

particular relevance in both theoretical and practical aspects. The author has dealt with the problem of the article by studying, analyzing, comparing scientific researches, generalizing them, as well as by methods of questioning and pedagogical observation. This study has analyzed the sense of the conception of "communicative culture of a teacher", which means the integrative formation of personality, which covers the totality of knowledge about the mechanisms of communicative interaction, communicative-speaking skills, personal communicative qualities, acquired practical experience of communicative education, communicative education space, favorable psychological climate, mutual activity in information exchange, openness and congruence, readiness for pedagogical partnerships interaction, which is the main principles are tolerance, mutual respect, support, empathy. The directions and ways of forming the communicative culture of future teachers are also outlined. It has been established that in its structure communicative culture contains both a speaking culture and a listening culture. At the same time, the basis of the speaking culture is high speech culture. The process of forming of the communicative culture of the teacher involves two directions: cognitive (knowledge, imagination), behavioral (real communicative behavior).

Key words: professional training, future educators, communicative culture, formation of communicative culture, directions and ways of formation of communicative culture.

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THE IMPACT OF NON-VERBAL COMMUNICATION MEANS IN THE PROCESS OF INTERCULTURAL COMMUNICATION

The impact of non-verbal communication means in the process of intercultural communication has been examined in the article. Non-verbal communication is a system of signs used in the communication process that is different from language by means and form of detection. The aim of the article is to reveal the essence and problems of non-verbal components in intercultural communication. Accordingly, the following tasks were set: to determine the role of non-verbal means in the system of intercultural communication; to consider typologies and classifications of non-verbal means, to reveal their meanings and causes of manifestation in intercultural communication environment. The methods of analysis and generalization of literary (psychological, pedagogical, linguistic and methodological) sources, as well as the method of testing and observation have been used in the article. Scientific novelty of the study is to justify the principles of using non-verbal means of communication with regard to cultural characteristics. Recent research on this issue has been analyzed as well as the association of expressive behavior of a person with his or her individual and character traits. The importance of non-verbal communication on the example of different cultures and the reasons for their manifestation have been examined. It has been proved that the system of non-verbal means of communication is the simplest and rather effective system that eliminates unnecessary formal means and allows to achieve uniformity in communication.

Key words: non-verbal communication, non-verbal behavior, communication, intercultural communication, means of communication.

Formulation of the problem. Trying to explore as fully as possible all aspects of intercultural communication, it is impossible to overlook such important details as the non-verbal component. Non-verbal communication is a system of signs used in the communication process that is different from linguistic means and form of detection. The experience of many generations has shown that a single incomprehensible (and often simply careless) gesture can lead to both elemental hostility and serious, complex conflict. Therefore, nowadays, in an era of diplomacy and a democratic approach to all walks of life, the question of studying non-verbal components as vital to the functioning of language is urgent.

Analysis of recent research and publications. Modern science has different views on non-verbal means of communication:

- in the context of understanding the general programs and ways of human behavior (J. Hall, A. Friesen, A. Pease, J. Fast, etc.);
- formal and semantic analysis of non-verbal signs in relation to linguistic signs (T. Nikolaev, K. Scherer, I. Sharonov);
- actually linguistic, sociolinguistic, psycholinguistic and other analytical developments, aimed at recognition of verbal and non-verbal signs of psychological and emotional states, study of the national specificity of speech and non-verbal behavior. (K. Kreidlin, S. Pavlova and others).

The observations of cultural scientists, ethnologists and anthropologists are widely used to solve problems of non-verbal behavior. Recently, there has been a considerable amount of work devoted to intercultural communication, but it should be noted that the researchers take into account the mostly complex verbal aspect (Osovskaya O.), which is more structured and studied today.

The aim of the article is to reveal the essence and problems of non-verbal communication components in intercultural communication.

According to the aim, the following tasks were set: to determine the role of non-verbal means in the system of intercultural communication; to consider typologies and classifications of non-verbal means, to reveal their meanings and causes of manifestation in intercultural communication environment.

Research results. Intercultural communication is based on two types of behavior. Universal behavior, common to all cultures, is based on human biological inheritance. In addition, different ethnic groups are characterized by specific behavior (parochial behavior), which is formed under the influence of social and physical environment. Specific patterns of behavior lead to the formation of a specific culture, since culture can be defined as a "mentality" (a system of values, ideas, customs). Culture encompasses "part of nature (human communities) transformed by them" [4]. During the interaction of cultures, unintentional communication failures and even conflicts caused by differences between verbal and non-verbal codes in carriers of different cultures may occur. Such misunderstandings are related to the violation of the basic condition for successful communication: communicators must understand the message (verbal and non-verbal). The verbal components, as mentioned above, play a leading role in interpersonal communication, as they are the main carriers of message values [7]. It is only natural that this component of the communicative act is more researched. However, some researchers claim that the proportion of nonverbal cues in interpersonal communication is 60–80% [6], which proves the importance of studying elements of other semiotic systems.

