Strategy and Tactics of Communication in Fairy Tale Discourse

Zhanar Zhetessova[a]* ID , Sabira Issakova[b] ID , Assylymay Issakova[c] ID ,
Kalbike Yessenova[d] ID , Raikhan Ozgambayeva[e] ID , Fariza Ismailova[f] ID

[a] *Theoretical and Applied Linguistics Department, K. Zhubanov Aktobe Regional University, Aktobe, Kazakhstan. Email: zhanar_almasovna@mail.ru*

[b] *Theoretical and Applied Linguistics Department, K.Zhubanov Aktobe Regional University, Aktobe, Kazakhstan. Email: sabira-i@yandex.ru*

[c] *Kazakh Philology Department, Caspian University of Technologies and Engineering Named After Sh. Yessenov, Aktau, Kazakhstan.*
Email: aslaim@rambler.ru

[d] *Kazakh Language Theory and Methodical Teaching Department, Abai Kazakh National Pedagogical University, Almaty, Kazakhstan. Email: kalbike_65@mail.ru*

[e] *Dean of the Faculty of Education Caspian University of Technologies and Engineering Named After Sh. Yessenov, Aktau, Kazakhstan.*
Email: r.ozgambay3835@gmail.com

[f] *Foreign Languages Department, Abai Kazakh National Pedagogical University, Almaty, Kazakhstan. Email: fari1996@mail.ru*

Abstract

The anthropocentric direction of modern linguistic research is of particular interest when studying animal tales. It highlights the importance of considering specific categories of verbal signs that shape ethnocultural marking and the worldview characteristics of an ethnic group. This study aimed to analyze animal tales using animalistic vocabulary while taking into account various speech tactic indicators. This process employs various manipulative mechanisms of communicative strategies. Axiomatic, content analysis, and hypothetic-deductive methods were used to achieve the research objectives. Various stories and fairy tales with animalistic linguistic units were studied. It was established that most speech processes in fairy tales are reflected in the dialogues. Findings reveal that the main conflict of fairy tale discourse is the confrontation between heroes. It is filled with elements of dualism "good-evil," which is most vividly manifested in the interactions of characters such as the fox and the wolf. It was established that the tactics of deception, intimidation, and coercion prevail in the speech behavior of the characters in folk animal tales, while simultaneously highlighting the character traits of each participant in the conversation. They influence the emotional state of the interlocutor through compliments and appropriate forms of address, achieving their initial goal of communication. The study implies that fairy tale discourse transmits the cultural and value orientations of people through the use of various strategies and tactics, paying special attention to the conflicts and problems that accompany society. The practical significance lies in the use of the results by specialists in linguistics, language studies, and philology.

Keywords: Speech Behavior, Dialogue, Manipulation, Communicative Act, Characters.

Introduction

Fairy tale narratives are of particular interest to linguistics, as they represent a unique form of verbal communication that combines numerous linguistic, structural, and cultural features (Bottigheimer, 2018). A fairy tale is a unique genre that employs its own communication rules, specific constructions, and turns of phrase, allowing for the expression of each character's uniqueness and the construction of a distinctive narrative (Doli-Kryeziu, 2023). Writers carefully choose words, rhythm, metaphors, and symbols to create a distinct linguistic layer within the corresponding discourse. These can be archaisms, words, and expressions related to mythology and folklore, as well as specific lexical turns that give the fairy tale a unique atmosphere and color (Zipes, 2015). Also, fairy tale discourse serves a variety of communicative purposes to maintain effective information exchange and the transmission of cultural values. It encompasses multiple levels of communication, including the connection between characters within the tale, the author, and the audience, as well as the narrative and society as a whole, where dialogues and interactions convey the characters' traits, develop the plot, and impart moral and ethical lessons. Authors most often use animalistic lexical units in this kind of genre, developing linguistic and narrative techniques to engage the audience. They directly address the reader, employ rhythm and repetition to create melodiousness, and use metaphors and symbols to convey complex ideas and concepts (Karagiannaki & Stamou, 2018).

The use of animalistic vocabulary in fairy tales about animals is a defining feature, employing various speech tactics and strategies to describe the characters (Zhetessova, Issakova, & Ekici, 2024). These main characters exhibit distinctive speech behaviors that reflect their personalities and roles in the plot. This vocabulary is essential in crafting a unique atmosphere and infusing a sense of realism into a world where animals think, speak, and act like humans. By emphasizing anthropomorphism, this language element endows animal characters with human traits, negative and positive, represented in mages of fox and wolf, allowing for the creation of vivid, memorable images while also highlighting specific character traits (Shirani, Fazeli, & Faghih Malek Marzban, 2024). It serves to convey moral and ethical lessons, enrich the narrative, and engage the audience emotionally. Animalistic vocabulary not only adds depth to the story but also plays a critical role in advancing the plot. It introduces conflicts and twists that invite readers to explore complex ideas and interpretations (Zhetessova et al., 2024). The seemingly strange or unpredictable actions of animal's act as catalysts for events, driving the story forward and enabling change. Overall, these linguistic elements enhance the richness and entertainment value of fairy tales, supporting their purpose in building characters, crafting compelling plots, and delivering meaningful moral lessons.

This study reinforces the importance of recognizing the various linguistic tools and lexical units employed in language manipulation. The purpose of this study was to examine animalistic linguistic units as part of the speech techniques employed in fairy tale discourse. Accordingly, the study aims to achieve the following objectives (i) to analyze animal tales and identify the communication strategies and tactics utilized, with a specific focus on character interactions within dialogues; (ii) to investigate how communicative strategies are employed in the broader context of fairy tale discourse. To achieve these objectives, this research draws upon a diverse selection of Kazakh animal tales as its primary material basis. These tales were instrumental in identifying elements of anthropomorphism, where animals are depicted with human traits, such as the ability to think and speak. This provided a foundation for analyzing communication trends within the unique context of fairy tale discourse.

