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COMPARATIVE ANALYSIS OF NON-VERBAL COMMUNICATION IN ENGLISH AND UKRAINIAN LANGUAGES

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Abstract: *In today's world, there are many types of communication, such as expressive communication, socio-ritual, nonverbal and many others. In this article, we have considered nonverbal communication which is the transfer of information using body language, facial expressions, gestures, created space, etc. Nonverbal communication depends on expressions and physical movements as opposed to verbal communication or the use of language to convey information through written text, spoken language, or sign language. Nonverbal communication is important because it gives us valuable information about a situation, including how a person might be feeling.*

Nonverbal communication is an important element of intercultural communication and may have different norms and use different nonverbal cues. This can lead to conflicts that can be avoided by paying attention to this aspect of communication.

Ukrainian culture also has its own peculiarities of nonverbal communication, which may differ from English-speaking culture. For example, Ukrainians may use more gestures and facial expressions to express their emotions, and may also follow other norms of interaction. Paying attention and developing the ability to read nonverbal communication is an invaluable skill that can help us at every stage of our life.

Nonverbal communication is an important element of interaction in various areas of life, such as business, politics, art, and personal relationships. In business, for instance, nonverbal cues can influence the impression of professionalism and trustworthiness, which can affect the success of deals. In politics, nonverbal cues can be used to increase influence and persuade the public. In art, an artist can use non-verbal communication to convey their emotions and ideas through their creations.

The relevance of the article is related to the study of the peculiarities of the nonverbal component of English and Ukrainian communication in order to understand how body language differs in these languages. This topic was studied by such scientists as M. Makhnii, F. Bacevich, T. Chmut, H. Chaika, E. Feigenberg, A. Asmolov, D. Nirenberg, O. Koneva, and others.

The purpose of the article is to define and analyze the features, means and classification of nonverbal communication in English and Ukrainian languages. The article deals with investigation of the characteristics of nonverbal communication with the help of existing theoretical developments; analyses of the features of the main elements of nonverbal communication; identification of the characteristic features of nonverbal English and Ukrainian communication.

Key words: *nonverbal communication, stylistic analysis, classification, body language, facial expressions, gestures.*

Introduction.

Nonverbal communication is communication using gestures (sign language), facial expressions, body movements and some other means, excluding speech [1, c 17]. Nonverbal communication is the transmission of messages carried out by language users without the use of words which encompasses all forms of behavioral



expression, including movement, eye contact, gestures, tone of voice, and facial and body expression.

Nonverbal communication can express a variety of messages, including feelings, attitudes, intentions, levels of dominance, and more. It can be conscious or unconscious, individual or cultural. Nonverbal cues, which are a crucial component of interpersonal communication, can significantly affect the effectiveness of communication. Its study allows for a deeper and more accurate understanding of communication, as well as to prevent misunderstandings and disputes that may arise due to inappropriate nonverbal behavior.

Depending on cultural characteristics, religious beliefs, national traditions and other variables, nonverbal communication can take various forms. For example, gestures that are considered pleasant in one culture may be considered rude or obscene in another. Even when language users use the same gestures, postures, and other nonverbal cues, their interpretation may differ depending on context and other factors.

In order to correctly interpret nonverbal communication, it is necessary to pay attention to the context, cultural characteristics and other factors that can influence perception. It is also important to follow the usual rules of etiquette, which are designed to ensure comfortable and effective communication between people.

Nonverbal communication is a crucial component of both interpersonal and professional interactions. For establishing contact with new clients, conducting negotiations, resolving conflicts and other types of business communication, nonverbal communication can be extremely rich. In addition, it is important to remember that nonverbal communication in the age of information technology, even in a virtual environment, can affect how well a video conference or text message is received. Therefore, in order to improve both interpersonal and professional communication and prevent misunderstandings, it is necessary to properly understand nonverbal communication.

Elements of nonverbal communication can be classified into the following groups:

- Kinesics refers to movements of arms, legs, head, and other body parts; gaze direction and visual contact; eye expression; face expression; poses, in particular, localization, changes in poses in relation to the verbal text; skin reactions (redness, sweating). All this taken together – gestures, facial expressions, pantomime – is called kinesics [1, p. 68].

