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# VERBAL AND NON-VERBAL COMMUNICATION IN LINGUISTICS

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## ABSTRACT

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 carrying out communication, non-verbal means of achieving optimal information, their role in communication cannot be ignored. According to type of situation, the structure of the spoken text and non-verbal means, many factors affecting communication should be considered. Thus, there are basically two forms of communication: verbal and non-verbal communication. While verbal communication uses symbols of human language, non-verbal communication uses facial expressions, human body, gestures, etc. Regardless of its structure, no language can exist without communication. The main object of this study is the information used in verbal and non-verbal communication. It deals with different types of communication, their characteristic features and influence to each other. This article expresses the main problems that we can face during non-verbal and verbal communication and the research focuses on different methods of verbal and non-verbal communication and analyses the main problems which may occur during the communication. According to the result of this research, we can say that, the richer the language, culture, and traditions of the people, the richer the conceptual space and, therefore, the conceptosphere of that nation. The conceptosphere is the totality of human concepts. The cognitive and communicative aspect of each language directly reflects the culture of that language and its speakers.

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## Introduction.

Communication (from lat. Communicatio - message, transmission) is a process by which all different human relations are implemented and developed. As one of the most important and complex cognitive processes of human society, the history of communication dates back to the times when the first human society was formed. Before the emergence of languages, communication between people was carried out non-verbally, and after the emergence of languages, it was carried out by verbal means. As times changed, communication, its form and functions gradually changed and improved. Communication is no longer just an exchange of ideas and information between people, but at the same time it has become a complex cognitive process with linguistic and cultural characteristics. Without communication, there is no language, and without language, there is no culture, because culture lives only within language. Since language is a means of penetrating not only the modern mentality of people, but also the views of the ancient people on the world and society. If we carefully consider the verbal and non-verbal communication methods, we can see that these methods are closely related to each other. For example, a speaker giving a speech in the audience uses not only the verbal method (words addressed

to the audience), but also the non-verbal method (tone of voice, intonation, facial expressions, etc.), otherwise his address or speech will be ineffective.

Cognitive science, which deals with the study of human consciousness, thought and the mental processes and states associated with them, is aimed at modeling the world view and the structure of language consciousness. It is no coincidence that some linguists believe that cognitive linguistics studies not only language, but also cognition (meaning, thought).

### **Discussion.**

In linguistics two types of verbal communication are distinguished: oral and written communication. Oral verbal communication is considered an effective form of communication due to the fact that the listener's attention is focused on information and there is feedback. As for the written speech, it is possible to keep the information unchanged for a long time and cover a larger audience than the oral form of verbal communication.

There are mainly four types of the oral form of verbal communication:

- 1) intrapersonal communication;
- 2) communication between two people (interpersonal communication);
- 3) communication between individuals in a small group (small group communication);
- 4) public communication.

### **Intrapersonal communication.**

This communication can also be called communication limited to the person himself. This includes the silent conversations and thoughts we have with ourselves: the sender and receiver of the information are the same person. Interpersonal communication can be found almost every moment in our daily life. There is no such person who does not talk to himself while thinking. Some people verbalize this out loud when they are lonely. For example,

- *He thought to himself: "I wonder what I have done that he has turned his back on me?" Maybe I should go ask him? No, this is not a solution. The reason is probably in me"*

In this example, the speaker and the listener are the same person.

- *He thought, "Why should I help him?" He never appreciates other people's help and good manners."*

It should be noted that this type of oral form of verbal communication, that is, the type of intrapersonal communication, can also be found in the written form of verbal communication. It can be found in psychological and philosophical novels, as well as in other works of fiction.

### **Interpersonal communication.**

This type of verbal communication is also called "dyadic communication". At this time, the conversation takes place between two people: one of them is called the speaker, and the other is called the listener. The speaker and the listener can change roles to communicate. For example,

*"Good morning, Grace," I said entering the room. "Tell me, what happened last night? The servants are talking about it."*

*'Good morning, miss,' he replied, looking up innocently. 'Well, master was reading in bed and fell asleep, so he must have knocked the candle over. He set fire to the sheets, but luckily he managed to put the flames out with some water.'*

*'How strange!' I said quietly. 'Didn't anybody hear what was happening?'*

*'Mrs. Fairfax and you sleep nearest the room, miss. Mrs. Fairfax is a heavy sleeper, like most old people, and did not hear anything, miss. Perhaps you heard a noise?' [3, p. 38].*

This example taken from Brontë's "Jane Eyre" shows the communication between two people. There are two characters - Grace and Jane. It is Jane who asks the question and Grace who answers it. Since the dialogue takes place between two people, one of them asks a question, the other answers, and when necessary, he in turn asks a question. In other words, communication participants change their roles every time, the speaker becomes the listener and vice versa, the listener becomes the speaker.

