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FLIRTING STRATEGIES IN MOVIES

The paper is devoted to the study of communication strategies in film discourse. The material of the research is the film “How to Lose a Guy in 10 Days” released in 2003 [1].

Communication strategies can be defined as communicators’ attempts to achieve agreement about cooperation under some particular circumstances.

A recent interpretation by Maleki characterizes communication strategies “...as an individual’s attempt to find a way to fill the gap between their communication effort and immediate available linguistic resources” (Maleki, 2007) [4].

Whilst communication is simply defined as a process in which a message is sent from senders to receivers. Technically, it is said that the sender encodes a message, and the receiver decodes it (Thao, 2005). According to Surapa and Channarong (2011), Communication strategies typologies and classifications have been classified differently following the principles of terminology and categorization of different researchers. To date, there is no agreement on these classifications [3].

And now, a little more about flirting. Fundamentally, flirting is a form of self-promotion which can occur both verbally and non-verbally [5].

People use flirting behaviors to signal romantic and potential sexual interest in another. Males and females have different perceptions and motivations for flirting. Specifically, men are significantly more likely to flirt for sexual motivations than women. The most predominant flirting motivation for both men and women was relational. In other words, flirtation was used to create a closer relationship, followed by sexual interest and exploring motivations. Given that men and women perceive

and participate in different flirting behaviors, it is important to explore sex differences in interpersonal communication motives for flirting [2].

Having analyzed the film discourse, the following flirting strategies have been singled out:

- playing hard-to-get;
- paying compliments;
- teasing;
- non-verbal appraisal.

1. Playing hard-to-get (e.g.: *Ben asked Andie to go to the game with him, and she lied with teasing line: Andie: - I'm going to the game with somebody else.*)

2. Paying compliments (e.g.: *Compliments in the 1st and 3rd lines:*

Ben: - Hey, hey, pretty girl.

Andie: - Guess what? I got a really embarrassing display of white roses.

Ben: - Well, you are welcome. Listen, I had a wonderful time last night. I have your bag.)

3. Teasing (e.g.: *Teasing in the last line was created by incongruity:*

Ben: - What are you reading, girl? You catching up on your current events?

Woman: - "Turn-on Tricks: How to Make Him Hot. "

Ben: - You know, if you wanna try those out sometime, we should get together.)

4. Non-verbal behavior (e.g.: *non-verbal behavior - smiling with a big grin when seeing each other:*

Ben: - Hi!

Andie: - Hi.

Ben: - Hi.)

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