This analysis includes exploring speech acts, dialogue strategies and tactics, and the use of metaphors and other rhetorical devices. Moreover, it examines the structure of the tales, the portrayal of characters, their interactions, and the overarching themes and values conveyed through the narratives. This comprehensive approach provides a deeper understanding of how communication functions in fairy tale discourse.

Literature Review

Meaning of Fairy Tale Discourse

Fairy tale discourse is far more than just a sequence of entertaining events or vivid images. It serves as a dynamic medium for conveying cultural, social, and moral values, as well as illustrating the consequences of good and bad actions (Soltau, 2021). In Kazakh folk tales about animals, this type of discourse reflects the norms, traditions, and values of the culture from which it originates (Eleonora et al., 2024; Issakova et al., 2021). Through the characters' behavior, dialogue, and choices, the reader is led to engage with moral dilemmas and consider what truly matters in life. The victory of good over evil in these tales reinforces the idea that justice will ultimately prevail, emphasizing moral lessons such as empathy, courage, and honesty. Fairy tale discourse functions not only as a tool for entertainment but as a powerful method for transmitting values from one generation to the next. When carefully read and analyzed, these tales offer a mirror to the world of perception, ideals, and aspirations of Kazakh society (Kartzhan, Issakova, & Kenzhemuratova, 2024). As a result, the discourse transcends simple storytelling, providing an important social and educational role in shaping and reinforcing community values (Gilea & Volkova, 2024).

Fairy tale discourses often reflect generations of accumulated experience. As an integral component of language, the folkloric worldview represents a global image of reality expressed through a system of speech units. Animal tales are a rich source of material for studying human culture and the peculiarities of their associative thinking. Fairy tale discourse in linguistics represents a unique area of research, as it encompasses a variety of elements related to language, narrative structure, and cultural aspects (Maslinsky, 2023). Fairy tales, being one of the oldest genres of literature, use unique linguistic structures and phrases that help convey a story carrying moral and ethical lessons. They serve, in a way, as a bridge between abstract ideas and concrete life reality, making complex concepts accessible and understandable. This literary style facilitates the revelation of the act of communication, which can be used to achieve specific goals such as enlightenment, entertainment, or the transmission of cultural values. Thus, fairy tale discourse is a multifaceted object of study that allows for a deeper understanding of the mechanisms of language and its use in creating captivating and engaging stories that remain relevant for centuries (Maslinsky, 2023).

Furthermore, the archetypal images and plots commonly used in fairy tales transcend cultural and historical boundaries, enabling the stories to be understood and appreciated across diverse contexts (Zhanysbekova, 2024). These universal motifs, such as the battle between good and evil, allow fairy tales to resonate with readers of all ages and backgrounds, making them relevant and meaningful in various cultural settings. Through the use of language manipulation, the fairy tale characters influence the course of events, subtly shaping the narrative and directing the reader's emotional response. These tactics are integral to the development of the plot, guiding the characters toward moral choices that challenge their values and behaviors. In this way, fairy tale discourse provides not only a mirror for societal norms and values but also a space for introspection and moral development.

From the perspective of Li (2022) the language of animals in fairy tales is carefully crafted to reflect their character, behavior, and environment. This is not just about what the animals say, but also how they speak. Fairy tale animals often use words and phraseological units that highlight their specific traits, such as habits, social roles, or the physical settings they inhabit. In many cases, animals in these tales may exhibit distinct grammatical features in their speech, which help to define their type and personality. These linguistic characteristics create an individualized voice for each animal, making their speech both memorable and symbolic. (Ramer, 2021; Shirani et al., 2024).

In this way, the language of fairy tale animals not only reflects the characters' personalities but also serves as a medium for communicating broader societal issues and ethical values. Moreover, the dialogues of these animals may reference other texts, cultural codes, or historical events, making the speech of these characters rich in intertextual connections. These references can enrich the meaning of the story, allowing the reader to draw connections between the tale and various cultural, historical, or literary contexts. Analyzing the speech of animals in fairy tales from an intertextual perspective offers valuable insights into the cultural and historical layers that shape these narratives, and it highlights the way that language functions as a bridge between different eras, ideologies, and traditions. This approach opens up a rich field of study in linguistic analysis, particularly in the realm of corpus linguistics.

Concept of Communication Strategy

The concept of "communication strategy," while widely discussed in modern linguistics, still carries some ambiguity, particularly in how it relates to tactics and speech progress. Banjica (2020) analysis suggests that communication strategies are most effective when they lead to long-term outcomes, rather than short-term goals. In fairy tales, characters use manipulative strategies to influence the outcome of interactions, often relying on archetypal images rooted in national folklore. These strategies are reflected in the structure of dialogues and monologues, where animals engage in complex speech acts that shape the narrative. Fournier (2018) highlights that fairy tale discourse is a dynamic process of cognitive and linguistic communication, where speech tactics and strategies play a key role in shaping the interaction between characters. This speech activity deeply reflects the sociocultural world of the ethnic group, influencing how characters communicate, build relationships, and navigate the social structures presented in the stories.

In both real-life communication and fictional narratives, understanding the subtleties of this process can provide valuable insights into the dynamics of power, influence, and control in interpersonal communication. The analysis of communicative speech processes in dialogue within the framework of fairy tale discourse reveals that communication strategies and tactics play a central role in shaping the behavior of characters and conveying deeper meanings within animal stories. Fairy tale discourse, as a unique form of speech communication, functions not only to entertain but also to communicate ideas, moral lessons, and cultural values. It provides a means of transmitting these values across generations and cultures, often using characters, events, and symbols that resonate universally (Soloshchuk & Chebotarova, 2024). Fairy tales are much more than entertaining stories; they are vehicles for communicating deep moral and cultural lessons. The communicative strategies employed by characters in dialogues, along with the complex interplay of good and evil, serve as a reflection of human experience, allowing the reader to engage with the story on a profound level. This makes fairy tale discourse an essential component of cultural transmission and moral education, shaping both individual and collective understandings of right and wrong.

