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**CULTURAL AND FUNCTIONAL FEATURES OF NON-VERBAL
COMMUNICATION IN MODERN ENGLISH DISCOURSE**

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КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ
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INTRODUCTION

Communication undoubtedly plays a pivotal role in people's life, non-verbal dimension being the most pervasive in the course of interaction. Non-verbal communication as a phenomenon draws significant attention of many prominent scholars, researchers, psychologists and linguists. The fascination with the issue has spawned an avalanche of scholarly articles, scientific researchers and manuals on the subject. Knowledge about non-verbal means of information exchange nowadays springs from such fields as psychology, anthropology, biology, sociology, linguistics and semiotics. Thus, due to the unceasing interest in non-verbal channel and the diverse body of information provided scholars the possibility to investigate the non-verbal communication from various perspectives and methodologies.

The **topicality** of the paper is predetermined by the ongoing utilization of non-verbal cues encountered both on functional and cultural levels. The extensive body of work on the subject gave an impetus to the investigation of non-verbal means of communication from functional and cultural perspectives.

The object of the investigation is non-verbal communication in Modern English.

The subject of the investigation is functional and cultural features in Modern English and their representation in discourse.

The **aim** of the thesis is to investigate the non-verbal communication in terms of functional and cultural significance.

In accordance with the purpose of the investigation there are the following **tasks** to fulfill:

- to explore the notion of non-verbal communication;
- to identify the classification of non-verbal communication;
- to study the discourse features of non-verbal communication;
- to investigate the specificity of discourse features representation;

- to reveal the features of non-verbal communication from cultural perspective;
- to determine the nominative aspect of non-verbal communication;
- to find out pragmatic features of non-verbal communication markers.

The scientific novelty of the paper lies in the fact that non-verbal communication is invaluable resource for the investigation of its manifestations encountered in different discourses and being represented in myriad forms. Currently, the topic is being studied in almost every field of linguistics. However, from the pragmalinguistic perspective the non-verbal communicative markers have not been extensively explored.

To achieve the abovementioned tasks the following **methods** were employed general scientific methods, such as deduction, induction, comparison, analysis, synthesis, and special linguistic methods, to which belong the definition analysis, the module method, the functional analysis, the communicative-pragmatic analysis.

The materials of the study are materials selected from various types of discourse and fragments retrieved from fictional prose of British and American writers.

Theoretical significance of the work is driven by further contribution of results in the development of non-verbal communication researchers.

The practical significance of the work is determined by the possibility of conducted research employment for further study of the non-verbal means representation in political, conflict, social media, and advertising discourses.

The structure of the master's thesis. The diploma paper consists of an Introduction, Chapter One (Theoretical framework for the investigation of non-verbal communication in Modern English, Chapter Two (Functional features of non-verbal communication in Modern English), Chapter Three (Cultural features of non-verbal communication in Modern English) with conclusions to each of them, General Conclusions, Résumé, Literature Cited and List of Illustration Materials.

Introduction presents the object and the subject of the study, highlights the topicality of the topic under investigation, sets the aim and tasks of the research, considers the methods of the study employed in the paper, reveals the content of each chapter.

Chapter One focuses on research of theoretical foundations for the investigation of non-verbal cues; outlines the classification of non-verbal communication; highlights non-verbal communication functions.

Chapter Two explores the features of non-verbal communication means in such discourses as political, diplomatic, conflict, advertising, and social media discourse; outlines the non-verbal means representation in the abovementioned discourses.

Chapter Three reveals the features of non-verbal communication cues from cultural perspective; focuses on the nominative aspect of non-verbal communication markers; dwells on the pragmatic character of non-verbal communication markers.

General Conclusions summarize the conducted research, revealing the results obtained in the process of investigation.

CHAPTER ONE. THEORETICAL FRAMEWORK FOR THE INVESTIGATION OF NON-VERBAL COMMUNICATION IN MODERN ENGLISH

1.1. Defining the notion of non-verbal communication

Before exploring the issue of non-verbal communication within the scope of Modern English, it is of the pivotal importance to find out what is meant by the notion of “**communication**” itself. In spite of the fact, that communication, as a means of transmitting messages from one individual to another has existed since time immemorial it can be a sort of challenge to define it accurately. Due to the fact that communication refers to various things, it appears to be a compelling issue of interest to scholars. For instance, the professor in communication studies Sarah Trenholm draws our attention to the following “Communication has become a sort of ‘portmanteau’ term. Like a piece of luggage, it is overstuffed with all manner of odd ideas and meanings. The fact that some of these do fit, resulting in a conceptual suitcase much too heavy for anyone to carry, is often overlooked” (Trenholm, 1991, p. 4). The term “communication” has become omnipresent in numerous fields of science, being at the same time ambiguous in its interpretation.

