

Nonverbal Communication in Intercultural Environment

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Keywords: Non-Verbal Communication, Intercultural Competence, Means of Non-Verbal Expression, Gestures, Facial Expressions, Integration.

Abstract: Non-verbal communication is an integral part of human communication. Due to the limited knowledge of non-verbal language in intercultural communication, in international communication there is a misunderstanding and incorrect use of non-verbal messages. The authors of the article examined the main categories of such communication in conditions of multicultural interaction, identified areas in which difficulties of understanding most often arise. In the context of total globalization, this problem is relevant and acute. The article presents the data of theoretical and practical studies of recent years. Nonverbal communication is an integral part of human communication. Due to the limited knowledge of nonverbal language in intercultural communication, there is a misunderstanding and incorrect use of nonverbal messages in international communication. The authors of the article examined the main categories of such interaction in the context of multicultural interaction, identified the areas in which difficulties of understanding most often arise. In the conditions of total globalization, this problem is urgent and acute. The article presents the data of theoretical and practical studies of recent years.

1 INTRODUCTION

The definition of culture given in the first topic is closest to the definition of the English scholar Edward B. Tylor, one of the founders of ethnography and anthropology, who understood culture as “a complex whole that includes knowledge, beliefs, arts, morals, laws, customs and any other abilities and habits acquired by a person as a member of society. This definition is important and interesting insofar as it seeks to cover all the diverse components that representatives of various sciences invest in the concept of culture, but this is also its main drawback: it is too broad. In order to analyze culture in its concrete manifestations, we need a narrower definition. Often, non-verbal elements are the “calling card” of a person - his gestures and facial expressions, his movements and smile can say a lot about a person before he speaks himself. Psychologists believe that the correct interpretation of non-verbal signals is the most important condition for effective communication. Non-verbal

communication is usually spontaneous and unintentional. It was given to us by nature as a product of many millennia of natural selection. Therefore, non-verbal communication is very capacious and compact. By mastering the language of non-verbal communication, we acquire an effective and economical language (Esmurzaeva, 2008). With a blink of an eye, a nod of the head, a wave of the hand, we convey our feelings faster and better than we would do it with words. Today, it is quite obvious that civilization is developing along the path of building and expanding the relationships and interactions of the states of the world, which implies close contact between representatives of different cultures. These processes are integrated into all spheres of human activity: from interpersonal communication to scientific research and politics (Hofstede Insights, www.hofstede-insights.com). In the world, perhaps, it is impossible to find a country, ethnic societies and communities that would not be influenced by other cultural trends. This phenomenon finds its expression in the increased growth of various kinds of ties, both between individuals and state and

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social institutions. Of course, such global processes have a number of difficulties and peculiarities. Faced with an unfamiliar culture, a person evaluates it through the prism of subjective perception, which often plays a negative role in understanding the "alien" way of life.

2 RESEARCH METHODS

Of fundamental importance, and not only for traditional societies, in the formation of personal qualities are natural factors. They act on the psychological characteristics of people in various ways. The totality of the natural features of the place of residence of society (climate, flora, fauna, the presence of a monoculture) significantly affects the choice of daily work, its parameters, features, etc. In daily activities, predetermined by natural factors, certain personal qualities are selected. In other words, natural conditions can indirectly (through the type of occupation) influence the formation of special personality traits. More directly on the features of perception and cognitive styles affects the landscape - open (plain, steppe, tundra, semi-desert, savannah) and closed (forest, jungle, mountain systems); homogeneous (tundra in winter, semi-desert) and heterogeneous (temperate climatic zones). Extreme climatic conditions can also affect the nature and behavior of people (high mountains, extreme temperature conditions, sudden changes in day and night). The influence on the whole culture as a whole of the presence of any agricultural crop (or rich mineral resources), as well as the diet of representatives of various cultures, which can predetermine the physical capabilities of behavioral stereotypes and the general response style (energy-consuming, energy-saving) is also very significant. Gestures are movements of the head, limbs, giving greater expression to statements, as well as allowing a better understanding of the attitude to the subject of discussion. Gestures indicate, emphasize and demonstrate something.