In animal tales, dialogues serve as powerful tools for conveying complex moral dilemmas, societal issues, and human emotions. Through the interactions of characters such as the fox, wolf, and other animals, readers are introduced to various communication strategies – deception, coercion, manipulation, praise, and condemnation – that reflect both the characters' personalities and the social and moral landscapes they inhabit. These dialogues are carefully crafted to allow the audience to reflect on the characters' actions and decisions, often leading them to question their perceptions of good and evil.

Fairy tales serve as a rich resource for examining communication strategies and tactics. This is in line with a few previous studies (Azizova, 2023; Sun, 2022; Tavbayeva, 2023; Zuo, 2019), which focus on speech practices and the challenges of implementing communicative acts, offering valuable tools and terminology for analyzing the linguistic aspects of fairy tales. Several studies have examined the pragma-linguistic nature of discourse in their works (Bazarbayeva et al., 2021; Ryspayeva et al., 2019). A few studies have also revealed the speech strategies and tactics of communicators when encoding discourse, including literary discourse. However, they do not fully characterize the features of their use in the animalistic aspect. Other studies (Sadirova & Nauryzbaikyzy, 2023; Umurova, 2023) consider the national characteristics of discourse in the context of a comparative analysis of the Kazakh, Russian, and English languages. They study the specifics of communicative and manipulative influences in various linguistic discourses. However, animalistic lexical units that reflect trends in communication strategies have not been fully described. In other works (Balmagambetova, Zhunusova, & Adilova, 2020) explore fairy tale discourses within the framework of linguistic and cultural space. However, researchers have not reflected on the strategies of their communication tendencies within the animalistic component.

Direct speech is another key element in communicating the emotions, moods, and personalities of animal characters. Through the rhythm and intonation of their speech, characters can communicate a range of emotions, from excitement and joy to fear and sorrow. This emotional depth is often reinforced by metaphorical language, where animals' words carry symbolic meanings that go beyond the immediate narrative. These symbolic elements allow fairy tales to impart deeper philosophical ideas, social commentary, and moral lessons that resonate with readers.

Language Manipulation

Hoemann et al. (2020) highlight the significant role of language manipulation in shaping speech strategies and tactics, particularly within dialogues. Manipulation, as defined by these researchers, is a process where one participant in the conversation subtly guides the thoughts or behaviors of another, often without their explicit awareness. This form of influence is powerful because it allows one speaker to shape the direction of the dialogue or the perceptions of the interlocutor, all while avoiding overt threats or coercion. A key method of manipulation involves the use of ambiguous expressions or words with multiple meanings. This strategy enables the speaker to keep an option open, providing a "back door" in case their statements are interpreted in a way that could be considered inappropriate or aggressive. By employing language with emotional connotations, manipulators can trigger specific emotional reactions in their interlocutors, exploiting their fears or desires to achieve a desired outcome. The use of evasive techniques such as changing the subject, interrupting, or avoiding direct answers is another classic form of manipulation. This tactic gives the manipulator control over the flow of the conversation, steering it away from topics they wish to avoid or topics that might expose their intentions. Additionally, repetitive reinforcement of certain information can "program" the interlocutor, subtly shaping their beliefs or actions in alignment with the manipulator's goals.

In fairy tale dialogues, for instance, characters use manipulation in the form of deceit, coercion, and emotional influence, all of which are intended to subtly control or influence the perceptions and actions of the other characters. By understanding the basic mechanisms of manipulation, both in everyday interactions and in fictional dialogues, interlocutors can develop critical thinking skills and be better equipped to identify and resist unwanted influences. Thus, language manipulation is an essential aspect of dialogues, as it enables one party to shape the discourse in a direction that serves their interests, often without the other party realizing the extent of the manipulation.

Methodology

Research Design

The study adopted a qualitative research design focusing on textual themes and patterns within fairy tale discourse. This methodological framework was grounded in three primary methods: axiomatic, content analysis, and hypothetic-deductive (Gemes, 1993; Haberman, 2011). These methods collectively facilitate a comprehensive exploration of communication strategies and tactics in fairy tale discourse (Gunter, 2013).

Data Collection

The study focuses on collections of Kazakh folk tales, including: *"Kazakh Folk Tales"* (Akzholova, 2021); *"Kazakh Fairy Tales" (*Karashin, 2022*; Seryabryansky, 2021), and *"Kazakh Folk Tales About Animals"*

(Turganova & Zhir, 2018). These collections were selected based on criteria such as their representation of folk art, Kazakh culture, and animal-based narratives.

Data Analysis

Content analysis enabled a qualitative review of textual material, identifying themes, patterns, and strategies within fairy tale discourse. The analysis identified various communication strategies and tactics, including persuasion, threats, manipulation, consolation, and advice. This method examines communicative connections between tales and formulates fundamental strategies and tactics within fairy tale discourse. The axiomatic method establishes foundational principles and axioms, accepted as true without proof, to identify fundamental patterns in fairy tale discourse. This approach highlights that fairy tales function as a medium of communication, sharing information, ideas, principles, and values. It helps define how anthropomorphism is used to depict human relationships and conflicts, with metaphors and lexical symbols conveying complex concepts. This method also examines readers' perception and interpretation, illustrating how fairy tales shape worldviews and influence behavior. By forming and emphasizing hypotheses, the axiomatic method provides a clear conceptual foundation for analyzing communication tactics in fairy tales (Gemes, 1993).

The hypothetic-deductive method aids in formulating and testing hypotheses about communication strategies in fairy tale discourse (Haberman, 2011). It identifies core communication tactics, their features, and functions, structuring speech aspects to ensure clarity and precision in linguistic conclusions. This method also uncovers linguistic mechanisms essential for developing communicative acts, improving strategies that utilize animalistic components to enhance the reception of ideas. By focusing on anthropomorphic, cultural, and linguistic features, this method determines communication trends within dialogues and identifies how figures of speech reflect the properties of communicative strategies. Together, these methodologies provide a robust framework for analyzing speech techniques in fairy tale discourse, revealing their role in shaping characters, advancing plots, and conveying cultural and moral values.

