



PSYCHOLINGUISTIC STRATEGIES AND TACTICS IN MEDICAL DISCOURSE

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Abstract: *This article examines the role and significance of psycholinguistic strategies and tactics in medical discourse, as well as their impact on communicative effectiveness. The study analyzes the interrelation between psychological state, linguistic units, prosodic features of speech, and cognitive processes in doctor–patient communication. Real examples of medical interaction are used to illustrate the strategies and tactics discussed.*

Psycholinguistic Features of Medical Discourse

Medical discourse is a communicative process closely connected with human psychology. The psychological condition of the patient—fear, stress, or uncertainty—intensifies the influence of the doctor’s speech. A psycholinguistic approach studies the following components within this interaction:

- emotional nuance of speech;
- intonation, pauses, and speech tempo;
- the speed at which the patient processes information;
- adaptation of speech to individual psychological types.

There are several certain psycholinguistic Strategies;

Emotional Regulation Strategy

Stabilizing the patient’s emotional state is an essential component of effective communication. Doctors use soft expressions, supportive tone, and calming speech patterns. For example, phrases such as “*We will keep the situation under control, please do not worry*” help reduce patient anxiety.

Empathy Strategy

An empathetic approach enables the doctor to understand the patient’s emotional experience. This strategy often alleviates psychological pressure.



Statements like *“I understand that this situation is difficult for you”* strengthen trust between doctor and patient.

Comprehensible Speech Strategy

This strategy involves simplifying complex medical terminology, providing information step by step, and using short, clear sentences. Such an approach ensures that patients can process and understand information quickly and accurately.

Information Comprehension Monitoring Strategy

To verify that the patient has understood the provided information, the doctor may ask clarifying questions or request the patient to restate what they have heard. This method enhances patient engagement in the communication process.

Adaptation to Individual Psychotypes Strategy

Each patient perceives and processes information differently. The doctor adjusts speech style according to the patient's age, educational background, psychological condition, or temperament. For example, older patients may require slower and more articulate explanations, whereas younger individuals may prefer faster and more concise communication.

Trust-Building Strategy

Trust is fundamental for successful diagnosis and treatment. Open communication, gentle intonation, clear information, and the use of visual aids contribute significantly to establishing and maintaining trust in medical interactions.

Use of Prosodic Features Strategy

Prosodic elements such as pauses, rising or falling intonation, and speech tempo directly influence the patient's psychological state. When delivering difficult news, the use of pauses prepares the patient emotionally for the information.

Tactical Aspects of the Strategies

Psycholinguistic strategies incorporate a variety of tactics chosen according to communicative goals, the patient's condition, and situational context. Common tactics include:

- **emotional labeling tactic** (e.g., “You seem worried”);
- **calming tactic** (use of soft intonation);



- **selective information tactic** (moderating cognitive load);
- **motivational tactic** (e.g., “Your determination to recover is encouraging”).

Conclusion

The application of psycholinguistic strategies in medical discourse not only increases informational clarity but also contributes to regulating the patient’s emotional state. These strategies help establish trust, understanding, cooperation, and effective communication between doctor and patient. Considering communication psychology, the content, structure, and prosody of medical messages must be adapted to each specific communicative situation.

Medical discourse is shaped by a system of psycholinguistic strategies and tactics that stabilize the patient’s emotional state, simplify communication, reinforce trust, and facilitate conscious processing of medical information. The future development of medical communication—especially in digital environments—requires an even deeper integration of psycholinguistic approaches.

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