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THE WAYS OF MOTIVATION OF EFFECTIVENESS OF VERBAL AND NON-VERBAL COMMUNICATION

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ABSTRACT

This article is devoted to the study of motivational means used to ensure the effectiveness of verbal and non-verbal communication. As we know, one of the most urgent problems of modern psycholinguistics is the problem of an adequate description of human language ability. In fact, all research conducted in the field of psycholinguistics is devoted to this goal - the problem of an adequate description of human language ability. Building a theoretical model that represents the nature of human language ability involves analyzing empirical material at three levels: first, at the level of characteristics of the means a person uses to realize language ability; second, the characteristics of the systems on which these means operate; thirdly, the characteristics of the psychophysiological mechanism of these processes (of course, incomplete). The first level is purely linguistic. At present, the means used by speakers of different types of languages in the communication process are described in sufficient detail; There are several descriptions of the ontogenetic development of language tools. Little is known about the formation of psycholinguistic mechanisms of the communicative function of language. From this point of view, the research studies that examine the characteristics of the formation of means of communication from the non-verbal period to the emergence of conditional communication signs are very promising. In this article, along with verbal communication, information about non-verbal communication is provided, and the opinions of different linguists about verbal and non-verbal communication are analyzed and studied. A number of motivational means are used to increase the efficiency of verbal and non-verbal communication. It should be noted that communicators' physiological, psychological, and intellectual levels should be considered when applying these motivational means. We have tried to pay attention to these issues in this article.

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Introduction.

Language is the main means of communication and reflects the richness of human cognitive abilities in individual and social spheres. It allows the strengthening of the characteristics of the individual and the social consciousness of each person in a material form.

What is communication? Communication (from lat. Communicatio - message, transmission) is a process by which various human relations are implemented and developed. In the process of communication, verbal communication is the main natural form of concretization of thoughts and desires of every person. However, despite the fact that verbal communication is the primary means of communication, non-verbal means of achieving optimal information transfer and influencing the interlocutor, their role in communication, cannot be ignored. The type of situation, the social roles of the interlocutors, the structure of the spoken text, non-verbal means, etc. many factors affecting communication should be considered.

Besides, in the process of communication, in addition to articulatory-acoustic or verbal signs common to natural languages, some additional systems of silent and non-verbal signs are also used. It is these non-verbal signs that have become the objects of study in non-linguistic disciplines such as proxemics, ties and kinesics. It should be noted that the term proxemics (derived from the English word “proximity”) was proposed by the American linguist E. Hall and studies the role and effect of space, territory and distance between people on interpersonal communication [Hall E.T., 1959].

Takesika examines human behaviors related to the tactile perception system (handshakes, hugs, etc.). Kinesics fully corresponds to the Greek original, that is, a set of body movements, gestures, facial expressions used in the process of communication. Kinesics is a branch of paralinguistics that studies non-verbal means of communication. In general, paralinguistics studies the functional use of non-verbal means in the formation of specific speech idioms: speech tempo, tone of voice, pause, intonation, melody, etc.

Methods.

In this article, descriptive and contextual methods were used, since our main goal is to investigate ways of motivating the effectiveness of verbal and non-verbal communication.

Discussion.

A.V.Filippov's article “The language of voice and the language of gestures” clarifies the cases in which kinetic speech (non-verbal communication) is used:

- a) when the distance between interlocutors is large;
- b) if there is noise in the conversation space; c) when the interlocutors do not know each other's languages;
- d) if one of the interlocutors has a speech or hearing disability;
- e) if the situation does not allow speaking out loud;
- f) if any person does not want to interrupt someone;
- g) if a person wants to express an opinion to someone secretly from other people [Filippov A.V., 1975].

Sometimes one of the interlocutors prefers to convey something with gestures rather than speaking. People often communicate with animals through gestures. For example, hitting a dog's knee cap means “come here”, and hitting a horse with a whip means “quick gallop”. Gestures with denotative-connotative meaning (standing still, shaking hands, kissing the flag, etc.) are also of special importance.

