white and black stones on the board.

HARLAN: Why can't I beat you at this game? Oh, uh huh.

MARTA: Because I'm not playing to beat you, I'm playing to build a beautiful

pattern. They play fast, and Marta is obviously winning (Johnson, 2019, p. 35).

Marta translates the value of truth through displaying the joy over the moments rather than rush for a victory (Because I'm not playing to beat you, I'm playing to build a beautiful pattern).

The transmission of the value of honesty by an individual is displayed in the following fragment. The chosen tactic for transmitting the values is presented by threatening, which is irrational in this case and contradicts the choice theory but the addresser chooses this strategy as the most effective tool knowing the addressee's weak sides and possible consequences:

(7) INT. SMALL STUDY - DAY OF PARTY. Harlan showing Richard photos

on a laptop. Long lens photos, of Richard kissing a woman who is not Linda.

Richard glares at it, Harlan turns an old baseball over in his hands.

RICHARD: That's none of your business, Harlan. Stay out of my marriage. [Harlan

holds up a sealed small envelope with flowery embroidery, "L" written on the front].

HARLAN: I know my daughter. She'd want to know. I've put it all in this letter to

her, tomorrow she gets it.

RICHARD: I'm warning you once, don't do this like hell.

HARLAN: She deserves to know; you're going to tell

her! [Harlan slams the baseball down on the desk].

HARLAN (cont'd): You tell her or I will! (Johnson, 2019, p. 20).

The father (Harlan) is threatening his son-in-law to tell his daughter about Richard's breach of faith, thus, broadcasting the general positive value of honesty. Within the chosen general tactic of threatening, he uses the sub-tactics of showing the privilege over the opponent because being father he knows his daughter better (I know my daughter. She'd want to know). He is emphasizing his daughter's importance for him (She deserves to know). He is also giving the right of choice to the opponent (You tell her or I will!). Knowing his son-in-law well enough, Harlan resorts to using the tactic of threatening, understanding that this high measure can bring the needed effect. In terms of the choice theory language, threatening is not an effective tool for transmitting one's values and for getting the communicative success by achieving the addresser's goals. However, in this particular case, within the frames of everyday discourse where communicative partners owe a lot of information about each other, this strategy may be productive and can lead to achieving the set goals.

In the next example it is demonstrated how the means of the choice theory language are employed implicitly, with the help of non-verbal components. Father (Walt) is not

satisfied that his son (Jacob) is always using a mobile phone, thus, transmitting the value of the children's having proper education and conforming to moral standards:

(8) WALT: And my son Jacob, <u>he's sixteen</u>. <u>Very politically active</u>. [<u>He's angrily looking at his son JACOB, who is always on his phone</u>] (Johnson, 2019, p. 9).

On the verbal level he emphasizes some difficulties of being a teenager and undergoing some change period to the adult's life (he's sixteen) and turns his son's drawback of using a mobile phone permanently into a benefit (Very politically active). However, Walt displays his dissatisfaction through a non-verbal component, which is an angry look. In this case it is demonstrated how the choice theory language contributes to avoiding arguments on the verbal level, but makes clearly understandable what values an individual is advocating. The chosen strategy of mitigating the non-cooperative flow of communication corresponds to the choice theory.

Besides the non-verbal way of transmitting the values, there exists also supraverbal way of transmitting the values, which is also quite informative and efficient in the process of communication (Soloshchuk, 2020).

Sign-like pragmatic devices are very close in their functions to behavioral sings, constituting a part of the social-cultural code, since, similar to rituals, role playing and games (Chandler, 2007; Collins, 2004; Goffman, 1983), they are predictable, renewable and strongly associated with the type of the situation they refer to. In this sense, the universal pragmatics of politeness and cooperation is essentially a set of interconnected pragmatic social codes.

The following examples demonstrates the effectiveness of the supraverbal components in the process of transmitting a discursive personality's values:

(9) INT. HARLAN THROMBEY'S STUDY – DAWN

<u>A cramped attic study</u>, <u>every shelf crammed with curios</u>. The door swings open and Fran sees: HARLAN THROMBEY himself. 85 years old. Slung across a white leather day bed (Johnson, 2019, p. 2).

The interior of the study (A cramped attic study) displays the personality and values of its owner, the way a study is arranged, decorated, and organized can provide insights into the individual's preferences, interests, and priorities. The look of the shelves (every shelf crammed with curios) describes his owner as a person with a broad outlook, huge experience and extraordinary interests.