There are different typologies of non-verbal communication because they are formed and perceived by different sensory systems: vision, hearing, tactile sensations, taste, smell, and also take into account the moment when communication takes place [3, 5].

First of all, consider the NVF classifications, which are based on

the specifics of the physical nature of their production. According to a review of works on non-verbal communication, most scientists base the classification of the NVF according to the physical nature of their production on the systematization carried out by G. Kregdlin. The latter classifies the NVF according to scientific fields (disciplines). Thus, it identifies 10 disciplines, among them: 1) paralinguistics - the science of sound codes of non-verbal communication, which includes sound parameters, voice qualifiers and alternatives; 2) kinesics - the science of gestures, gestures and gestural systems, which also includes facial expressions, postures and strokes; 3) oculosics - the science of eye language and visual human behavior; 4) auscultation - the science of auditory perception of sounds and auditory behavior of a person; 5) haptic - the science of tactile communication and touch; 6) Gastics - the science of the sign and communicative functions of food and drink, the reception of food, its cultural and communicative functions; 7) olfaction - the science of the language of smells, the meanings conveyed by the smell; 8) proxemics - the science of the communicative space, its structures and functions; 9) chronemics - the science of time in communication, its semiotic and cultural functions; 10) Systemology - the science of the systems of objects that people surround themselves with, the functions and meanings that these objects express in the communication process.

According to the classification of FS Batsevich, for example, non-verbal means of communication are divided into acoustic, optical, tactile-kinesthetic, olfactory, temporal [1].

Non-verbal communication, or body language, is a living form of communication. During the conversation, we send and receive countless wordless signals. All our non-verbal behavior: our gesture, our posture, the speed of our speech, eye contact, zonal space - sends strong signals and messages.

Non-verbal communication is an integral part of our lives. Mimicry, intonation and gesture not only enhance but also complement the meaning of speech and provide additional information [2, 3, 9]. Two thousand years ago, Cicero taught the speakers: "All movements of the soul must be accompanied by gestures capable of explaining the affairs of the soul and thought: gestures of the hand, fingers, whole arm extended forward, feet striking the earth, especially the facial expressions of the eyes; gestures are similar to body language, which is even understood by savages and barbarians."

Non-verbal communication is a cultural, historical and psychological phenomenon of an intrinsically personal nature, closely linked to the development and formation of the individual, his or her mental state and properties. It serves as a means of objectification, one of the ways of knowing man.

Non-verbal messages have certain features. They are usually unstructured, they cannot be broken down into separate components, since they are a manifestation of a person's temperament, emotional state, self-esteem, social statuses, belonging to a particular group, subculture, etc. It is also a token of a structure related to the terms of communication that are decoded within a particular context and situation. Non-verbal messages are not intentional, spontaneous, more innate than acquired; are acquired by each carrier of a particular culture mainly through observation, copying of non-verbal behavior of other people; explode under the dominant influence of the right cerebral hemisphere [5, 6]

Modern linguistic science does not recognize the autonomy of non-verbal communication, calling it paralinguistics. At the same time, linguists acknowledge the priority of non-verbal communication in the development of the human language, noting that in cultural and historical development, under the pressure of more sophisticated means of verbal communication, they have lost their primacy and have become complementary to speech. Sign language is evolving and improving within the society, the vast majority of whose members possess the most effective means of knowing the world and communication, which is our sound language [1,8].

It is worth noting that non-verbal communication depends on the type of culture. Of course, there are gestures, expressive signals that are almost the same in all peoples (smile, angry look, furrowed eyebrows, shaking his head). At the same time, there are many non-verbal means, habits adopted by only one nation. It is easy to imagine what difficulties

may arise when communicating with a resident of Western Europe with a representative of Japan, a country relatively recently opened to Europeans, which still remains mysterious and incomprehensible to them. In communicating Europeans with the Japanese, the most misunderstood is the misinterpretation of the Japanese word "hai." This word is usually translated as "yes". Listening to the interlocutor, the Japanese may respond to almost every phrase with the word "yes", accompanying him with a nod, but this does not mean that he agrees with the interlocutor. The use of the word "hi" usually only means "I listen carefully to you."

The rules of Japanese morality do not allow you to say no. Instead of saying "no", Japanese entrepreneurs give a sly answer, the most common of them is "it's difficult." Sometimes they make a lengthy speech composed of vague phrases, extremely polite turns, explanations, apologies, the essence of which boils down to the same saying, "this is difficult."

There are non-verbal signals that carry different information in different countries. For example, most European nations give their consent by shaking their heads from top to bottom. The Bulgarians convey this disagreement, the Japanese only confirm that they are listening carefully to the interlocutor.

The popular "circle" gesture created by the fingers of most English-speaking peoples and in Europe and Asia is used to convey that everything is okay. But in France, this gesture means "nothing", in Japan - "money".

