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НЕВЕРБАЛЬНАЯ МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ: ОСОБЕННОСТИ, РОЛЬ И ФУНКЦИЯ

Невербальные коммуникации в рамках межкультурного общения зачастую создают больше проблем, чем вербальные. Это происходит потому, что участники межкультурного общения порой даже не догадываются о социальных корнях невербального общения, искренне полагая, что язык телодвижений, а именно жесты, выражение лица, поза, междометия должны восприниматься везде одинаково. В работе отражены особенности невербальной межкультурной коммуникации, ее роль и функции.

Due to the increasing number of contacts in the sphere of cross-cultural communication, we have the opportunity to gain more knowledge about the peoples living nearby. That is important for mutual understanding and respect. Nonverbal communication is of great importance today, which makes it necessary to define this phenomenon and outline its basic characteristic features as well as the place it occupies in the communication theory.

Nonverbal communication is often defined as communication without words; it refers to the aspects of a message, which are not conveyed by linguistic means.

Traditionally there exist three types of communication:

- verbal communication, i.e. words (speaking), listening, writing and reading
- nonverbal communication, i.e. posture, gestures, look, facial expression, eye contact
- paralinguistic communication, i.e. intonation, voice, hesitation, pauses and interjections

Body language is a language without spoken words. Therefore it is called nonverbal communication. Several investigators estimate that at least 70% of the communication between people is established through nonverbal communication and the tone of voice. The best-known theory is that of the American psychologist Mehrabian [1]. He claims that when it comes to expressing feelings:

- 55% of the communication is established by means of body language,
- 38% is expressed through the tone of voice, while
- 7% is given through words.

So we express 93% of our feelings in a non-verbal way [2].

It is extremely important to note that units of body language have different meanings in different cultures.

The way we perceive the information of somebody's body language depends on the situation, the culture, the relationship we have with the person as well as the gender and the social position of the other. This means that there is more than one universal signal that has the same meaning all over the world. It is important that there are few genetic, inborn signs of nonverbal communication. The majority of non-verbal signs are obtained in the course of life and have the social background, which results in numerous problems in cross-cultural communication.

There are distinguished seven functions of the non-verbal communication:

1. Repeating what has already been expressed verbally (saying 'yes' and nodding at the same time, giving directions and pointing).
2. Being applied instead of verbal communication (nodding 'yes', shaking 'no', questioning facial expression, symbolic gestures).
3. Opposing verbal communication (confirming something but shaking your head hesitantly or shrugging your shoulders).

4. Affectionate instinctive support of the spoken word (concerned frown or encouraging pat on the back).

5. Information about the mutual relation, sympathy (smiling, eye contact, touching, distance, posture)

6. Emphasizing verbal communication (a wagging finger when you express an accusation, or reproaching someone with a loud voice and hitting the table angrily).

7. Structuring and regulating verbal communication (the dots and commas of the spoken sentences: hemming, looking at someone and looking away, pauses, and supporting hand gestures) [3].

A wide variety of problems that occur make us think that the knowledge of a certain language and traditions is not enough for successful communication. Nonverbal cross-cultural communication as one of the constituent parts of communication plays one of the most significant roles in the cultural dialogue.

ЛИТЕРАТУРА:

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