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POWER OF NONVERBAL COMMUNICATION

Nonverbal communication is a system of signs which are used in the process of communication and differ from language signs by means and a form of their manifestation. For this communication we use our faces, our bodies and our sense of personal space. These means of communication vary from one culture to another, just as verbal languages vary.

Nonverbal communication is strongly related to verbal communication. Nonverbal cues substitute for, emphasize, or regulate verbal messages. For instance, we may compliment someone's new haircut while our faces give away the real feeling of dismay we have. We may describe a fish we caught with a motion of our hands to emphasize the monster-like proportions.

One reason for the power of nonverbal communication is its reliability. Most people can deceive us much more easily with words than they can with their bodies. Words are easy to control. Body language, facial expressions and vocal characteristics are not. By paying attention to these nonverbal cues, we can detect deception or affirm a speaker's honesty. So, we have more faith in nonverbal cues than we do in verbal messages [1].

Nonverbal communication is important for another reason: it can be efficient from both the sender's and the receiver's standpoint. You can transmit a nonverbal message without even thinking about it, and your audience can register the meaning unconsciously. At the same time, when you have a conscious purpose, you can often achieve it more economically with a gesture than you can with words. Waves of the hand, a pat on the back, a wink – all are streamlined expressions of thoughts and intentions [1].

Nonverbal signs of communication play an important role in presenting the identity of the speaker, both as a particular individual to those who know him and more generally, as having certain characteristics, which correlate with membership of particular social groups within the language community. Nonverbal components are relevant to the phenomenon of self-presentation through the notion of face. Erving Goffman conceptualized face as a construct with universal applicability, which derives from the definition, that face is the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact [3, p. 5]. Face is not a static feature of a person, it is negotiated and renegotiated during speech interaction.

The movable facial gesture is typical for Frenchmen, Italians, Spaniards but Finns are more restrained in the manifestation of nonverbal signs. Facial gestures have different meanings in various nations: Ukrainians give a wink when they want to pay attention to somebody or something as well as to hint or play a practical joke on somebody; the English accompany their welcoming phrases by such a sign of the facial gesture or use it instead of greetings [2]. Eyebrows raising means the respect in Germany and skepticism in England.

The accuracy of self-expression and self-presentation through body language and voice qualities needs to be controlled, especially in public speaking. There are some advises how to made successful conference presentations in multi-cultural audience. It is recommended to be dressed appropriately for the image we want to convey and to decide in advance whether we are going to move around or not. For the sake of cooperative communication, it is desirable not to move parts of our body nervously, as exaggerated emotion doesn't put the audience at ease. Besides, a presenter's gestures must be calm, slow, across his body rather than towards the audience. As we think faster than we can speak we have to control our voice. Avoid space fillers as «uh», «you know» etc. Speak slowly and clearly. If we don't make sounds carefully we have a risk to be misunderstood. We have to make eye contact with various members of the audience. Address one person at a time and give him your

attention for a moment by your gaze. Deliver an entire utterance to one person without breaking eye contact with him [1].

Nonverbal phenomena participating in a communication and being biologically and culturally determined inseparably coincide with the general model of the human behavior. In this sense, nonverbal means are the set of typical actions (movements of different body parts) being envisaged by national and cultural traditions in a certain speech community and used in various socio-communicative situations. Nonverbal signals must harmonize with the verbal speech as well as be congruent with it, complementing and strengthening it.

Thus, we can admit the communicative significance of nonverbal behavior. Nonverbal signs are able to manage the immediate social situation, to express attitudes and communicative intentions and to reveal the cultural values of people.

References

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