Results

The study made several revelations. One of the major findings was that dialogue, as the primary form of communicative interaction, represents a dynamic process of exchanging speech acts, encompassing knowledge of the world, opinions, intentions, emotions, assessments, and orientations toward the social roles and status of the addressee. This interaction culminates in a complex speech act, reflecting a communicative event where speakers aim to achieve desired outcomes by employing specific strategies and tactics, both verbal and nonverbal (Tomasello, 2023). Dialogue facilitates various approaches to resolving communication challenges, as participants adapt their actions to the given situation. The concepts of task and communicative movement are intricately tied to strategies and tactics.

The planning phase of communication is essentially the foundation of the communication strategy, with the addressee as its focal point. Planned speech actions are driven by distinct intentions, which are understood as ideas, plans, or goals. These intentions serve as a functional component of human linguistic and creative activity, aiding in the understanding and categorization of the world through language. They enable the expression of positions, assessments, relationships, and other pragmatic needs during communication acts (Haro Marchal, 2023).

Table 1: *Types of Communication Strategies and Their Communication Tactics Based on the Goals of the Addressee.*

Strategies	Tactics
Self-presentation strategy (self-presentation means the procedure for creating an image of a speaker and "managing the effect produced")	a. complaining tactics. b. confrontation tactics. c. tactics for demonstrating positive qualities.
Incentive strategy (the main goal is to induce the recipient to perform a certain action)	a. team tactics. b. request tactics.
Invective strategy (a strategy in which the addressee seeks to humiliate or intimidate the interlocutor by acting oppositely)	a. offensive tactics. b. discrimination tactics. c. scare tactics.

Communication strategies and their accompanying tactics influence the predictability of outcomes for the addressee, depending on the ultimate goal of the interaction. Intentions shape these strategies, allowing for targeted speech actions that align with specific communicative goals. This adaptability ensures that the speaker's approach can vary according to the situational demands and desired results. Due to this fact, communication strategies and their tactics determine a variety of predictions of an achievable outcome for the addressee, depending on the type of final goal Table 1.

This analysis highlights that in Kazakh folk tales about animals, including the prefaces to story collections, animalistic characters often symbolize human traits and social dynamics, reflecting conflicts between individuals and social classes. One of the most prominent characters is the fox, who demonstrates

strategic use of language to achieve her goals. Initially, the fox employs compliments and friendly lexical formulas, addressing others with terms like "My dear friend, my cousin" (Akzholova, 2021). When these tactics fail, she resorts to intimidation and coercion, using phrases such as "Rabbit, I want to eat you!" and "Hello, Fish! They say you can't run. Is it true? Then let's run a race: you along the riverbank, and I along the river. See that big tree? Let's run to this tree" (Seryabryansky, 2021). These examples illustrate how intimidation and coercion serve as deliberate tactics to shape the audience's perception.

By portraying the fox as manipulative or threatening, the narrator creates a negative image of the character even before any harmful actions occur. This approach ensures that the audience does not empathize with the negative character, fostering a critical perspective on their behavior. The negative perception of the character extends to their actions, reinforcing moral lessons and highlighting the underlying purpose of speech acts within the narrative. The fox's use of deception tactics in communication, often combined with other manipulative strategies such as initiation and suggestion, further emphasizes her role as a skilled manipulator. Phrases like "Don't eat me!" and "Maybe come with me into the forest!" (Karashin, 2022) illustrate how the fox carefully plans each interaction, guiding her interlocutor's responses to serve her goals. Additionally, the fox employs emotional influence, manipulating her target by feigning weakness and invoking pity: "Our life is very difficult. We are afraid of everyone, but no one is afraid of us" (Turganova & Zhir, 2018). This tactic aims to evoke sympathy for the fox's plight, making her actions seem more justified, even as she manipulates others. Through such dialogues, the fox illustrates the complex blend of confrontation and emotional appeal to secure her desired outcome.

These strategies are crucial in shaping the speech of characters who convey specific ideas. They allow the characters to indirectly guide the reader's moral understanding of the story. Instead of explicitly teaching right from wrong, the characters' actions and emotional expressions subtly influence the reader's perceptions. By using emotionally charged language and expressive statements, the fairy tale discourse invites the reader to form their judgments, making them active participants in interpreting the story's ethical lessons. Through this technique, the fox's behavior paints a nuanced picture of both positive and negative traits, challenging the reader to analyze and independently derive the norms and rules of behavior. This indirect approach to normativity in fairy tales define scope, range and modes of communication, combined with emotionally evocative language, enhances the moral and cognitive engagement of the reader without overtly dictating what is right or wrong (Hohr, 2013).

In fairy tale discourse, the wolf stands out as a key character whose speech behavior is primarily driven by intimidation, coercion, and deception. This is evident in phrases such as, "Oh, my dear, where are you from? I'll eat you now!" and "What I'm looking for is you" (Saulebaeva, 2013). These blunt, impulsive statements contrast sharply with the more calculated and strategic speech of the fox. The wolf's direct approach, without much forethought, makes him the polar opposite of the fox, who typically engages in manipulation through cunning and intelligence.

The central conflict in many animalistic fairy tales revolves around the clash between characters like the fox and the wolf. This interaction underscores the manipulative nature of their language and how contrasting speech behaviors drive the narrative. In these tales, the fox often symbolizes cunning and intelligence, using her resourcefulness to deceive the less clever wolf. The wolf, typically portrayed as strong but not particularly intelligent, represents brute force and rudeness. His failure to outsmart the fox emphasizes that physical strength alone is not enough to succeed, especially when compared to intelligence and ingenuity.

Manipulation plays a significant role in shaping relationships and plot developments in fairy tales. Various manipulative tactics are employed at multiple levels of the narrative, influencing the characters' actions and the reader's perception. A notable example is the dialogue between the fox and the wolf: "Wolf: I'm so afraid to go alone into this forest. I'm sure that if you came with me, I would be safe. Fox: "I know that you are angry with me for what happened last time. But I need your help, and I promise that this time everything will be different" (Turganova & Zhir, 2018). These lines highlight how the fox uses verbal manipulation, appealing to the wolf's emotions and past grievances to secure his cooperation. Through such speech acts, the fox attempts to shift the power dynamic, portraying herself as vulnerable and in need of assistance to garner sympathy and support.

