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NONVERBAL COMMUNICATION IN EAST AND WEST

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“There’s language in her eye, her cheek, her lip”

William Shakespeare

Introduction

1.1 Humans are social creatures

Language is a mirror of a country's culture and way of life. Language is a means of expressing our thoughts and feelings. However, body language plays an important role in everyday life. Without it, our thinking would be inconsistent and unnatural. Every culture has its own gestures. In one society it is warmly received, in another it is insignificant. In order to avoid such inconveniences, it is necessary to get acquainted with the culture, language, and especially the gestures of the nation. The article deals with the various actions used in the conversation which are common in the West and the East, their similarities and differences. Of course, the West and the East are different parts of the world, and its full analysis is a great scientific work. According to V. Morozov, nonverbal communication is the most important, along with sound speech, a means of communication and understanding of people. V.F. Lomov called the problem of communication "a basic category, the logical center of the general system of psychological problems", having repeatedly pointed to its insufficient development in psychology, including in terms of non-verbal means of communication.

Thus, as the term "nonverbal communication" itself shows, this concept can be defined as a system of non-linguistic (non-verbal) forms and means of information transmission.

Nowadays, it is discussed whether body languages are universal or national, as it should be noted that the study of the mimic side of emotions has a long history. According to the theory of evolution Charles Darwin, facial expressions (first of all, the movements of the muscles of the face, expressing emotions) are congenital, do not depend on race or culture and do not differ in human beings all over the world. Expression of many emotions is universal.

Nevertheless, in the first half of the twentieth century, many leading cultural anthropologists, including M. Mead, found ample evidence that different ethnics have significant differences in expressive behavior across cultures, including number and in facial expressions, since this is a language that, like any other, a person masters in the process of socialization [4].

1.2 The importance of nonverbal communication

Nonverbal communication plays a massive role in our daily life. According to a research, 93% of all meanings are nonverbal. This estimate would mean that only 7% of meaning comes from verbal content, that is, the words themselves.

According to scientists Judee K Burgoon, Laura K. Guerrero, Valerie Manusov, there are 9 reasons why nonverbal communication is influential.

1. *Nonverbal communication is ubiquitous.* It is used in every sphere of our world starting from teachers finishing with group leaders or presidents.

Even written communication can have nonverbal features. The decision to write a nasty letter rather than confront someone in person can be a delaying tactic. Emails and text chats can have features embedded in them to capture some nonverbal nuances. Using different font colors, stationery, emotions, and capitalization "yell" someone can all add nonverbal cues into a completely verbal medium.

2. *Nonverbal communication is versatile.* Nonverbal cues are part of almost every communication purpose one can imagine. They can be enlisted to create a favorable first impression during a job interview, persuade a pedestrian to sign a petition, prevent an overbearing member from monopolizing in group meeting, show one's excitement about winning an award, flirt with a new acquaintance or signal one's confusion over what someone has just said.
3. *Nonverbal behaviour may form a universal language system.* Behavior such as smiling, crying, pointing, caressing, starting in a threatening manner are examples of nonverbal signals that appear to be used and understood the world over. They allow people to communicate with

one another at the most basic level regardless of their familiarity with the prevailing verbal language system. Such nonverbal actions thus transcend cultural differences, forming a kind of universal language. This capacity of nonverbal communication to cross geographic boundaries is evident to anyone who has traveled abroad.

4. *Nonverbal communication may be misunderstanding as well as understanding.* Although nonverbal signals can aid us greatly in making sense out of the world, they are equally important because of the misunderstanding they can cause. Not all nonverbal misunderstandings have fatal or even serious consequences.
5. *Nonverbal communication has phylogenetic primacy.* Nonverbal communication predated language in the evolution of human communication. That is, before humans developed the capacity to speak and use language, they were able to communicate non-verbally. Although numerous theories have addressed the issue of whether vocalizations preceded gestural communication or vice versa, there is no question that nonverbal forms of expression preceded verbal ones. According to ethologists, many forms of nonverbal expression have, through an evolutionary history spanning perhaps 150 million years, become specialized as ritualized communication signals.
6. *Nonverbal communication has ontogenetic primacy.* Just as the species first turned to nonverbal forms to communicate with one another, so too do infants rely first on nonverbal means to interact with their caretakers and environment. Nonverbal communication is literally our first communication system.
7. *Nonverbal communication has interaction primacy.* Besides being the first form of communication in the history of the species and in the lifespan of the individual, nonverbal behavior usually precedes verbal behavior in the opening minutes of human encounters. Before people even open their mouths, their nonverbal behaviors are supplying a wealth of information to onlookers. Everything from posture to gait to hair style to voice quality paints a picture for the observer and provides a frame of reference for interpreting the words that are spoken.
8. *Nonverbal communication can express what verbal communication can't or shouldn't.* There are many occasions when verbalizing our thoughts and feelings would be risky, rude, or inappropriate, so we use nonverbal channels instead. In the case of a budding romance, people are hesitant to commit themselves too quickly for fear of being rejected. If a friendly smile is unreturned, one can retreat to a less intimate level without embarrassment. Similarly, nonverbal cues can be used to satirize, criticize, or leak information without the communicator being held accountable for his or her acts.
9. *Nonverbal communication is trusted.* The naive belief exists that nonverbal behaviors are spontaneous and uncontrolled; that they are the “windows to the soul”. There is prevailing faith in the authenticity, truthfulness, and candor of nonverbal behaviors.