Pose is a characteristic of a person's position in space. This is an extremely informative category that can tell a lot, up to a person's self-esteem and his feelings in a given situation.

Psychologists have proven that more information is transmitted and received through non-verbal messages than through speech (more than 55%) (Gorelov, 2019).

We have given a small description of the main types and means of non-verbal communication and can move on to the main problem of our article. In the

course of non-verbal interaction, representatives of different cultures face the following problem areas (Uzunalova, 2020):

1. Eye contact.

Direct eye contact, perceived as a sign of confidence in the West, can be misinterpreted by Middle Eastern and Asian cultures, who are more likely to perceive it as rude and bad manners. In addition, in some countries of the East there is a gender etiquette of eye contact.

2. Touch.

Physical contact is used both in business environments, usually in the form of handshakes, and in interpersonal communication, however, in some cultures, this kind of interaction will be unacceptable and will be replaced by an acceptable alternative in this environment. For example: bow in Asian countries.

3. Gestures.

As a rule, people working in many countries of the world keep gestures to a minimum, since the interpretation of the same gesture can be diametrically different in different cultural spaces. The most common gesture in the world is the nod, but even that is extremely ambiguous.

4. Distance.

The rule of thumb here, no matter where in the world you are, is to give people more space than you think they might need. Closer interactions are recommended by invitation only. People in different cultures view physical distance differently. However, it is best to never enter your personal space. Unless it's personal intimacy, many people are uncomfortable with it. This can be expressed in excessive stiffness and interfere with the achievement of the goal of communication (Uzunalova, 2020). When considering interpersonal boundaries, what is a comfortable distance for members of one cultural group may feel like tightness in relation to members of another. Research shows that in general, four spatial zones can be distinguished: intimate, personal, social and public. The intimate area is reserved for the people closest to you, such as family, close friends, and the emotional situation. Its width is up to 50 centimeters. The personal zone is intended for the closest friends, some acquaintances and colleagues. Its value is from 50 to 120 cm. The social zone is most pronounced during large events, such as corporate parties. Finally, the largest area is the public one. When any of these zones are disturbed, it can lead to anxiety or discomfort (Andreeva, 2017).

5. Facial expression.

The expression of basic emotions and states, such as joy, sadness, delight, surprise, is universal for all

countries of the world. The stumbling block here is the degree of expression. Too obvious demonstration of the internal state through facial expressions may be the norm for some regions and completely inappropriate for others.

6. Pose.

Again, the traditional route is the best route. Don't slouch when you sit, and don't sit cross-legged. Address people when they are talking to you and nod enough to show that you are paying attention to what they are saying. Be mindful of where you sit in meetings—some cultures have a strict hierarchy of who should sit where.

7. Extralinguistic techniques or paralanguage.

Paralanguage refers to communication that sounds, but not through words. This includes tone of voice, volume, speech rate, and intonation. Paralanguage is the key to understanding the context or meaning of the words used. It is important to keep these issues in mind and understand that they are indistinguishable in emails and texts, so you need to be very careful when choosing words in the Internet space (Bolotskaya).

3 RESULTS AND DISCUSSIONS

The role played by gestures in human communication has long been of interest to scientists. Two thousand years ago, Cicero taught speakers to gesticulate correctly, and the first gesture dictionary, apparently, belonged to the Roman rhetor Quintilian, who lived in the first century BC. If we turn to times closer to us, then we can name the books of John Boliver, published in 1664, which are devoted to sign language: Chirology, or Natural Sign Language and Chironomia, or the Art of Rhetoric of the Hands. Boliver was the first to compile tables (from those known in European countries) with the systematization of signs of expressive gestures. Subsequently, the knowledge of human expressive movements was significantly advanced by Charles Darwin's book "The Expression of Emotions by Animals and Man", published in 1872. Julius Fast published his work in 1970. In it, he summed up the work of behavioral scientists in the field of non-verbal communication. But even today, many people are completely unaware of the existence of body language, not to mention the important role that language plays in their own lives. To immerse yourself in the problem of non-verbal communication in an intercultural environment, you need to understand what it is. The term "non-verbal communication" is commonly understood as a type of

communication through facial expressions, gestures, pantomime, sensory and bodily contacts (Esmurzaeva, 2008). Consider the main means of non-verbal interaction.