- Proxemics refers to interaction between people, which includes the use of space and distance between them. Proxemics reflects distance (distance to the interlocutor, angle of turn to him, personal space); auxiliary means of communication, including body features (gender, age) and means of their transformation (clothes, cosmetics, glasses, jewelry, tattoos, mustaches, beards, cigarettes, etc.) [1, p. 172].

- A person's appearance, which includes clothing, hair, makeup, physical form, and other aspects.

- Tactile communication, that is, the use of touch to express emotions [20].



Depending on the cultural context, the nonverbal communication component can mean different things. For instance, a gesture that is perceived positively in one culture may be perceived negatively in another. As a result, it is extremely important to consider cultural norms when using nonverbal communication which is an important aspect of everyday life and has a major impact on how language users interact with others. Nonverbal cues such as gestures, sounds, facial expressions, and touch can convey much more information.

However, it is important to remember that elements of non-verbal communication can be interpreted differently depending on the cultural, social and individual characteristics of a person. Therefore, in order to correctly perceive and use non-verbal communication, it is important to be attentive to the context and take into account cultural differences.

Materials and Methods

Nonverbal communication occurs without the use of any written or spoken word instead of which it relies on various nonverbal signals such as physical movements, colors, signs, symbols, signal diagrams, etc., to express human feelings, attitudes, and information. In non-verbal communication, uses gestures, facial expressions, eye contact, physical proximity, etc. to communicate with others.

Nonverbal symbols have multiple meanings. The symbols and signs that we use as means of nonverbal communication do not always accurately express the true meaning of communication. Cross-cultural aspects give different meanings to such expressions of admiration for this communication. In many cases, they are vague and inconsistent.

Nonverbal communication has a comprehensive character. If we look around, we will see many aspects of nonverbal communication which is unconscious. This kind of communication is rather blurred and imprecise. Because this communication does not use words or language that express a clear indication to the recipient. Facial expressions, gestures, body movements, the way you use your eyes – all this conveys your feelings and emotions to others. How you stand or sit is one of the important elements in how you are perceived by others.

Facial expression is responsible for a huge share of nonverbal communication. It is often the first thing we see before we hear what they have to say. While nonverbal communication and behavior can vary dramatically across cultures, facial expressions for happiness, sadness, anger, and fear are similar around the world.

Paralinguistics refers to vocal communication that is separate from real speech. Paralinguistics is understood as a science that constitutes a separate section of nonverbal semiotics and the subject of which is paralanguage – sound codes additional to language, included in the process of language communication, and which can convey meaningful information in this process [1, p. 44]. For example, speed and volume of speech can indicate the emotional state of the interlocutor, and intonation and tone can reflect his mood. These factors can also affect the perception and understanding of the message. In general, paralinguistics is an important tool for understanding the nonverbal elements of speech and for improving communication.

This form of nonverbal communication includes factors such as tone of voice, volume, intonation, and pitch. For example, consider what a powerful influence the



tone of voice can have on the content of a sentence. If this statement is made in a harsh tone, listeners may perceive it as approval and enthusiasm. The same words, spoken in a hesitant tone, can express disapproval and lack of interest.

People often refer to their need for "personal space." This is known as proxemics and is another important type of non-verbal communication. Proxemics is one aspect of nonverbal communication that studies the relationship between people through distance. Proxemics involves the study of the levels of intimacy, convenience, and interaction that occur between people through the use of space. The amount of distance we need and the amount of space we take for granted depends on several factors. These include social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity. Communication is always spatially organized.

Nonverbal communication can be conscious or unconscious. Usually language users use language or verbal communication consciously, while we use nonverbal communication unconsciously. Instead, you react unconsciously by showing your emotions through these nonverbal responses. Of course, not all nonverbal communication means are unconscious. At times, of course, we consciously choose to use or refrain from nonverbal communication. For example, before and during an interview, the interviewer makes conscious decisions about clothing, posture, and eye contact. Because most nonverbal communication is unconscious, many of us tend to believe what we see rather than what we hear.

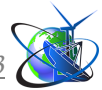
Nonverbal communication expresses who we are. Our identities (the groups we belong to, our culture, our hobbies and interests, etc.) are communicated nonverbally through the way we arrange our living and working spaces, the clothes we wear, the way we behave, and our accents and the tones of our voices. Our physical bodies give others a sense of who we are, and some of these functions are under our control more than others. For example, it has been proven that height affects how people are treated and perceived in different contexts. Our level of attractiveness also affects our personality and how people perceive us.