3.3. The Strategy of Revealing the Values

The strategy of revealing the value is often aimed at discovering the real intentions of the communicative partner. This strategy is of a dubious nature as, on the one hand, it reveals the truth that is considered to be positive; on the other hand, it can reveal an opponent's hidden negative implications and values. This strategy is also of a special interest as sometimes it may be performed unintentionally, thus, only making this truth even more valuable. The addresser transmits the value of honesty thus spreading the light on his daughter-in-law's value, which is eagerness for obtaining money at any rate:

(10) INT. SMALL STUDY - DAY OF PARTY

Harlan at his desk, toying with the same old baseball. This is a thing he does at

his desk. Joni standing, <u>arms crossed</u>.

JONI: The school hasn't got the check yet, I don't know why Alan didn't mail it.

HARLAN: Alan didn't mail it because he caught a discrepancy. […] As per

your request. <u>You've been double dipping Meg's tuition, stealing from me. A</u>

<u>hundred thousand dollars a year. For the past four years</u> (Johnson, 2019, p. 21).

The addressee (Harlan Thrombey) transmits the value of truth in the process of communication with his daughter-in-law (Joni). Harlan discovers the truth that Joni is stealing money from him. The addressee uses the tactic of revealing the truth with the detailed argumentation of his conclusions (You've been double dipping Meg's tuition, stealing from me). Another tactic used by him includes supporting the conclusions with the exact data (A hundred thousand dollars a year. For the past four years) for the general implementation of the strategy of revealing the value of truth. The addresser in her turn uses the non-verbal tactic of protecting herself (arms crossed) as a tool for the implementation of the general strategy of protecting one's own image. The strategy of revealing the values enacted with the help of the tactic of discovering the true intentions of a communicative partner may lead to the change of the general communicative flow to a conflict. The non-cooperative character of communication does not correspond to the basic principles of the choice theory language.

The strategy of revealing the values is often performed with the help of a declarative tone: instead of effective discussion and decision-making, speakers comment on others' positions, values and demonstrate others' image characteristics in the worst light:

(11) MILES (cont'd): Or Duke, look at Duke, do you think people looked at him and saw anything other than the beef, you think they saw the first gamer with a million followers on Twitch. Invented the word "influencer." Claire and Lionel have joined the group.

MILES (cont'd): Or Claire blowing up conventional politics, or Lionel pushing science past its comfort point, it's what I did with Alpha, it's disruption. That's what I did with Al…

Andi appears, standing behind them. Miles changes tact (Johnson, 2022, p. 38).

The communicative conflict here is expressed in the absence of a common result, in the declarative manner of a critical position the purpose of which is to deny the positions and values of others. In this case the speaker resorts to the use of arguments discrediting opponents and their image in general. The declarative tone for the strategy of revealing the values turns out to be a kind of negative advertising. The tool for the implementation of this strategy is an appeal to moral and ethical standards combined with negative assessments of the opponents' activity. Such constructions contain expression markers of discrediting the opponents and are of increased manipulative potential.

An argumentative-critical flow used for the implementation of the strategy of revealing the values is also characterized with rational speech behavior, which is not directed at the agreeing with the interlocutor but at criticizing them or denying their statements. The argumentative-critical tactic is not focused on solving a common communicative problem: the speaker explains and comments on their own point of view:

(12) HELEN: So, based on this napkin idea Andi and Miles create Alpha, it blows up, they bring everyone along for the ride. And Miles's aspirations keep getting bigger and bigger. Cut to: two years ago. Miles meets some sketchy Norwegian chemist at an ayahuasca ceremony in Peru, who pitches him this new hydrogen fuel. He becomes obsessed. He's ready to put the entire company's resources towards launching this stuff (Johnson, 2022, p. 84).

This tactic is grounded on the basic rules of proving and reasoning while the speakers use the basic logical principle of argumentative speech. Arguments are convincing facts, generally accepted information, which all participants agree on (And Miles's aspirations keep getting bigger and bigger; He becomes obsessed. He's ready to put the entire company's resources towards launching this stuff). The speech is mostly emotionally neutral, without the use of stylistically marked vocabulary or expressive syntactic

designs, which also contributes to the presentation of appropriate arguments. The most common forms of refutations are arguments and thesis criticism, the use of which corresponds to the principles of the choice theory.