Visual (the leading analyzer is the optical system of the eye) - eye contact, direction of gaze, capturing the body movements of the interlocutor.

Kinesthetic - physical contact with the interlocutor (pat, handshake, etc.).

Skin - hyperemia, sweating.

Extralinguistic - coughing, breathing techniques, laughter.

The main purpose of this type of communication is to establish psychological contact between the interlocutors, the regulation of communication, its emotional enrichment.

All means of non-verbal communication in psychology are combined into 3 groups:

- a) kinetic (facial expressions, posture, gestures)
- b) phonation (timbre, tempo, pauses, etc.)
- c) graphic (can be traced in written speech).

Main part: Let's take a closer look at some of them (Kolabinova, 2011). Facial expressions play an important role in interpersonal communication. It is a movement of the facial muscles of the face in order to express various kinds of emotions. The properties of facial expressions are individually colored and vary depending on the individual. It can be mobile - a dynamic, lively change in the state of the face; sedentary - an inert change of facial expressions, which usually characterizes a fairly constant and reasonable person; facial expressions with a rare change of forms, inherent in somewhat melancholic faces, and conjugated facial expressions, which is a symbiosis of individual expressions. The most important category of facial expressions is the gaze, through which the entire spectrum of internal and external experiences is transmitted. "The eyes are the mirror of the soul," says a well-known folk wisdom.

The specificity of intercultural communication lies in the fact that the choice of a particular language system does not imply that, along with the language, the communicant, for whom this language is not native, will adhere to the appropriate communicative style. In other words, a Russian speaking English with a foreigner will not necessarily adhere to the non-verbal norms of communication accepted in the English linguistic culture. Most often, even if there is a switch in verbal communication codes, there is no switch in stylistic and non-verbal codes. This creates certain risks, since for an English interlocutor, the choice of his native language for communication determines the system of expectations from the non-linguistic side of communication: the choice of a

phatic strategy, the nature of non-verbal communication, etc. A Russian, speaking English, can continue the communicative behavior characteristic of his linguistic culture, which under certain circumstances can deceive the interlocutor's expectations. The same effect can also occur when a Russian, speaking English with an Englishman, makes purely linguistic errors (lexical, grammatical, etc.): they catch the eye of a native speaker, which spoils the overall impression of communication, creates comic situations, sometimes hindering the achievement of the set communicative goal.

4 CONCLUSIONS

Speech (verbal) communication is accompanied by various kinds of non-verbal actions that help to understand and comprehend the message. Therefore, the perception of information from representatives of other cultures largely depends on the understanding of the so-called language of non-verbal communication. If you do not know the language spoken by your interlocutor well, you begin to more closely monitor his intonation, gestures, facial expressions, posture and, in the end, perceive, if not a large, then the necessary part of the information that he seeks to convey to you. Therefore, knowledge of the language of non-verbal communication is necessary for effective interaction with representatives of other cultures. It is necessary to separate non-verbal communication on the basis of intentionality / unintentionality. Not every non-verbal sign is intentional (we sneeze or blush not because we want to, these are unintentional actions, but in the same way we can inadvertently approach and move away from the interlocutor, touch him). Based on the signs of intentionality/unintentionality of nonverbal communication, three types of nonverbal means can be distinguished: 1) behavioral signs caused by physiological reactions: blanching or redness, as well as sweating from excitement, trembling from cold or fear, etc.; 2) unintentional signs, the use of which is associated with human habits (they are sometimes called self-adapters): scratching the nose, swinging the leg for no reason, biting the lips, etc.; 3) proper communicative signs: signals that convey information about an object, event or state. Speaking of non-verbal communication, we will primarily mean those phenomena that either serve as intentional signals (for example, a wink, a handshake), or can potentially be regarded by the interlocutor as intentional (for example, a change in distance or touch).

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