Fairy tales often depict communicative situations where actions, words, character traits, and behaviors are evaluated. In this case, the strategies of praise and condemnation are used to influence how the reader perceives the characters' actions. The fox's clever manipulation of the wolf highlights how such tactics can shape the narrative and moral lessons of the tale. By framing certain behaviors positively or negatively, the tale subtly guides the reader's judgment, reinforcing values and norms. The interaction between the fox and the wolf exemplifies how speech patterns can manipulate the reader's perception, elevating certain ideas and lessons. The wolf's strength and rudeness are ultimately ineffective in comparison to the fox's intelligence and strategic thinking, illustrating the power of wit and resourcefulness over brute force. Accordingly, it can be noted that in the analyzed materials there is a "good-evil" dualism, which is fully manifested in the emotional and evaluative space of fairy tales about animals. This moral compass often structures characters' relationships and determines their speech strategies see Table 2.

Table 2: *Relationships Between Characters in Animalistic Fairy Tales and Communicative Speech Strategies.*

Character type	Communicative speech strategy used
Good characters	1. Directness and sincerity - good characters, as a rule, communicate sincerely, their words correspond to their actions, and they rarely resort to deception. 2. Persuasion - good characters often use persuasion based on the arguments of friendship, love, and justice. 3. Appeal to morality - they often appeal to generally accepted moral principles or standards of behavior in their communication.
Evil characters	1. Manipulation and deception – evil characters often resort to manipulation and deception to achieve their goals, they may use double speech, false promises, and threats. 2. Threats and violence - in their communication, they often use threats or violence as a means of putting pressure on other characters. 3. Dominance - evil characters seek to gain control over the situation or other characters using an authoritarian communication style.

Good-evil dualism in fairy tales often leads to conflicts of interest, which are reflected in the speech strategies of the characters. The protagonists and antagonists are frequently faced with moral choices that shape their actions and speech patterns. These moral dilemmas, central to many fairy tales, influence not only the decisions of the characters but also the broader lessons the stories convey. As the characters navigate their choices, they may reassess their values and views, affecting the communicative aspects of their interactions (Karsdorp & Fonteyn, 2019). The process of storytelling thus becomes a means of learning and socialization, demonstrating which communication tactics are acceptable or desirable within certain sociocultural contexts. Fairy tale discourse serves as an ideal space for analyzing evaluative categories, particularly the communicative strategies of praise and condemnation that are evident in character dialogues. These categories shape the reader's worldview by illustrating which qualities and actions are valued or devalued in society. Almost every fairy tale features protagonists and antagonists who symbolize opposing forces, often differentiated not just by their actions, but also by their appearance, manner of speech, and attitudes toward the world (Chang & Luh, 2022). These contrasts contribute to the reader's understanding of the moral dimensions of the story.

Table 3: *The Main Structural Elements of the Formation of Accusations in the Speech Act of Fairy Tale Discourse.*

Structural elements	The essence
Accusation confirmation	A specific statement about an action, as well as a general statement about the behavior of the character.
Moralizing	The accuser points out how the interlocutor "should" or "should not" behave, based on sociocultural and personal norms.
Generalization	Instead of blaming a specific matter, the accuser transfers blame to the entire character or behavior of the participant in the dialogue.
Emotional impact	Condemnation is accompanied by intense emotions - irritation, anger, and contempt to increase the impact on the interlocutor.
Use of authorities	To give weight to his words, the accuser refers to the opinions of third parties, authorities, and public opinion.
Denial of recognition	The character in the dialogue process is characterized by a lack of response to the positive aspects of the interlocutor and his arguments.
Threats and warnings	Condemnation is most often supplemented by threats and warnings about possible consequences if the interlocutor does not change his behavior.

In the context of animalistic fairy tales, accusatory communication tactics stand out as a dominant feature. As demonstrated by the fox and the wolf, these tactics convey complex moral and social dilemmas, allowing themes of bias, conflict, and decision-making to unfold in a way that is both engaging and less threatening to the audience. The accusatory speech acts in these stories often explore the consequences of characters' actions, urging readers to reflect on the ethical implications of their behavior. These tactics not only engage readers but also make moral lessons more relatable and accessible. The use of accusatory communication tactics helps frame the conflict and decision-making process in the fairy tales, as seen in the example of the fox's manipulative behavior. Thus, fairytale discourse includes varied structural elements such as moralizing, generalization, emotional impact, use of authorities, denial of recognition, and threats and warnings. By analyzing these tactics, one can better understand how they shape the moral and social outcomes of the story. For example, the dialogue between the fox and the wolf reflects the use of accusatory language to manipulate the wolf into agreeing to her plan, ultimately showcasing how deception, intimidation, and emotional appeals work as part of a broader accusatory tactic. This gives insight into the nature of moral decisions in fairy tales and how characters navigate through these complex dilemmas. These accusatory tactics serve as a tool for exploring deeper moral questions in fairy tales. They provide a platform for reflecting

on the consequences of actions and decision-making in a way that resonates with both the animal world and human society. Table 3 summarizes structural elements of the formation of accusations in the speech act of fairy tale discourse.

Accusatory communication tactics in fairy tales also serve as a powerful tool for both influencing characters and revealing societal issues. Blaming, as part of these tactics, is used effectively to draw attention to problematic behaviors and encourage change. The speech strategies of characters often expose the social and moral shortcomings of the society they represent. These tactics, especially in tales involving animal characters like the fox and the wolf, highlight themes of dominance, hierarchy, and manipulation, reflecting deeper issues of inequality, despotism, and exploitation within human society. In the case of the fox, we see how her power is used to subjugate others, illustrating the problems of authority and the abuse of power. The fox's tactics of cunning and deception also point to social problems such as mistrust, fraud, and corruption. Through her manipulative strategies, the fox reflects a social order where those in power use deception to maintain control and achieve their goals. The wolf, on the other hand, often falls victim to these manipulative tactics, becoming a symbol of exploitation, aggression, and sacrifice. His vulnerability in these interactions highlights issues of cruelty, mistreatment, and the exploitation of those who are weaker or less clever. The wolf's role as the victim of the fox's schemes also symbolizes the challenges faced by individuals subjected to exploitation in real-world hierarchical structures.