### **Communication between individuals in a small group.**

This type of verbal communication can occur when more than two people are involved. Press conferences, board meetings, and team meetings are examples of group communication. For example, department meetings can be cited as an example. As we know, the date of each meeting and the topics to be discussed there are announced to the group members in advance. The chairman of the meeting declares the meeting open and introduces the participants to the issues to be discussed. While discussing the issues, the participants take the floor and express their opinions. In some cases, voting is held and final resolutions or decisions are adopted.

A specific issue must be discussed here, otherwise the discussions can be chaotic and incomprehensible. This chaos in fully understanding information can lead to miscommunication.

### **Public communication.**

This type of oral form of verbal communication is typical for larger audiences. The number of participants here is many times more than the communication participants participating in small groups. Here, the communication channels are interpersonal and small group as in interpersonal communication. The difference between them is that in public communication, the speaker addresses the audience and makes a speech, and the intonation of his speech, the timbre of his voice, etc. it happens from above. This type of oral communication is mainly characteristic of pre-election speeches (presidential, municipal elections, national assembly elections). For example, let's take a look at the pre-election speech of former US President B. Obama on November 7, 2012:

*PRESIDENT BARACK OBAMA: Thank you. Thank you. Thank you so much. (Sustained cheers, applause.)*

*Tonight, more than 200 years after a former colony won the right to determine its own destiny, the task of perfecting our union moves forward (Cheers, applause).*

*It moves forward because of you. It moves forward because you reaffirmed the spirit that has triumphed over war and depression, the spirit that has lifted this country from the depths of despair to the great heights of hope, the belief that while each of us will pursue our own individual dreams, we are an American family, and we rise or fall together as one nation and as one people. (Cheers, applause) [7].*

As can be seen from this example from the speech given by the ex-president of the USA B.Obama to the voters before the election, the speaker plays a leading role in public communication. His speech differs from the speech of speakers in other groups in terms of intonation, timbre of his voice, and the effectiveness of the words he uses in his speech. In this type of communication, usually the speaker speaks with his face to his listeners, that is, the audience. This communication is not characterized by feedback, that is, the process of the listeners talking to him.

The characteristic features of the written form of verbal communication are that:

- 1) It covers a larger audience;
- 2) Information in the written form of verbal communication is transmitted to readers without change.
- 3) Unlike the oral form of verbal communication, the literary norms of the language are strictly observed in the written form.

Language is the main means of communication and reflects the richness of human cognitive abilities in individual and social spheres. It allows to strengthen the characteristics of the individual and social consciousness of each person in a material form. 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, takesika and kinesics. It should be noted that the term proxemics (English word "proximy" proximity) was proposed by the American linguist E. Hall and studies the role and effect of space, territory and distance between people in interpersonal communication [5, p. 21].

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.

AV Filippov's article "Voice language and the language of gestures" clarifies the cases in which kinetic speech (non-verbal communication) is used:

- a) if 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 [1, p. 17].

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-connnotative 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, ex: spatial proximity of the interlocutors, relative silence, when the interlocutors know the same language, when they do not have a speaking or hearing problems, 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 give rise to both verbal and non-verbal speech, in the words of Sh.Bally, "articulated and non-articulated" signs [4].

However, each language has its own positive and negative aspects, the possibility and conditions of application of this or that non-verbal tool. In addition, each language has favorable and unfavorable external communication conditions that determine the external determinant. This position was always mentioned in the works of G.P.Melnikov, the founder of systematic linguistics, and his students.

The purpose of non-verbal means 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 nature of linguistic means;
- 2) Compensatory function for some language tools eliminated for one reason or another in the process of real communication [6, p. 12].

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 raise deeper questions about the nature, structure and functioning of language in live speech.