Theoretical background

One of the first to study the spatial structure of communication was the American anthropologist E. Hall, who introduced the very term "proxemics", the literal translation of which means "closeness". Proxemic characteristics include the orientation of partners at the time of communication and the distance between them [1, p. 173].

Proxemics is contained in the messages that language users express, for example, when seating during a meeting or conference, the seat of the director or the head of the organization will be placed slightly away and centered from the seat of the employees to show a sign of authority [12].

Understanding proxemics can be useful in conversation because it gives us knowledge about the intentions of the person speaking to us. Different levels of distance can mean different messages. However, the amount of space provided should not be the only aspect to consider when trying to understand a person's intentions. It should always be combined with other nonverbal and verbal cues that seem to indicate specific intentions [12].



When language users are concerned with communication functions such as impression management, persuasion, affiliation, and privacy, proxemic behavior becomes particularly important. For example, when language users are trying to persuade someone of something, they may increase the physical distance between themselves and the other language user in order not to influence them too aggressively or intrusively. On the other hand, if language users try to find a common language with someone or involve them in a joint activity, they may reduce the distance between themselves and the other language user.

Proxemic behavior may also reflect the relative strength of competing tendencies in individuals to seek and avoid closer interactions with other people. For example, when people feel stressed or uncomfortable, they may seek more physical distance between themselves and the other person in order to feel more personal space. Proxemics is a culturally determined phenomenon, so its manifestation may differ in different cultures and languages [12].

Manifestations of proxemics in the Ukrainian and English languages:

- **Physical distance:** In Ukrainian culture, at a general meeting or in a public place, people can feel comfortable being quite close to each other, at least compared to American culture. In English, more attention is usually paid to personal space, so people can stand further from each other than in Ukrainian culture.

- **Movements:** Ukrainians can consider a light jolt as natural if they are close to each other. In English culture, a touch or push can be perceived as a violation of personal space, especially in the case of strangers.

- **Orientation:** In Ukrainian culture, people may face each other during a conversation to make it more personal. In English culture, it is customary to stand sideways to the interlocutor, which may reflect a greater focus on the interaction rather than the individual.

- **Loudness:** Ukrainian culture can be more emotional and expressive in manifestations, including the volume of the voice. In English culture, a more moderate tone and volume of voice is generally valued.

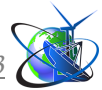
- **Gestures and facial expressions:** In Ukrainian culture, gestures and facial expressions can be more intense and expressive, which can reflect more emotionality and interaction between people. In English culture, gestures and facial expressions can be more moderate and restrained.

- **Eye contact:** In Ukrainian culture, eye contact can be considered a sign of respect and interest in the interlocutor. In English culture, eye contact can be more direct and intense, which can make some people uncomfortable.

Thus, it can be said that although proxemics is a universal phenomenon, it can vary across cultures and languages. Understanding these differences can help people better communicate and interact with other cultures.

Tactile communication is a form of nonverbal communication conveyed through touch, namely hugs, handshakes, pats on the back, and other forms of touch. It conveys many different things. Touch has significant communicative potential, but this potential is not fully explored. A number of factors can be attributed to this:

1. many people have adopted the misconception that touch is a primitive sense and therefore of limited value in conveying and receiving meaning in interpersonal



communication;

2. as ironic as it may seem, our society has strong restrictions and taboos about touching others.

Thus, we lack sufficiently precise and detailed terminology to describe the modalities used to touch others, to identify more specific meanings conveyed by touch, and to pinpoint the effects of a variety of personal and demographic variables on the quantity and quality of touch in interpersonal contexts. With the help of touch, you can convey such meanings as: support, gratitude, involvement, affection, aggression, etc. There are certain differences in the manifestations of tactile communication in Ukrainian and English. Ukrainian culture is characterized by a fairly high level of emotionality and warmth in relationships between people. Therefore, in Ukraine it is considered acceptable to hug, kiss on the cheeks and show other forms of touch to express closeness and support. A handshake is also an important element of politeness and respect, and is usually accompanied by a feeling of warmth and trust.

At the same time, in English culture touching may be less common, especially between strangers. A handshake is usually used for introductions and greetings, but other forms of touch, such as hugs or kisses, can cause discomfort.

