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NONVERBAL MEANS OF COMMUNICATION

Abstract: This article is devoted to non-verbal communication and its various means and forms. The article tells about the importance and features of non-verbal communication and its differences from verbal communication and the degree of study of non-verbal communication.

Keywords: non-verbal communication, Paralinguistics (sound codes of non-verbal communication), Kinesics, Oculexics, Auscultation, Haptics , Gastics , Olfaction, Proxemics ,Chronemics, Systemology.

Аннотация: Данная статья посвящена невербальной коммуникации и ее различным средствам и формам. В статье рассказывается о значении и особенностях невербальной коммуникации, ее отличиях от вербальной коммуникации и степени изученности невербальной коммуникации

Ключевые слова: невербальная коммуникация, Паралингвистика (звуковые коды невербальной коммуникации), Кинесика, Окулексика, Аускультация, Гаптика, Гастика, Обоняние, Проксемика, Хронемика, Системология.

Language is a specific tool that serves to satisfy the needs of a particular society related to knowledge of the world, transmission and reception of information. Social needs determine the various functions of language. As such functions, one can distinguish communicative, cumulative, expressive, axiological, cognitive, phatic (establishing contact) and other functions. [1]

The implementation of these simple and at the same time extremely complex functions of language is carried out through two mechanisms that constantly complement each other: verbal and nonverbal communication. Verbal communication is the main means of information exchange between individuals and creates opportunities for the listener to easily convey and receive information in the speaker's speech. Nonverbal communication serves to capture additional information about it, to express the information given quickly, conveniently, clearly and accurately. In addition to the language, which is considered the central organ of speech, in the process of nonverbal communication, the goal of communication is fully achieved through a smile on the human face, gestures, tone of voice, body parts, hand movements and other methods.

Paralinguistics (from the Greek words "para" - around and "linguistics" - linguistics) - 1) a branch of linguistics that includes the study of nonverbal (non-verbal language) means intended to provide additional information along with verbal means in speech communication; 2) refers to the generality of nonverbal means used in speech communication. [2] A branch of linguistics that studies factors such as gestures, facial expressions, and speech situations in interaction. [3]

Paralinguistic tools play an important role in human interaction and are carried out by selecting the necessary distance in dialogue, looking into the interlocutor's eyes, touching the interlocutor's body part, using special intonation in speech, and other methods. In turn, paralinguistic tools can play an important role in drawing a psychological portrait of the interlocutor and serve to create a positive impression of the speaker in the listener.

Paralinguistic means were first studied within the framework of linguistics in the early 1950s in the USA, in connection with the cultural sciences of psychology, ethnography, medicine, and anthropology.

The development of science and technology has raised the issue of interdisciplinary integration and has proven that phenomena within a certain discipline also occur in other disciplines. This has led to the need to study this phenomenon across all disciplines. For example, life itself confirms that it is impossible to fully convey to the interlocutor the impressions associated with masterpieces of art: sculpture, painting, music, and, in turn, information related to the spread of odors or the taste of sweets through verbal communication alone. This has led to the expansion of views on paralinguistics. The ideas of the Russian scientist I. Yakovlev are noteworthy in this regard. He divided the components of non-verbal communication into the following 9 groups:

1. Kinesics (body movement).
2. Vocalics (paralinguistics, acoustic characteristics of the voice).
3. Physical characteristics (shape, size of the body part, hair color).
4. Haptics (touching a body part).
5. Proxemics (location).
6. Chronomics (time).
7. Artifact (clothing, decoration, cosmetics).
8. Olfactics (smell).
9. Aesthetics (music, color).

In this classification by I. Yakovlev, paralinguistics is expressed in place of the acoustic characteristics of the voice, and the scientist called the components of nonverbal communication by the term nonverbal means. A similar view was observed in the research of another Russian scientist G. Kreidlin, who in his work “Nonverbal Semiotics” studied nonverbal communication as part of the science of linguistics and increased the number of components by one more:

1. Paralinguistics (sound codes of nonverbal communication).
2. Kinesics (gestures).
3. Oculexics (eye movements).
4. Auscultation (tone of voice of people).

5. Haptics (communication of touching a part of the human body).
6. Gustics (signs of food and drink or taste).
7. Olfaction (communication through smell).
8. Proxemics (area of communication).
9. Chronemics (time of communication).
10. Systemology (the environment surrounding a person).[5]

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