These nine reasons for the significant impact of nonverbal communication, although not exhaustive, highlight the need to understand how nonverbal communication works together with verbal communication and independently of it.

Main part.

2.1 Similarities

First, we consider similarities of nonverbal communications before discussing the differences in behavior of some nations. Many societies in the West and the East have common body languages. For example, shaking one's head may indicate that someone agrees, frowning is a sign that a person is open, that he is in a hurry, or that he is tired.

It is known that the considered body languages are generally accepted as norms. However, these can be misunderstood in many environments.

2.2 Differences

There is a big difference between looking straight into the human eye in the West and the East culture. Each society has its own complex and confusing principles.

In American culture, looking straight into people's eyes plays an important role. It is perceived as respect, openness, loyalty of the person to the next one. In British culture, the proverb "Don't trust anyone who won't look you in the eye" clearly defines the importance and place of looking straight in the eye. Failure to look the other person in the eye may indicate guilt, impurity, or danger. In the end, this can lead to alienation, disrespect, and, worst of all, the breakdown of the relationship [1].

However, in the East, especially in the Philippines, it is rude and uncivilized to look straight in the eye of elderly people for a young boy or a girl. Even in Japan, the listener prefers to look at the speaker's neck, or at the other side, not straight at the eye of the speaker. [2]

Winking at someone has a big difference between the two cultures. For example, in Hong Kong, Tunisia, and Bangladesh, winking is considered immoral. In Nepal, Paraguay, and Australia, it is unwise to wink to the opposite sex. However, in American society, this means friendship and intimacy [1]. We know that in Kazakh culture, winking at a child during a conversation is often used as the sense of a joke or a playful deception.

The world of gestures used in conversation is different in different cultures. The well-known "OK" sign means approval or good in North American culture, while in French culture it means "not good", "zero" or "useless". Various culture, including French and most Latin American countries, welcome approval with a thumbs-up. But in Bangladesh, this sign means rejection. The Greeks shake their heads from side to side to say yes or no.

However, there are also actions that indicate disagreement or disapproval. In Greece, Iran, and Italy, a slight upward nod means they don't like it. Lebanese people raise their eyebrows, nod their heads, and sometimes slap their cheeks to say no. In addition, Lebanese people express their dislike for something by moving their forefinger from left to right.

In Latin America and the Netherlands, shaking your hand on your body may mean that someone has stolen something, but in Peru it means "pay me" among sellers [3].

Definitions of Nonverbal Communication

Exactly what is this thing called nonverbal communication? Experts at a National Communication Association convention, queried about their definition of nonverbal communication, offered this potpourri of responses:

1. Jerold L. Hale of the University of Georgia described nonverbal communication as "the study of behaviors other than words that create shared meaning between people who are interacting with one another" (Hale, 2003).
2. Brant Burlinson of Purdue University defined it as "any kind of expression, gesture or symbolic behavior that is either intended to convey meaning or happens to convey meaning" (Burlinson, 2003)
3. Daniel Canary of Arizona State University defined it as "intentional behavior that's used to symbolically convey an idea" (Canary, 2003).
4. John Greene of Purdue University said "it is everything we do except the words that we use in our face to face interactions, so it includes facial expressions, gestures, eye contact ... even our artifacts, the clothes that we wear, the rings and jewelry that we carry around with us" (Greene, 2003).

A starting point for arriving at a sound definition is the concept of communication itself. This term is a slippery one, because people use it to refer to everything from communicating with nature, to “dialoguing” with oneself, to linking computers, to transmitting via satellite.

Conclusion

In conclusion, each culture is valuable in its own way. It is immoral to ignore it. It is a task for every language learner to get acquainted with the gestures used in conversation as learning a language is like learning the culture of the nation. You should get acquainted with this culture when traveling or visiting a country.

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