In this sense, animal fairy tales serve as a mirror reflecting the flaws and conflicts of society. The communicative strategies employed by characters like the fox and the wolf provide an avenue for reflecting on real-world social and moral dilemmas. Through these allegorical characters, fairy tales prompt readers to confront issues such as inequality, corruption, and exploitation, allowing for a critical examination of the structures that govern society. Through the fox's manipulation and the wolf's victimization, these stories reveal the socio-moral problems that are deeply ingrained in society, offering a space for readers to reflect on these issues and perhaps consider how they might address similar challenges in their own lives. By analyzing these communicative strategies, fairy tale discourse not only entertains but also encourages moral reflection, providing readers with an opportunity to recognize and challenge societal flaws.

Discussion

Through the content analysis of Kazakh folk tales, it has been found that accusatory communication tactics make up a significant portion of verbal communication. These tactics are often expressed through reproaches, accusations, threats, deception, and orders. The prevalence of condemnation in these tales highlights the social and moral shortcomings of society and serves to teach valuable lessons about the consequences of unethical behavior. Fairy tales about animals use these tactics to address difficult realities, providing a didactic approach where the communication strategies emphasize the importance of reflecting on one's actions and values. In particular, animalistic characters like the fox and the wolf serve as allegories for human behavior, with their interactions revealing broader social, cultural, and moral issues. The fox's cunning and manipulative tactics contrast with the wolf's brute strength and impulsive actions, illustrating the consequences of different approaches to achieving goals. The dialogues used by these characters and the stories in general highlight the social dynamics of power, exploitation, and trust, which are essential themes in fairy tale discourse.

Animal dialogues in fairy tales hold particular interest for linguistics because they embody not only artistic and cultural expressions but also offer insight into the language's functioning within these narratives. By analyzing the speech tactics and strategies used by animal characters, we can better understand how fairy tale discourse reflects the cultural norms and social behaviors of the people who created them. Research on fairy tale discourse reveals its vast potential for linguistic and cultural analysis, particularly in how emotions, lexical units, and social norms intertwine to form the foundation of human communication. The linguistic choices in these stories influence the reader's perception, highlighting the role of language in constructing cultural identities and understanding social roles. Fairy tale discourse serves as a rich field for exploring the intersection of language, culture, and moral values. The use of communicative strategies in animalistic tales not only reinforces moral lessons but also contributes to the broader social and cultural understanding of the people who created these stories.

By combining linguistic tools with literary analysis, researchers can explore the diverse strategies and tactics employed in fairy tale discourse. The use of multiple approaches in this analysis allows scholars to uncover the varying speech strategies and tactics present within animalistic tales. These tales often utilize a wide range of linguistic techniques to convey the emotions, qualities of characters, and the underlying ideas and values that define the narrative. Through such analysis, one can gain a deeper understanding of not only the language of fairy tales but also the cultural, historical, and societal contexts in which these stories are rooted. Thus, animalistic tales provide a rich and multifaceted corpus for linguistic analysis, demonstrating how language can shape and reflect cultural identities, social structures, and moral values. The linguistic tools used in these stories help to create complex characters, convey profound messages, and connect the tales

to broader cultural and historical narratives. The study of these elements offers valuable insights into the intersection of language, culture, and literature in fairy tale discourse.

The study of communicative strategies and tactics in fairy tale discourse in the context of linguistics provides a deep understanding of the mechanisms of linguistic communication. The practical application of the results of this work can be used in the following areas of linguistics: (1). Language teaching. Educators can use data on communication strategies in fairy tales to develop methods and lessons aimed at developing communicative competence skills in students. (2). Semantic analysis. The results of the study will help in analyzing the semantic structure of the text and identifying deep meanings, metaphors, and symbols characteristic of fairy tale discourse (3). Pragma-linguistics. Studying communicative strategies and tactics in fairy tales will provide a deeper understanding of how linguistic means are used to achieve specific communicative goals in different cultural contexts. (4). Sociolinguistics. The results may uncover how fairy tales reflect the social norms, values, and identities of communities and cultures. This, in turn, will enable linguists to understand how language interacts with the sociocultural aspects of society. (5). Linguistic and cultural studies. Understanding how verbal communication strategies and tactics are reflected in animal tales provides insight into the cultural identities associated with language and verbal communication. (6). Textual criticism. The results can be used to analyze the structure and construction of texts, as well as to identify the characteristic features of fairy tale discourse in comparison with other genres. (7). Corpus linguistics. The results of the study can serve as the basis for creating text corpora aimed at studying communicative strategies and tactics in fairy tale discourse.

In general, the study of communicative strategies and tactics of verbal communication in fairy tale discourse provides rich material for linguistic research, expanding the understanding of the dynamics of language and its role in the sociocultural context. In addition, the results can be used for an in-depth analysis of the cultural, social, and historical aspects of various peoples, expressed through their fairy tale tradition. Thus, understanding communicative strategies and tactics in fairy tale discourse can have a wide range of practical applications, from the educational component to the cultural.

Conclusion

The study revealed that animal tales are among the oldest and most universal forms of narrative, present across diverse cultures globally. These tales serve as essential tools for socialization and the transmission of cultural values. From a linguistic perspective, a communicative strategy in fairy tale discourse is a purposeful plan used by a character to achieve a specific goal. Speech tactics are central to the communication process, helping to reveal the character, motives, and relationships of the animals. Tactics such as evasion, threat, pressure, withholding information, accusation, and persuasion showcase the communicative dynamics within the narrative. Animal characters often exhibit anthropomorphic traits, such as the ability to speak, which enables the expression of human-like qualities and conflicts in the context of the animal world. This strategy makes the narratives more accessible and relatable to readers. Accusatory communicative tactics, in particular, are frequently employed in the dialogue between characters like the fox and the wolf, shaping their emotional and evaluative dynamics. These tactics are instrumental in guiding the reader through the characters' moral choices and conflicts.