Verbal speech, on the other hand, is used in an ordinary speech environment, i.e.: spatial proximity of the interlocutors, relative silence, when the interlocutors know the same language, when they do not have a speaking or hearing disability, when there is no need to hide ideas from those nearby.

Non-verbal speech is used when one of the above conditions is absent. Therefore, during the study of the process of giving information by verbal means, it is necessary to refer to the factors that cause both verbal and non-verbal speech, as Sh.Bally says “articulated and non-articulated” signs [Balli Sh., 1955].

G.V. Kolshansky believed that the participation of non-verbal means in communication is dictated not by a defective language system, by any gap in the structure of the language, but only by external conditions related to the nature of communication: compliance with a certain tempo of the conversation, emphasizing the meaning of the expression, presenting a personal attitude to the message, etc. [Kolshansky G.V. 1974]. However, each language has its own positive and negative aspects, the possibility and conditions of application of this or that non-verbal communication. In addition, each language has its own favorable and unfavorable external communication conditions that determine the external determinant. This position has always been mentioned in the works of G.P. Melnikov, the founder of systematic linguistics, and his students.

The purpose of non-verbal communication is determined by the fact that they are indirectly included in the act of vocalization and perform the following functions:

- 1) functions of the auxiliary element to achieve unambiguous communication related to the generalized and polysemantic essence of linguistic means;
- 2) a compensatory function for some language tools that have been eliminated for one reason or another in the process of real communication [Melnikov G.P., 1989].

A person's use of non-verbal means of communication during verbal communication is as natural as the interaction of biological and neurophysiological processes during the speech process.

Studying the interaction of verbal and non-verbal means in the process of communication helps to raise deeper questions about the nature, structure and functioning of language in live speech.

The field of linguistics that studies the functional use of non-verbal means in language is called paralinguistics (“para” is a Greek word and means close). This term was put forward by A. Hill and focuses on the relationship of observed non-linguistic phenomena with language.

Throughout the history of linguistics and philosophical sciences, representatives of various currents have addressed the issue of the role of non-verbal means of communication in communication. Among these scientists are F. Bacon, T. Gebbs, D. Locke, R. Diderot, V. von Humboldt, A. Schleicher and G. Steinstal, etc. However, the initial description and systematization of speech gesticulation can be found in the works of Aristotle, Theophrastus, Quintilian and Cicero dedicated to ancient rhetoric and stage speech [11].

The communicative possibilities of gestures were considered in the rhetorical instructions of the Roman orator Fabius Quintilian (1st century AD), who said that the movements of the whole body help the speaker, but the hands speak for themselves [11]. Cicero said that every movement of the soul has its natural expression in voice, gesture, and facial expressions. Actions should respond to the dialogue and the meaning of the words [11].

Practical application of body movements, gestures and facial expressions in public speaking, and performances on stage were studied by B. Brecht and K. Stanislavsky. From the theoretical point of view, the scientific study of communicative movements within the framework of modern psychology was started by G. Spencer and V. Wundt, and from the point of view of empirical research by Charles Darwin. The relationship between internal experience and external behavioral expression was put forward as a central problem. V. Wundt, who was influenced by V. von Humboldt's ideas, believed that language is a unity. Because he believed that the body soul and its activity were the first psychophysical manifestations, Ch. Darwin spoke about the relationship between language, gestures and facial expressions and noted: “The ability of members of the same tribe to communicate with each other using language was of great importance in human development, expressiveness of the face and body actions greatly contribute to the power of the language” [Darwin Ch., 1908].

The importance of studying non-verbal means of communication has not escaped the attention of many Russian linguists. Among them, F.F. Fortunatov, A.A. Shakhmatov, I.A. Baudouin de Courtenay and Y.D. Polivanov can be cited as an example. I.A. Beaudoin de Courtenay called “gestural language” “optical language” and considered it an integral component of language development [11].

