

# Non-verbal communication



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*Non-verbal communication* is communication between individuals without using words, without verbal and linguistic means, presented in direct or any sign form. An instrument of communication is human body, which has an extremely wide range of means and methods of transmitting information or exchanging it.

*A. Mehrabian's studies* show that in a person's daily act of communication, words make up 7%, sounds and intonations - 38%, other nonverbal interaction - 53%. Thus, the biggest part of the information is transmitted through non-verbal means of communication.

The evolutionary origin of many components of non-verbal communication and behavior is evidenced by the fact that the same emotional reactions and conditions in different cultures are expressed in the same ways and means.

At the same time, it is well known that the symbolic meaning of movements, postures, gestures, and even gaze in different cultures has different, sometimes directly opposite meanings.

For example, a nod of the head for Russians means “yes”, and for Bulgarians - “no”; European and American, reporting grief or misfortune that befell them, take a mournful expression on their face and expect the interlocutor to do the same, and the Vietnamese will smile in a similar situation, because he does not want to impose his grief on the interlocutor etc. Such observations and special studies speak of the cultural context of many forms of non-verbal communication and behavior.

Among the unclear in terms of the formation of non-verbal communication tools, there remains the question of *how people acquire non-verbal communication skills*. Much is explained, of course, by imitation and observation of the behavior of others. But how, for example, can one explain an individual's acquisition of a more or less complex system of gestures with which he accompanies his speech? The mystery lies in the fact that the person himself cannot in most cases say: why does he use this or that gesture at any point in the conversation, what is the meaning of this gesture, why is it needed and where did it come from, etc.

The effectiveness of communication is determined not only by the degree of understanding of the words of the interlocutor, but also by the ability to correctly assess the behavior of the participants in communication, their facial expressions, gestures, movements, posture, direction of view (the language of non-verbal communication). This language allows the speaker to express his feelings more fully, shows how much the participants in the dialogue control themselves, how they really relate to each other.

There are various classifications of non-verbal means of communication, due to their wealth and versatility. Consider the following systematization of non-verbal means of communication, which is based on the allocation of four groups:

- 1) visual;
- 2) acoustic;
- 3) tactile;
- 4) olfactory.



The first group includes those non-verbal means of communication that person perceives with the help of the organ of vision. *Visual non-verbal means of communication include:*

- *Facial expressions, the position of the person's head.* Facial expression is one of the main indicators of the speaker's feelings. It allows you to better understand the communication partner, to understand what feelings he experiences.
- *Kinesthetic expressions include:* posture; movement of hands (gestures), head, legs, body of a person, his gait and posture.
- *Eye movement* - the direction of gaze, visual contact, the frequency and duration of fixation of the eyes of another person.
- *Skin reactions:* redness, blanching.

- *Proxemics* - a characteristic of interpersonal distance: the distance to the interlocutor, the angle of rotation to him, personal space. One of the first to study the spatial structure of communication was the American anthropologist E. Hall, who introduced the very term “proxemics”, the literal translation of which means “proximity”. E. Hall described the norms of approximation of a person to a person - distances characteristic of North American culture. *These norms are determined by four distances:* intimate distance (from 0 to 45 cm) - communication of the closest people; personal (from 45 to 120 cm) - communication with familiar people; social (from 120 to 400 cm) - preferably when communicating with strangers and in official communication; public (from 400 to 750 cm) - when speaking to various audiences.

- *Auxiliary means of communication:* signs of gender, age, race; clothes, hairstyle, cosmetics, jewelry, glasses.

## Acoustic non-verbal means of communication

The following types of non-verbal means of communication are associated with the voice, the characteristics of which create the image of a person, contribute to the recognition of his states, the identification of mental personality.

*Voice characteristics are classified as prosodic and extralinguistic phenomena.*

- Prosodic phenomena is the general name for such rhythmic-intonational aspects of speech as pitch, loudness of a voice tone, voice timbre, stress force.
- The extralinguistic system is the inclusion of pauses in speech, as well as various kinds of psychophysiological manifestations of a person: crying, coughing, laughing, sighing, etc. Prosodic and extralinguistic means regulate the flow of speech, save language means of communication, they complement, knead and anticipate speech utterances, express emotional states.

## Tactile non-verbal means of communication

Tactile means of communication include dynamic touches in the form of a handshake, pat, kiss, and contact with objects.

It is proved that dynamic touch is a biologically necessary form of stimulation, and not just a sentimental detail of human communication. The human use of dynamic touch in communication is determined by many factors. Among them, the status of partners, age, gender, and the degree of their acquaintance are especially powerful.

Tactile means of communication, to a greater extent than other non-verbal means, perform in communication the function of an indicator of status-role relations, a symbol of the degree of closeness of communicating. Inadequate use of these means by a person can lead to conflicts in communication.

Olfactory means of communication combine smells that affect the process and result of communication. They are divided into:

- pleasant and unpleasant odors of the environment;
- natural and artificial human odors.