Furthermore, speech strategies and tactics used in fairy tale discourses elevate these stories from mere entertainment to educational tools. They encourage deep philosophical reflection and prompt readers to reconsider their values and principles. The elements of dialogue, topic choice, vocabulary, grammar, tone, and intonation all contribute to the story's ability to provoke thought and impart moral lessons. The study also highlighted that speech behavior in fairy tale discourse is a complex and multifaceted process, which is examined through various linguistic, cultural, and social lenses. These narratives are not only entertaining but serve a didactic purpose, shaping the reader's worldview and ethical beliefs. Animal stories, with their moral lessons, act as a bridge between the perception of the world and practical life teachings. Through the actions of characters like the fox and the wolf, readers gain insights into the distinctions between good and evil, loyalty, and betrayal. Most animal tales center on the dualism of good versus evil, showcasing the diverse communication strategies and tactics characters employ. However, the influence of socio-cultural values and norms on these strategies requires further investigation to better understand the factors that shape speech processes within fairy tale discourse. Further research could shed light on how these cultural influences interact with communication tactics and their role in the broader context of storytelling.

References

Akzholova, G. (2021). *Kazakh Folk Tales*. Astana Foliant. Retrieved from https://www.labirint.ru/books/559402

Azizova, P. (2023). Linguistic Analysis and Learning of Dialogical Speech in Literary Texts. *Journal for Educators, Teachers, and Trainers, 14*(4), 86-94. doi: https://doi.org/10.47750/jett.2023.14.04.008

Balmagambetova, Z. T., Zhunusova, Z. N., & Adilova, A. S. (2020). Text-Based National-Precedent Phenomena in the Linguocultural Space. *Word, Utterance, Text: Cognitive, Pragmatic and Cultural Aspects, 86*, 488-497. doi: https://doi.org/10.15405/epsbs.2020.08.58

Banjica, M. (2020). Approaches to Teaching Fairy Tales. *KNOWLEDGE-International Journal, 38*(2), 431-436. Retrieved from https://ikm.mk/ojs/index.php/kij/article/view/1053

Bazarbayeva, Z. M., Zh, A. A., Zhumabayeva, Z. T., & Zhalalova, A. M. (2021). The Pragmalinguistic Character of Intonation Units in Discourse. *Journal of Language and Linguistic Studies, 17*(4), 2081-2095. doi: https://doi.org/10.52462/jlls.150

Bottigheimer, R. B. (2018). Fairy Tales and Folk Tales. In P. Hunt (Ed.), *Intl Comp Ency Child Lit E2 V1* (pp. 261-274). Routledge. doi: https://doi.org/10.4324/9781315015729-19

Chang, L. H., & Luh, D. B. (2022). Reinventing Fantasy: The Reception of Fairy Tales. *Advances in Literary Study, 10*(1), 97-110. doi: https://doi.org/10.4236/als.2022.101007

Doli-Kryeziu, S. (2023). Fairy Tales and the Lingual and Intellectual Development in Preschoolers. *European Journal of Language and Literature Studies, 9*(1), 72-87. doi: https://doi.org/10.2478/ejls-2023-0007

Eleonora, S., Dauren, M., Zhanakul, S., Zhanar, A., Kuralay, T., & Nurgul, I. (2024). Children's Literature of Kazakhstan in the Context of World Literature as the Basis of National Identity. *Journal of Ecohumanism, 3*(8), 9925-9934. doi: https://doi.org/10.62754/joe.v3i8.5605

Fournier, S. (2018). From Speech Acts to Literary Genres: Toward a Factual and Fictional Discourses Typology. *Dialogue, 57*(4), 877-894. doi: https://doi.org/10.1017/S0012217318000264

Gemes, K. (1993). Hypothetico-Deductivism, Content, and the Natural Axiomatization of Theories. *Philosophy of Science, 60*(3), 477-487. doi: https://doi.org/10.1086/289748

Gilea, A., & Volkova, L. (2024). The Category of the "Other" In the Axiology of Contemporary Literary Fairy Tales of Kazakhstan. *Bulletin Of The Eurasian Humanitarian Institute* (3), 122-130. Retrieved from https://ojs.egi.kz/BULLETIN/article/view/612

Gunter, B. (2013). Empirical Research Designs. In K. B. Jensen (Ed.), *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies* (pp. 237-264). Routledge. doi: https://doi.org/10.4324/9781138492905

Haberman, J. (2011). Harry A. Wolfson's Utilization of the Hypothetico-Deductive Method of Text Study. *Shofar, 30*(1), 104-128. doi: https://doi.org/10.1353/sho.2011.0086

Haro Marchal, A. (2023). Argumentation as a Speech Act: Two Levels of Analysis. *Topoi, 42*(2), 481-494. doi: https://doi.org/10.1007/s11245-023-09900-x

Hoemann, K., Wu, R., LoBue, V., Oakes, L. M., Xu, F., & Barrett, L. F. (2020). Developing an Understanding of Emotion Categories: Lessons from Objects. *Trends in Cognitive Sciences, 24*(1), 39-51. doi: https://doi.org/10.1016/j.tics.2019.10.010

Hohr, H. (2013). Normativity in Fairy Tales: Scope, Range and Modes of Communication. *Scandinavian Journal of Educational Research, 57*(6), 600-611. doi: https://doi.org/10.1080/00313831.2013.782892

Issakova, S. S., Kultanbayeva, N. K., Kushtayeva, M. T., Saduakas, N. A., Aitbenbetova, A. K., & Imangazina, A. A. (2021). Fairytale Discourse as a Demonstration of the National Mentality (on the Material of Kazakh and Russian Fairy Tales). *Astra Salvensis,* (1), 121-135. Retrieved from https://docslib.org/doc/12268070/astra-salvensis-supplement-no-1-2021-121

Karagiannaki, E., & Stamou, A. G. (2018). Bringing Critical Discourse Analysis Into the Classroom: a Critical Language Awareness Project on Fairy Tales for Young School Children. *Language Awareness, 27*(3), 222-242. doi: https://doi.org/10.1080/09658416.2018.1444046

Karashin, B. (2022). Kazakh Fairy Tales. In. Atyrau: Kazakhsha Saira.