In the works of modern linguistics, researchers' interest in non-verbal means of communication has increased. Scientists are of the opinion that non-verbal means of communication prevail. As a result of research, it was found that 55% of communication is non-verbal, and 45% is verbal communication.

An important source of information about the mood of the interlocutor is the position of the body. Everyone knows that arms crossed over the chest indicate that the interlocutor is “closed”, trying to protect himself or unwilling to accept you. But a lot depends on the conditions. Such an interpretation will be true only in a conflict situation. Sometimes crossed arms show a person's self-confidence. Another indicator that the interlocutor takes a defensive position and does not accept something is clenched fists.

Mimics are expressive movements of facial muscles, which are one of the forms of manifestation of certain human feelings, and allow us to understand the feelings of our interlocutor. If a person is happy, the muscles of his face begin to move, all facial features seem to be lifted. The nasal-labial lines on the face change sharply, they are separated from the nasal wings in the form of an arc, first a little higher, then lower. With a slight contraction of the frontal muscles, the eyebrows acquire a slightly curved appearance. When smiling, the nose appears shorter due to strongly drawn cheeks and upper lip. The center of the facial expression is located in the middle of the face.

For everyone participating in the conversation, on the one hand, it is important to be able to decipher the “understanding of facial expressions” of the interlocutor, and on the other hand, he should know to what extent he has facial expressions, how expressive they are.

Gestures accompany vocal speech, clarify what is being said and add emotionality to the performance. Gestures should not be considered as a full-fledged, independently functioning phenomenon in isolation from verbal speech. There is no doubt that gestures cannot replace speech itself in all manifestations of language. For example, a gesture cannot express abstract phenomena like a chemical formula. Any gesture can be conveyed by words.

Gestures-emblems can replace words. When we shake our heads in an affirmative or negative manner, there is no need to say yes or no: a gesture replaces a word.

However, it is necessary to be careful in the use of gestures and emblems when communicating with representatives of other nations. For example, in a number of peoples (for example, Bulgarians), shaking the head to mean “no” means “yes”, on the contrary, shaking the head to mean “yes” means “no”. The ringing of the fingers, which means “OK” in America means “nothing is fine” in French. In the Middle East, this sign is used in a bad sense (a sign of homosexuality).

Gesture-illustrations increase the logical emphasis of the thought expressed during communication. At this time, the meaning of any mentioned idea is completed with hand movements. For example, moving the hand away when describing the winding stairs or seeing something bad, etc.

Gesture-illustrations can be done unknowingly or knowingly. For example, if a person points their index finger and moves it towards their temple, this means, “*Are you crazy? What are you talking about?*” and this is done deliberately. If one of the interlocutors involuntarily scratches the back of his head during the conversation, this is a semi-conscious or unconscious gesture. Gesture-illustrations make the speech more lively and are used a lot, especially in public speeches.

Rhythmic gestures are related to the rhythmicity of speech. They are used to indicate speech intonation - slowing down, speeding up.

A straight look means that a person is honest and speaks truthfully. However, if the interlocutor averts his eyes during communication, it means that he is lying and hiding something from you. But shy people sometimes don't look at the faces of their interlocutors to hide their shyness. Psychologists have found that people look at each other's faces more when they are in a good relationship.

Non-verbal communication is the exchange of non-verbal messages between people, as well as their interpretation. Through non-verbal communication, information is conveyed through gestures, facial expressions, pantomime, touch, body movements, eye contact and the organization of the communication environment. Non-verbal communication performs the following functions:

1) Non-verbal means of communication help guide people in different social situations, at the same time, regulate their behavior, understand each other and accept social norms.

2) With the help of non-verbal communication, the characteristics of a person's racial and social affiliation, mental, physical and emotional state, attitude to a certain situation or to a certain person, object, as well as information about the psychological climate in the team are transmitted.

3) An important function of non-verbal communication is the exchange of information about individual characteristics between communication subjects, for example, self-esteem, temperament, sociability, etc.