Practical application of body movements, gestures and facial expressions in public speaking, performances on stage were studied by B. Brecht and K. Stanislavsky. From the theoretical point of view, the scientific study of communicative actions within the framework of modern psychology was started by G. Spencer and W. Wundt, and from the point of view of empirical research, 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 [2, p, 204-205].

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. According to results, 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. However, 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. The naso-labial lines on the face change sharply. 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, and add emotionality to the performance. There is no doubt that gestures cannot replace speech itself in all manifestations of language. For example, a gesture cannot express an abstract phenomenon like a chemical formula. 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" to the Americans, means "okay, nothing" to the French. In the Middle East, this sign is a bad sense sign (a sign of homosexuality).

Gesture-illustrations increase the logical emphasis of the thought expressed during communication. For example, moving the hand away when describing the winding stairs or seeing something bad, etc.

Gesture-illustrations can be unknowingly or knowingly. For example, if a person points their index finger at a finger and moves it, this means, "Are you crazy? What are you talking about?" 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 real, especially in public speeches.

A straight look means that a person is speaking straight. However, if the interlocutor averts his eyes during communication, it means that he is lying and hiding something from you. However, shy people sometimes do not 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.

Consider the means of expression of non-verbal communication in some countries.

In many countries, people shake hands when greeting and saying goodbye. A handshake contains information that reflects the feelings, intentions and goals of the interlocutors towards each other. This information is provided by the duration of the meeting, its intensity, as well as the position of the hands. These meetings are given special importance in diplomatic relations. The British are cold-tempered and meet strangers without shaking hands or keeping a distance. Compared to them, Russians are more extroverted, and when they meet people they know before, they casually put their right hand on their shoulder and even give them a hug. Azerbaijanis, in addition to shaking hands with people they meet, lightly touch each other's cheeks when they know this person. Comparing these three examples, we can see that although the greeting and farewell process is the same in all three nations, the customs of each nation are reflected in this greeting and farewell process.

In England, New Zealand, and Australia, the "V" sign indicates victory when the index and middle finger are directed toward the listener, and "Shut up!" when the speaker is directed toward him or herself, is used in an offensive sense. In Russian and Azerbaijani languages, it is used in the sense of victory.

Fingers clenched into a fist and the thumb up is a sign of good fortune in many nations. In some countries, this means the price. For example, in Germany, Austria, Italy and France it is used in the sense of "One", and in Japan it is used in the sense of "Five", while in Greece, Nigeria, Australia and England it is used in a rough sense ("Mind your own business"). In addition, in England, America, New Zealand and Australia, people standing on the side of the road and waiting for a car use this type of non-verbal communication.

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

- 1) Regulation - non-verbal means are used to coordinate mutual relations 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) Controlling your non-verbal expressions;
- d) To influence the interlocutor through the system of non-verbal signs.

In verbal communication information is conveyed through speech or language symbols, in non-verbal communication these various body movements, gestures, facial expressions, etc. How do we organize verbal and non-verbal communication? This question has made linguists who study linguistic-cultural studies think a lot. After studying verbal and non-verbal communication, their goals and tasks, we came to the following decision: there are the following methods of verbal and non-verbal communication:

- verbal (oral): Conference, meeting, report, presentation, group discussions, one-on-one meetings, informal meetings;
- verbal (written): Letters, reports, memoranda, written records, rules and laws, orders, electronic addresses;
- non-verbal: Human behavior, facial expressions, gestures, tone of voice, intonation, position of hands, etc.

As can be seen from the table, the oral form of verbal communication is created through the following methods (means): conference, meeting, report, presentations, group discussions, one-on-one meetings and informal conversations.

The characteristics of the oral form of verbal communication include:

- 1) Oral speech should be complete, comprehensive, specific, simple and understandable.
- 2) Since at least half of the listeners are women, it is necessary to avoid exaggerations, emotions, monotonous and boring speeches.
- 3) In order to promote any person or company and strengthen its position, it is necessary to design the speech in an attractive, convincing and constructive way.

A conference (in Latin *confercio* - gathering together) is one of the forms of verbal communication carried out by oral means. Its organization and holding requires a special approach and competent specialists. Local, regional and international conferences are defined according to the geographical scale covered. According to their purpose, conferences have different forms:

- Scientific conferences - dedicated to the discussion of a specific issue in a certain field of science. These conferences include medicine, history, literature, linguistics, etc. various scientists participate in discussions in the field. Recently, online conferences on the spread of infectious diseases are preferred;
- Conferences dedicated to various topics;
- Political conferences.