Therefore, although tactile communication can play an important role in the interaction between people in any culture, its manifestation can be different depending on cultural norms and situations.

We should also pay attention to the fact that Ukrainian culture may have a more intensive use of touch to express support and understanding. In England, nonverbal cues such as gaze or gestures are more commonly used. In Ukrainian culture, touch can be used as a means to express relationships between people, meanwhile in English-speaking culture, such touching may be considered uncomfortable or inappropriate, especially if it occurs in a public place.

Kinetics is most closely related to what people call body language. The term "kinesics" was developed by the American anthropologist Ray L. Birdwhistle. The word kinetics refers to the study of body, hand and face movements [13]. Kinesics includes such components as:

- Gestures are movements of the hands, face, or other body parts in a way that conveys meaning, either in conjunction with verbal communication, such as frowning when speaking harshly at someone, or in isolation, such as smiling at a stranger to express pleasure in one presence;
- Body movements are voluntary movements of body parts such as hands, feet, legs, and shoulders that can either reinforce or contradict what is being communicated verbally.
- The way you sit, stand, slouch or stoop gives information about your status, self-esteem, attitude and emotional state.
- Facial expression refers to specific movements or states of the facial muscles that contribute to the nonverbal communication of a specific thought, emotion, or behavior.

Kinesic communication, or sign language, is an important component of communication in any culture, but can vary depending on the cultural context. Here



are some differences in the manifestation of kinesic communication between the Ukrainian and English languages:

1. Gestures and facial expressions. Ukrainians use facial expressions and various gestures to convey emotions and ideas. They may use very emotional gestures, such as showing spirituality or compassion. In English culture, facial expressions and gestures can be less expressive and more reserved.

2. Body postures. Ukrainians may use more intimate body postures, such as handshakes, hugs, to show closeness or trust. In English culture, body postures that show distance and respect, such as open arms, free standing or sitting, are more popular.

3. Ukrainians use many indicators, such as waving, to show direction or draw attention to something. They can also use indicators to emphasize their words. In English culture, indicators are less common and are more often used to show direction.

The Ukrainian language also has its own gestures and facial expressions, which may be incomprehensible to other cultures. For example, the sign "ok" (rounded fingers that connect in a circle), which is considered positive in Ukraine, can have a completely different meaning in some cultures, for example in Japan.

Also, some gestures can have different meanings in different cultures. For example, pointing your index finger at a person may be considered impolite in Ukraine, while in many English-speaking countries it is a common way to point at someone or something.

Therefore, kinesic communication can have different manifestations in different cultures and languages, and its understanding can be important for effective intercultural communication.

Results and Discussions

Understanding cultural similarities and differences in emotion is obviously critical to understanding emotion in general and the flexibility of emotional processes in particular. Given the central role that emotions play in our interactions, understanding cultural similarities and differences is especially important to prevent potentially harmful misunderstandings. Although misunderstandings are unintentional, they can lead to negative consequences, as we have seen historically for ethnic minorities in many cultures. For example, in diverse North American settings, Asian Americans are often characterized as too "quiet" and "reserved," and these low arousal states are often misinterpreted as expressions of disengagement or boredom rather than expressions of an ideal of tranquility [25].

The cultural emotionality of Englishmen and Ukrainians is different. Ukrainians, as in many other cultures, consider the manifestation of emotions a natural and normal phenomenon, especially in private life and in close relationships. The Ukrainian language is rich in emotionally colored words, expressions and idioms, which allows to express feelings more accurately and expressively. Ukrainians can openly demonstrate their emotions, including joy, grief, anger, indignation, and others.

In turn, the cultural emotionality of the English is usually characterized by greater restraint in the expression of emotions. The English are not used to showing



strong emotions in public or in the presence of strangers, they try to remain refined and polite in all situations. Also, English people often use pauses, slowness of movement and tone in speech, which can reflect their emotional restraint.

However, it is worth noting that in the modern world, with the development of cultural and linguistic diversity and convergence of cultures, these differences may be less pronounced, or, on the contrary, lead to interesting and valuable research in the field of intercultural communication.