3.4. The Strategy of Advocating the Values

The strategy of advocating one's own values is often used within the confrontational background flow of communication. To a large extent it is a representation of conflict interaction as it involves destructive communicative behavior of speakers, discrediting both the addressers and the addressees. It is characterized by the lack of a common communicative task and the deficiency of willingness to achieve the common result of communication.

(13) CLAIRE: Telling us we owe you. You made money off Alpha all those years,

you did fine, you got yours!

ANDI: I got? No, he got his! From me! <u>My life was taken from me by someone,</u>

<u>by everyone here – my life</u>! <u>Do you even know what that means</u>?

BIRDIE: What Claire's saying is we're all sorry and feel bad for you but... what

do you want?

ANDI: Are you really asking me that?

CLAIRE: Yes! <u>What do you want? You want a check</u>? <u>Performative pity, are there</u>

<u>some right words for us to say so we can all get on with our lives</u>? <u>You want</u>

<u>revenge, slit Miles's throat, take us all down, what? Drop your bombshell! Say it!</u>

ANDI: <u>I want the truth</u> (Johnson, 2022, p. 57).

In the example above Andi resorts to the use of the strategy of advocating her own values (I want the truth). She uses the tactic of explaining her own position (My life was taken from me by someone, by everyone here – my life!); discrediting the opponents by emphasizing that they are not knowledgeable about the situation (Do you even know what that means?). The communication in this case gains the confrontational character as the opponents, in their turn, use the strategy of protection with the tactics of finding out the general motives of Andi's behavior (What do you want? You want a check?) and discrediting through some exaggerated presumptions (Performative pity, are there some right words for us to say so we can all get on with our lives? You want revenge, slit Miles's throat, take us all down, what? Drop your bombshell! Say it!).

The strategy of advocating the values is also performed with the help of the tactic of discrediting own past values to save one's face:

(14) The magazine Blanc holds is a vintage late 90s copy of British fashion mag THE FACE. A teenage Birdie is on the cover, <u>with a large diamond set on her forehead</u>.

BIRDIE: <u>Oh, blast from my past, look everybody</u>, <u>Miles you are so funny, keeping this around</u> (Johnson, 2022, p. 36).

In this example a discursive personality uses the tactic of shifting the responsibility on another person (Miles you are so funny, keeping this around); manipulating everyone to do the same (look everybody); and discrediting the values from the past (Oh, blast from my past).

The choice theory language contributes to working out communicative problems with one another; the external control language increases them. The table below summarizes the most essential differences between the language of choice theory and the external control language:

Table 1. Choice theory language vs. External control language.

Choice theory language	External control language
mitigating drawbacks	threatening
demonstrating company's / mutual success	demonstrating own success
revealing the truth	revealing an opponent's negative implications and values
argumentative manner	declarative manner
self-control	excessive expressiveness

4. Conclusions

The paper addresses the problem of the language choice theory in linguistic studies within the general concept of studying discourse within the values-based approach. The history of human existence has proven that speech itself is an important factor in mental development of a personality and improvement of social relations. Consciousness develops under the influence of speech and mental operations, volitional and emotional spheres; the intellectual capabilities of a person are enriched as well.

Any type of communication possesses a strategic nature and is sometimes carried out by the addresser automatically, that is, without awareness of the usage of a certain strategy. This is caused by the unconscious assimilation of knowledge by a person and the mechanical performance of most tasks. According to the discursive approach, the strategy is a linguistic choice, a chain of decisions made by a speaker with the help of communicative options of certain speech acts and language means; it is the implementation of a number of goals in the structure of communication. Taking into account the purposefulness of discursive activity, the language choice is defined as a phenomenon that belongs to human consciousness, and is embodied in speech and is used to construct the communicative process.

The choice process has a certain structure (source – path – goal). In this case, the source is an individual's positioning which transmits an individual's relation to other communicators, thus, as well their general values and attitudes. Values are expressed (implicitly/explicitly) by means of speech (verbally/nonverbally/supraverbally) and lead to achieving the final communicative goal.

During the research process the basic strategies within the values-based approach to the discourse studies have been outlined: the strategy of imposing the values, the strategy of transmitting the values, the strategy of revealing the values and advocating the values. The outlined strategies presupposed the detailed displaying of their potential within the choice theory language.

The results of the research can be applied both in the discursive and pragmatic framework, developing the theory of a discursive personality and contributing to the studies of the interaction of verbal and non-verbal communication. The perspectives of further research lie in the developing of the basics of the choice theory language; defining other strategies in the study of discourse within the values-based approach; developing the theory of a discursive personality.

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