Press conferences and briefings. Authorized representatives of these organizations are the addressees of these press conferences, they discuss these or other controversial issues of the state or any organization, department, or company, and journalists are the addressees. In order for press conferences to be efficient and business-like, the following should be taken into consideration:

- 1) It is effective to organize press conferences in the middle of the week, because the first day of the week is the beginning of the week and it is difficult to invite the media to the conference in advance. Since the fifth day of the week is before the rest day, it is impossible to comment on it in time, and considering that most of the journalists work at night, then it is advisable to hold press conferences during the day.
- 2) The topic of the press conferences should be sent to the mass media in advance so that they can send there journalists with competence and knowledge in the field of that topic.
- 3) First, the authorized representative of the company or organization states his position on the topic, after this, journalists ask questions. The duration of the conference depends on the organizers.

Presentations are an independent type of activity organized for the purpose of opening or establishing a company, demonstrating the company's new products, or demonstrating a new product. Presentations differ from press conferences to the number of people invited from various public circles, the presence of cultural programs, and most importantly, the topics. Presentations have through the following means:

1) Printed presentations;

- In most cases, printed presentations - brochures, catalogs, booklets - cope well enough with the functions of company business cards or product catalogs, embodying image ideas.

2) Electronic (computer) presentations;

Press tours

It is a long-term (several hours, days, days) event organized for journalists to collect material about the company and its activities.

The written form of verbal communication mainly occurs through the following methods:

Letters, reports, memoranda, written records, rules and laws, orders, e-mail addresses.

A memorandum is an official request of one employee of the organization to another employee or employees. The names of the addressees and employees are mentioned in the memorandum. At present, in most economically developed countries, 60-80% of written communication between company managers and specialists is carried out through memoranda.

An employee reference book contains basic information about the organization or company the employee works for. It has three main objectives:

1) Mention of the company's long-term and short-term goals;

2) Telling employees what the company expects from them and what they undertake;

3) Providing information to the employee about the professional and social life of the company.

Non-verbal communication is mainly carried out by the following methods: Human behavior, facial expressions, gestures, tone of voice, intonation, position of hands, etc.

Since enough information was given in the first part of an article about non-verbal communication, we will talk about its methods. Non-verbal communication is carried out through the following methods:

#### **Non-verbal communication methods.**

- Kinesics: Gait, facial expressions, body position, gestures, visual contact (gaze), direction, breaks during communication, frequency of communication.
- Prosody and extralinguistics: Intonation, voice volume, timbre, pace of speech, rhythm, diction, modulation, pitch, tonality, cough, sigh, cry, laugh, pause.
- Takesika: shake hands, to kiss, to clap.
- Proxemics: Distance between participants during communication, communication orientation.

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.

#### **Methods of research.**

It is known that the method or methods used in any research process are not chosen randomly. The method or methods involved in each study should be closely related to the topic under study. In other words, the correct selection of the research method or methods is one of the important conditions for the successful completion of the article and the achievement of the expected result. We used the following methods in the research of the topic: linguistic - analysis method and comparative method.

#### **Acknowledgements.**

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.

### **Conclusion.**

Linguistics is a field of science that emerged from the unity of linguistics and culture, and studies the process of the formation of culture reflected in the language of the people. Since language - culture - depends on the human factor, during the analysis of aspects of linguculturalology, separate ethnoses, collective, related and non-related languages and the lingucultural characteristics of their speakers should be taken into account.

Regardless of its structure, no language can exist without communication. Without communication, there is no language, and without language, there is no culture, because culture lives only within language.

Since language is a means of penetrating not only the modern mentality of the people, but also the views of the ancient people on the world and society, what happened in the history of the peoples whose languages were compared in the past is reflected in proverbs, phraseological phrases, and metaphors for centuries.

The richer the language, culture, and traditions of the people, the richer the conceptual space and, therefore, the conceptsphere of that nation. The conceptsphere is the totality of human concepts.

The cognitive and communicative aspect of each language directly reflects the culture of that language and its speakers. The addressee and the addressee are the main participants in the communication process. Their active or passive involvement in communication depends on a number of factors: people's age, sex, education level, voluntary or involuntary participation in communication, etc. depends on such factors.

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