Emotions can vary across cultures because of the way we use language to understand and express our emotions. Languages differ in the words they have for emotions, not only in terms of the number of words for each emotion, but also in the extent to which the word provides subtle nuances, combines emotions, or tells us what caused the emotion. The Germans have a proverbial word for "schadenfreude" for that characteristic satisfaction when you learn of the misfortune that has befallen an enemy. English speakers don't know a single word for this feeling, even though we feel these emotions. Not having a word for an emotional state can affect the emotional experience. Not being able to name the feelings, it can be more difficult to distinguish them, think about them, etc. [22].

In English-speaking culture, restraint in the expression of emotions and self-control are considered important behavioral traits that command respect and sympathy among others. These features are an integral part of English culture. Many examples of this can be found in fiction.

The English show emotional restraint not only in cases of negative emotions, but also in cases of positive emotions, and this character trait covers all spheres of communication, including such an intimate sphere as the relationship between parents and children. This means that the rules of restraint and control of emotions are applied even in cases where they may seem unnatural. According to a study, Britons lie about how they really feel 11 times a week. A survey showed that instead of offending, nine out of ten avoid expressing their opinion [23].

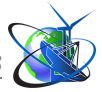
Ukrainians believe that the manifestation of emotions, even negative ones, is common and necessary in the process of communication. They are considered a proof of sincerity and honesty in relationships between people. Ukrainian culture is more emotional and expressive, and people often express their feelings openly.

In turn, the English believe that the manifestation of emotions, especially negative ones, can be a sign of weakness and impetuosity, which does not allow to control one's actions and reactions to events. Therefore, they try to restrain their emotions and behave in a calm and balanced manner in order to inspire respect and trust. Language users in English-speaking countries tend to express their feelings more reservedly and cautiously, using careful and non-aggressive language and gestures.

Thus, differences in cultural emotionality between Ukrainians and Englishmen may affect the way they perceive and express emotions, as well as their communication in general. Understanding these cultural differences can help avoid misunderstandings and conflicts in relationships between representatives of these cultures.

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Анотація: У сучасному світі існує багато видів спілкування, таких як експресивне спілкування, соціально-ритуальне, невербальне та багато інших. У цій статті ми розглянули невербальну комунікацію, яка є передачею інформації за допомогою мови тіла, міміки, жестів, створеного простору тощо. Невербальна комунікація залежить від виразів і фізичних рухів на відміну від вербальної комунікації або використання мови для передачі інформації через письмовий текст, розмовну мову або мову жестів. Невербальне спілкування важливе, оскільки воно дає нам цінну інформацію про ситуацію, зокрема про те, як людина може почуватися.

Невербальне спілкування є важливим елементом міжкультурної комунікації та може мати різні норми та використовувати різні невербальні сигнали. Це може призвести до конфліктів, яких можна уникнути, звернувши увагу на цей аспект спілкування.

Українська культура також має свої особливості невербальної комунікації, які можуть відрізнятися від англомовної культури. Наприклад, українці можуть використовувати більше жестів і міміки для вираження своїх емоцій, а також можуть дотримуватися інших норм взаємодії. Звертати увагу та розвивати здатність читати невербальну комунікацію є безцінним навиком, який може допомогти нам на кожному етапі нашого життя.

Невербальне спілкування є важливим елементом взаємодії в різних сферах життя, таких як бізнес, політика, мистецтво, особисті стосунки. У бізнесі, наприклад, невербальні сигнали можуть впливати на враження про професіоналізм і надійність, що може вплинути на успіх угод. У політиці невербальні сигнали можна використовувати для збільшення впливу та переконання громадськості. У мистецтві художник може використовувати невербальне спілкування, щоб передати свої емоції та ідеї через свої твори.

Актуальність статті пов'язана з дослідженням особливостей невербального компонента англійської та української комунікації з метою розуміння того, чим відрізняється мова тіла в цих мовах. Цю тему досліджували такі науковці, як М. Махній, Ф. Бацевич, Т. Чмут, Г. Чайка, Е. Фейгенберг, А. Асмолов, Д. Ніренберг, О. Конєва та ін.

Мета статті – визначити та проаналізувати особливості, засоби та класифікацію невербальної комунікації в англійській та українській мовах. Стаття присвячена дослідженню особливостей невербальної комунікації за допомогою наявних теоретичних розробок; аналіз особливостей основних елементів невербальної комунікації; виявлення характерних особливостей невербальної англомовної та української комунікації.

Ключові слова: невербальна комунікація, стилістичний аналіз, класифікація, мова тіла, міміка, жести.

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