Thus, the main functions of non-verbal communication are: obtaining information about the interlocutor's personality - his temperament, emotional state, self-esteem, social status, belonging to a certain group;

Relations between communication participants - gathering information about the level of communication, nature and type of relations, dynamics of relations;

Information about the attitude of the communicators to the communication situation - involvement in the situation, desire to leave it.

Verbal means together with non-verbal means perform the following functions:

1) Regulation - non-verbal means are used to coordinate the interaction between interlocutors, to relieve tension during communication;

2) Completion - non-verbal means complete the speech, make it expressive;

3) Substitution – a non-verbal message is used instead of verbal means (for example, a look can express a desire, an idea);

4) Refusal – non-verbal communication can contradict verbal communication.

The success of communication depends on the ability to establish reliable relationships with interlocutors. Such communication depends not only on the ability of a person to speak, but also on the ability to control oneself during communication.

Tasks of non-verbal communication. In communication, interlocutors who use non-verbal means of communication perform the following tasks:

a) To communicate with a partner;

b) Observation of the interlocutor's non-verbal communication;

c) Control your non-verbal expressions;

d) Influence on the interlocutor through the system of non-verbal signs.

Visual contact is closely related to verbal communication, it is characterized by the way the interlocutors look at each other and the duration of the look. Eyes play a special role with facial expressions.

To increase the effectiveness of communication processes, a number of rules should be followed.

The first rule is that the education, age, and outlook of the addressee should be taken into account in the communication process. In short, the addresser should speak in the “language” of the addressee. Let's imagine that the teacher uses very complex terms while teaching science to a student in the 4th or 5th grade. At this time, after listening to the teacher for a while, the student will soon get tired and not listen to the lesson because he does not understand anything. Another example. Let's imagine that an illiterate person came to see a doctor. If the doctor explains his illness in a language the patient can understand, not in medical terms, the communication process between the two communicators will be taken.

The next rule of effective communication can be described as emphasizing the importance of the partner and showing him respect. We consider this rule not as another “communication technique”, but as one of the most important, fundamental principles of interpersonal interaction. This position is based on the concept of A. Maslow, which we accept, where the need for respect, recognition and acceptance are fundamental, basic needs of the individual [Maslow A, 2008]. The concrete implementation of this rule can be carried out both verbally and non-verbally. An example of a verbal level would be, for example, the following statement: “We have turned to you for advice, because your professional experience in this matter is very valuable.” The specific form of verbal expression of this general rule has countless options depending on the real context of the situation and the characteristics of the communication partner's personality. On a non-verbal level, emphasizing the importance of and showing respect to the partner can be manifested, for example, by demonstrating that you are taking responsibility for this meeting and that you have prepared for it (preparatory work notes, notes in the work plan, pre-prepared materials, etc.).

The third rule of creating an effective communication environment is to have a shared opinion between communicators. Observations show that this includes not only the commonality of ideas, but also the commonality of interests, goals, tasks, and positions. These interests, goals, etc. can be positive as well as negative. For example, the addresser can say to the addressee: “You are very kind like me” or: “He is as talkative as his father” to show the common negative feature of both of them.

The fourth rule of effective communication is that the addresser and the addressee show interest in each other's problems. Otherwise, that is, if the participants of the communication process do not show interest in each other's problems, this will be understood as neglect, and this, in turn, will result in the failure of constructive communication. One of the main conditions for effective communication is that communicators show interest in each other's problems. For example, during family counseling, a husband complains that his wife has lost interest in his work and does not listen to him when he talks about his problems, successes and failures after the work day. So, while the husband talks about his problems, his wife washes the dishes and occasionally interrupts to ask the child in the next room if he has done his homework. In such a case, there can be no talk of effective communication between the addresser and the addressee. Establishing effective communication between them will happen when the wife listens carefully to the problems of the husband talking about his problems at work, as they say, shares his pain.

Conclusions.

Thus, when considering the effective ways of creating a common communicative environment, we came to the conclusion that although the effective ways of creating a common communicative environment differ from each other in terms of their goals, tasks and functions, they are closely related to each other and lead to one goal – serves to create common communicative environment.

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