

THE ROLE OF NON-VERBAL COMMUNICATION IN INTERCULTURAL COMMUNICATION

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Abstract. The article focuses to define the role of non-verbal communication in intercultural communication.

Key words: intercultural communication, different cultures, non-verbal behaviors, OK gesture, V-shaped finger sign and etc.

In recent years, due to the increase in the intensity of international contacts, special attention of social psychologists and linguists has been directed to the study of communication between representatives of different nationalities. National and cultural specificity has a huge impact on the effectiveness of communication. When two representatives of different national cultures come into contact, then, even speaking the same language, each representative acts according to "his own" - national - model of behavior, sometimes quite sharply different from the model of behavior of another representative; each representative carries with him a non-verbal language specific to his culture [1, p. 224].

Most experts believe that it is possible to talk about intercultural communication (interaction) only if people represent different cultures and are aware of everything that does not belong to their culture as someone else's. Relations are intercultural if their participants do not resort to their own traditions, customs, ideas and ways of behaving, but get acquainted with other people's rules and norms of everyday communication. The concept of "intercultural communication" was first formulated in 1954 in the work of G. Tregger and E. Hall "Culture and Communication. Analysis Model". Intercultural communication is always interpersonal communication in a special context, when one participant discovers the cultural difference of the other [2, p. 102].

Communication will be intercultural if it occurs between carriers of different cultures, and differences between these cultures lead to any difficulties

in communication. Representatives of different cultures have different ways of deciphering received messages. All this becomes significant only in the act of communication and leads to misunderstanding and tension, difficulty and impossibility of communication [3, p. 172].

Intercultural communication is based on a process of symbolic interaction between individuals and groups whose cultural differences can be recognized. Perception and attitude to these differences affect the type, form and result of contact. Each participant in cultural contact has his own system of rules that function in such a way that messages sent and received can be encoded and decoded.

Also, the process of interpretation, in addition to cultural differences, is influenced by the age, gender, profession, social status of the communicant. Therefore, the degree of interculturality of each specific act of communication depends on tolerance, enterprise, and personal experience of its participants.

Intercultural communication should be considered as a set of various forms of relations and communication between individuals and groups belonging to different cultures [4, p. 63].

There are non-verbal behaviors that are common to many cultures, such as greeting behaviors (such as raising eyebrows), while other non-verbal behaviors are radically different across cultures (such as touching each other). In general, however, people of different cultures develop their own rules about how to structure their non-verbal behavior. These rules can be quite different. They may dictate different behavior used to emphasize or clarify certain points; they may imply that the same behaviors sometimes carry completely different meanings. Developmental psychology research proves that these rules are as old as verbal language, and that children learn cultural laws that govern non-verbal behavior in the same way that they learn to express themselves through their voice and learn verbal language [5, p. 326].

Here are some examples of non-verbal communication that are used all

over the world, but which have their own meaning in each country, which often creates big problems in intercultural communication.

The OK gesture (forefinger and thumb together form a ring that looks towards the addressee; the remaining fingers are somewhat relaxed and bent) as a sign is borrowed from the American kinetic system, in which it means "everything is in order, everything is fine." The meaning of "OK" is well known in all English-speaking countries, Europe and Asia, in some countries this gesture has a completely different origin and meaning. For example, in France it means "zero" or "nothing", in Japan it means "money"; [2, p. 159].

V-shaped finger sign. This sign is very popular in the UK and Australia and has an offensive connotation. During World War II, Winston Churchill popularized the "V" sign for victory, but for this designation, the hand is turned back to the speaker. If, with this gesture, the hand is turned with the palm towards the speaker, then the gesture acquires an offensive meaning - "shut up". In most European countries, however, the V gesture means "victory" anyway, so if an Englishman wants to tell a European to shut up with this gesture, he will be perplexed what kind of victory the Englishman had in mind. In many countries, this gesture also means the number "2".

These examples show what misunderstandings can be caused by incorrect interpretations of gestures that do not take into account the national characteristics of the speaker. Before drawing any conclusions about the meaning of gestures and body language, it is necessary to take into account the nationality of a person [6, p. 71].

People from different cultures use their own rules to construct their non-verbal behavior and similarly apply those rules to interpret the non-verbal behavior of others.

Non-verbal behavior is a real second language. Just as different cultures develop their own verbal languages, they also develop their own non-verbal ones. Culture, along with biological characteristics, gender, and personality traits, is

one of the most important factors influencing the interpretation of nonverbal behavior; in combination with the social environment and other cognitive and affective factors, it plays a significant role in the overall perception of a person [2, p. 116].

To sum up, it can be argued that when coming to another country, or communicating with a representative of a different culture, a person is faced not only with an unfamiliar language, but also with other etiquette norms, traditions, communication features and rules of conduct. Without ideas about what is accepted, possible, preferably forbidden, permissible in a particular country, successful integration into its society is impossible.

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