

СЕКЦІЯ XVI. ФІЛОЛОГІЯ ТА ЖУРНАЛІСТИКА

THE ROLE OF NON-VERBAL COMMUNICATION IN EVERYDAY INTERACTION

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In today's globalized world, communication skills are considered the key to individual success, and there is a rising demand for these crucial skills, which have diversified into numerous divisions and techniques. Both oral and written communication styles achieve excellence when accompanied by the utilization of non-verbal cues. A harmonious blend of verbal signs (language) and non-verbal cues is essential for meaningful communication, and among the various factors influencing successful communication, non-verbal cues play a vital role.

Non-verbal communication refers to a method of conveying messages without the usage of spoken or written language. This type of communication encompasses a wide range of expressions and cues, including facial expressions, body language, gestures, posture, eye contact, tone of voice, touch, and other non-linguistic signals. Through non-verbal communication, individuals can express emotions, attitudes, and intentions, and it serves as a means to support or contradict spoken messages.

Nonverbal communication, in reality, constitutes the majority of our intended messages. Early researchers even suggested that verbal communication accounted for only 7% of the conveyed message. Mehrabian [1, 2] conducted research that indicated listeners' perception of a speaker's attitude was influenced by 7% from the verbal message and 38% from the vocal tones used, totalling 93% of communication being done through nonverbal channels. While the accuracy of this percentage may be debated, most researchers concur that verbal communication contributes around 35% to the overall message.

Non-verbal signals operate on two levels, with written communication incorporating stylistic features such as headings, titles, subheadings, photographs, captions, figures, graphs, and bar charts. On the other hand, oral communication involves non-verbal signals like gestures, postures, facial expressions, pace, intensity, tone of voice, and body language.

Non-verbal communication plays a pivotal role in human interaction and is of paramount importance in everyday communication. Non-verbal cues, such as facial expressions and body language, allow individuals to convey emotions effectively. These expressions often provide a more nuanced and immediate understanding of one's feelings, supplementing or even transcending the limitations of verbal expression. Different types of non-verbal communication complement spoken words, adding layers of meaning to the message. A speaker might use gestures or facial expressions to emphasize a point, making

the communication more vivid and impact. The ability to interpret and respond to non-verbal cues is crucial for building and maintaining relationships. Non-verbal communication fosters a sense of connection, empathy, and understanding between individuals, contributing to the overall quality of interpersonal relationships.

Different types of non-verbal communication, including posture, eye contact, and handshake, contribute to the perception of confidence and competence. Individuals who can effectively manage their non-verbal communication often make positive impressions in professional and social situations. Non-verbal communication allows individuals to adapt to various situations dynamically. Adjusting one's body language, tone, and expressions in response to the context can enhance communication effectiveness and ensure that the message is appropriately conveyed.

Scholars [3] identified various functions carried out by nonverbal communication, and namely: **regulatory function**: effort is required to keep conversations on track, especially with individuals from different linguistic or sociocultural backgrounds. Nonverbal clues play a significant role in regulating conversational behaviour; **interpersonal function**: nonverbal communication is instrumental in expressing attitudes and emotions within interpersonal relationships, also known as 'affect displays'; **emblematic function**: primarily involves the use of gestures to convey specific messages; **illustrative function**: nonverbal communication is employed to indicate size, shape, distance, and other visual elements; **adaptive function**: used as a means of reassurance and self-comforting, often involving unconscious acts like playing with hair, stroking a beard, or fidgeting with a pencil or cigarette.

Thus, non-verbal communication stands as a complex and integral component of human interaction. Its importance spans diverse areas, enriching and enhancing communication in personal, professional, and societal settings. Acquiring an understanding of non-verbal cues and refining the skill to interpret and deploy them proficiently can markedly improve an individual's communication abilities and overall effectiveness in social engagements.

References:

1. Mehrabian A. (1971). Silent messages. Belmont, CA: Wadsworth.
2. Mehrabian A., & Russell, J. A. (1974). An approach to environmental psychology. Cambridge: MIT Press.
3. Capper S. (2000). Nonverbal Communication and the Second Language Learner: Some pedagogic considerations. URL: <http://langue.hyper.chubu.ac.jp/jalt/pub/tlt/00/may/capper.html>.