Specific sign system in non-verbal communication is eye contact, the main means of visual communication. If a person who adopts a culture of communication wants to reach an understanding with others, he looks into their eyes, that is, he remembers the value of visual contact. It has long been known that gaze can positively or negatively affect another person. Ethnographers even divide nations into "contact" and "non-contact" ones. "Contact" includes, for example, Italians, Spaniards, Latin Americans, Arabs. In their communication, the view is of great importance. Representatives of "non-contact" cultures are the peoples of Scandinavia, Japan, India, Pakistan, where it is not customary to directly consider a person.

The Japanese, for example, look at the neck of the interlocutor, whose eyes are in the field of peripheral vision. Knowing this, when meeting with people of different nationalities, it is important not only to use a universal culture of communication, but also to have an idea of their ethnic and psychology, of the peculiarities of their non-verbal communication.

Particular attention is paid to the non-verbal means of the system of organization of space and time of communication - proxemics. In order to establish or maintain contact with a person, one must not only look into one's eyes, but also stay at a certain distance from one's eyes. Well-known anthropologist E. Hall was the first scientist to address the spatial needs of man. It turned out that every person wants to have as their territory a certain air space around their body. The size of this zone depends on a number of factors, above all on the socio-cultural differences of people. If the territory in which one or another nation lives is heavily populated, then people are close to each other during communication. If they survive in relatively sparsely populated areas, on the contrary, they are placed at some distance.

Psychologists believe that reading non-verbal signals is an essential prerequisite for effective communication. Non-verbal signals are important in communication for several reasons: 1) about 70% of information is perceived by the person through the visual (visual) channel; 2) non-verbal signals make it possible to understand the true feelings and thoughts of the interlocutor; 3) the attitude to the interlocutor is often formed under the influence of the first impression, and he, in turn, is the result of non-verbal factors - gait, facial expressions, glances, demeanor, clothing style, etc. Especially valuable are non-verbal signals because they are spontaneous, unconscious and, unlike words, always sincere.

Conclusions and prospects for further research. Therefore, not only their language is the key to successful communication between people, especially of different nationalities and different cultures. One of the most important places in intercultural communication is non-verbal

communication.

It should be noted that the system of non-verbal means of communication is the simplest system that eliminates unnecessary formal means and allows to achieve the uniqueness of communication in the conditions of generalized and polysemantic character of the actual linguistic means. But, as numerous studies have shown, there are several

potential sources of intercultural misunderstanding, among them: specific kinetic behavior of interlocutors, proximal behavior, unequal perceptions of carriers of different cultures about the length of pauses between speech movements. Therefore, in our opinion, the study of misunderstandings in the process of intercultural communication is a prospect for further research.

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В статье рассматривается исследования невербального общения в процессе межкультурной коммуникации. Проанализированы последние исследования по данной проблематике. а также связи экспрессивного поведения человека с его индивидуальными и характерологическими особенностями. Рассмотрены различные типы невербального общения и их классификация. Рассмотрены значение невербальной коммуникации на примере различных культур и причины их проявления. Доказано, что система невербальных средств коммуникации является самой простой и экономичной системой, устраняет лишние формальные средства и позволяет достичь однозначности в коммуникации.

Ключевые слова: невербальная коммуникация, невербальное поведение, коммуникация, межкультурная коммуникация, средства общения.

В статті розглянуто вплив невербальних засобів комунікації на процес міжкультурної комунікації. Невербальна комунікація - це система знаків, яка використовується в процесі спілкування, яка відрізняється від мови за способом і формою виявлення. Мета статті - розкрити суть та проблеми невербальних компонентів у міжкультурній комунікації. Відповідно, були поставлені наступні завдання: визначити роль невербальних засобів у системі міжкультурної комунікації; розглянути типології та класифікації невербальних засобів, розкрити їх значення та причини прояву в середовищі міжкультурної комунікації. У статті використані методи аналізу та узагальнення літературних (психологічних, педагогічних, лінгвістичних та методологічних) джерел, а також метод тестування та спостереження. Наукова новизна дослідження полягає у обґрунтуванні принципів використання невербальних засобів комунікації щодо культурних особливостей. Проаналізовано недавні дослідження з цього питання, а також пов'язаність виразної поведінки людини з її індивідуальними та рисами характеру. Розглянуто різні типи невербальної комунікації та їх класифікацію. Досліджено значення невербальної комунікації на прикладі різних культур та причини їх прояву. Практичне значення має вміння використовувати невербальні засоби при підготовці майбутніх викладачів іноземної мови у вищих навчальних закладах під час роботи з дітьми будь-якого віку. Було підтверджено, що система невербальних засобів спілкування є найпростішою та досить ефективною системою, яка виключає непотрібні формальні засоби та дозволяє досягти однаковості у спілкуванні

Ключові слова: невербальна комунікація, невербальна поведінка, спілкування, міжкультурна комунікація, засоби спілкування.



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