Karsdorp, F., & Fonteyn, L. (2019). Cultural Entrenchment of Folktales is Encoded in Language. *Palgrave Communications, 5*(1), 25. doi: https://doi.org/10.1057/s41599-019-0234-9

Kartzhan, N., Issakova, S., & Kenzhemuratova, S. (2024). Linguistic Representation of the Concept of «Mental Activity» in the Kazakh Fairy-tale Discourse. *Bulletin Of The Eurasian Humanities Institute, (3)*, 63-79. doi: https://doi.org/10.55808/1999-4214.2024-3.06

Li, J. (2022). Emotion Expression in Modern Literary Appreciation: An Emotion-Based Analysis. *Frontiers in Psychology, 13*, 923482. doi: https://doi.org/10.3389/fpsyg.2022.923482

Maslinsky, K. (2023). How Exactly does Literary Content Depend on Genre? A Case Study of Animals in Children's Literature. In *CHR 2023: Computational Humanities Research Conference, December 6 – 8, 2023, Paris, France* (pp. 178-190). CEUR Workshop Proceedings. Retrieved from https://ceur-ws.org/Vol-3558/paper1346.pdf

Ramer, E. J. (2021). *What Does the Fox Say? A Cross-Cultural Analysis of Aesop and the Talking Animal Tradition* (Doctoral Dissertation, University of California, Berkeley). Retrieved from https://escholarship.org/uc/item/6br3z6wh

Ryspayeva, D., Ismagulova, A., Zhukenova, A., & Nemchenko, N. (2019). Multicultural Space: the Study of Kazakhstan Folklore. *International E-Journal of Advances in Social Sciences, 4*(12), 843-851. doi: https://doi.org/10.18769/ijasos.478223

Sadirova, K. K., & Nauryzbaikyzy, G. (2023). National Features of Family Discourse: A Comparison of Kazakh, Russian, and English Languages. *International Journal of Society, Culture & Language, 11*(1), 61-75. doi: https://doi.org/10.22034/ijscl.2022.563424.2793

Saulebaeva, A. (2013). *Kazakh Tales*. Shymkent: Shikula and K. Retrieved from https://tilmedia.kz/ru/post/78

Seryabryansky, Y. (2021). *Kazakh Fairy Tales*. Almaty: Aruna. Retrieved from https://nabrk.kz/bookView/view/?brId=1628273&simple=true&green=1

Shirani, M., Fazeli, M., & Faghih Malek Marzban, N. (2024). The evolution of the narrative character of the fox in animal stories from the 3rd to the 9th century. *Classical Persian Literature, 15*(1), 183-210. doi: https://doi.org/10.30465/cpl.2024.9170

Soloshchuk, L., & Chebotarova, A. (2024). The Role of the Proxemic Factor in the Implementation of the Cooperative Strategy of Communication in the English Fairy Tale Discourse. *Theory and Practice in Language Studies, 14*(4), 948-954. doi: https://doi.org/10.17507/tpls.1404.03

Soltau, N. (2021). Teaching Fairy Tales: Constructing Culture and Learning Language. *Journal of the American Association of Teachers of German, 54*(1), 38-52. doi: https://doi.org/10.1111/tger.12153

Sun, Y. (2022). Literary Translation and Communication. *Frontiers in Communication, 7*, 122-123. doi: https://doi.org/10.3389/fcomm.2022.1073773

Tavbayeva, G. X. (2023). Discursive Approach to the Study of Fairy Tales. *Eurasian Journal of Learning and Academic Teaching, 19*, 116-119. Retrieved from https://www.geniusjournals.org/index.php/ejlat/article/view/3969

Tomasello, R. (2023). Linguistic Signs in Action: The Neuropragmatics of Speech Acts. *Brain and Language, 236*, 114-115. doi: https://doi.org/10.1016/j.bandl.2022.105203

Turganova, K., & Zhir, N. (2018). *Kazakh Folk Tales About Animals, Ust-Kamenogorsk*. Meloman Publishing. Retrieved from https://www.meloman.kz/fairytales/kazahskie-narodnye-skazki-o-zhivotnyh-sostavitel-turganova-k-zhir-n.html

Umurova, H. K. (2023). Main Problems in Teaching Linguistic Terms. *Intellectual Education Technological Solutions and Innovative Digital Tools, 2*(18), 141-147. Retrieved from https://interonconf.org/index.php/neth/article/view/5368/4717

Zhanysbekova, E. (2024). Archetypal Images of a Literary Fairy Tale. *Eurasian Journal of Philology: Science & Education, 196*(4), 168-177. doi: https://doi.org/10.26577/EJPh.2024.v196.i4.ph15

Zhetessova, Z., Issakova, S., & Ekici, M. (2024). Animalistic Vocabulary in Animal Tales. *Bulletin of LN Gumilyov Eurasian National University. Philology Series, 149*(4), 61-69. doi: https://doi.org/10.32523/2616-678X-2024-149-4-61-69

Zipes, J. (2015). *The Oxford Companion to Fairy Tales*. Oxford University Press (UK). Retrieved from https://global.oup.com/academic/product/the-oxford-companion-to-fairy-tales-9780199689828

Zuo, X. (2019). A Study of Discourse Strategies from the Perspective of Critical Analysis. *Theory & Practice in Language Studies (TPLS), 9*(8), 996-1000. doi: https://doi.org/10.17507/tpls.0908.16