There have been many attempts to formulate the most appropriate definition of the term “communication”. From the viewpoint of E. Cherry “Communication is the mechanism by which the existence and development of human relations is provided, which includes all mental symbols, the means of their transmission in space and preservation in time” (Черри, 2008, p. 299-339). It can be seen from abovementioned definition that communication is a tool for ideas exchange, which can be conveyed from the sender to the receiver with the help of certain signs.

In accordance with “Linguistic Encyclopedic Dictionary”, communication is “an exchange of thoughts, information, ideas, etc., a specific form of interaction between people in the process of their cognitive and labor activities” (Горелюв, 1990, p. 233). As it has been highlighted above, the concept of “communication” correlates with the concept of “interaction” between individuals.

Nowadays there is a plethora of fundamental researches on the theory of communication. The professor Dmytro Gavra (2011) interprets the phenomenon of communication in the following way: “Communication, speaking figuratively, is a fabric, which everything of importance in the human world consists of. It is precisely what turns a human as a biological organism into a human in every sense of the word. Communication, in parallel, may be understood as a medium, in which the person is immersed all their life. It is like the air that we breathe. We do not notice it, but we cannot exist without it” (Гавра, 2011, p. 12). From scholar’s standpoint, communication plays an integral role in human life, being the driving force for the process of socialization. Gavra’s interpretation of communication as a social process correlates with Edward Sapir’s. In his work “Communication” the linguist mentions “for the formation of society, its associations and units, as well as to ensure mutual understanding between its members, some communication processes are necessary” (Сепир, 1993, p. 210). From the linguist’s point of view, communication has some social implications, being perceived as an element that creates and develops relationships between individuals.

Communication is one of the most crucial factors for the existence of a person in society. Thus, human communication manifests itself in a variety of forms, differentiated from each other with regard to their functions. The paramount modes of communication are verbal and non-verbal means of information transfer. Professor G. G. Pocheptsov’s construal of both verbal and non-verbal modes of communication is referred to as the processes of transcoding verbal to non-verbal and non-verbal to verbal spheres (Почепцов, 1999, p. 14).

Verbal communication is the most pervasive tool for conveying information. From an anthropological standpoint a person possesses an inborn language faculty that is the ability to communicate with the help of verbal symbols. Nevertheless, non-verbal communication has a greater impact on the course of interaction between individuals, than the verbal does. Non-verbal communication is a tool for conveying message by virtue of individual’s bodily movements. Non-verbal

communication comprises appearance, facial expressions, eye contact, touch and bodily contact, gesture, posture, and non-verbal vocalizations.

One of the very first researchers to investigate and introduce the existence of non-verbal channel was Charles Darwin in “The expression of the emotions in man and animals”. In his scientific work attention was brought to the fact that human beings convey their emotions primarily through non-verbal messages.

According to T. A. Gridina, N. I. Konovalova and N. A. Vorobyeva (2015) communication is a syncretic process, including both verbal and non-verbal modes of information transfer. The researchers state that non-verbal communication is a special variety of interaction between people by means of non-verbal cues interpreted in accordance with particular situation (Гридина, Коновалова, Воробьева, 2015, p. 4). In the given definition attention is brought to the fact, that non-verbal cues are indispensable from verbal channel.

O. V. Efremenko holds the view that what kind of jewelry we wear, what kinds of tea or coffee we prefer, how we spend our free time – all this also represents a certain type of messages called “non-verbal messages”. Due to the fact, that non-verbal communication is viewed as a multifaceted issue it is thoroughly studied till today. Despite the huge number of works on non-verbal communication there is no single universally accepted definition of the concept of non-verbal communication. According to ground-breaking research conducted by Professor Albert Mehrabian in the late 1960s in situations of confusion 7 % of the message is conveyed by the words, 38 % by the voice and 55 % by the face (Boyce, 2017, p. 11). Referring to the current estimate nearly 93 % of all information is perceived through nonverbal channel while only 7 % of meaning comes from verbal content (Burgoon, Manusov, Guerrero, 2016, p. 20).

Nevertheless, evidence suggests that people give their preference to nonverbal behavior rather than to verbal one to express their feelings, deliver information and interpret communication between them. People respond to myriad of non-verbal cues in order to showcase their emotions and reveal their attitude to other individuals. In addition, the underlying importance of non-verbal behavior

lies in the fact that it provides the hearer with additional information and prevents missing of what is actually being communicated by the interlocutor.

For a long period of time verbal and nonverbal modes of communication have been extensively studied separately, as though they were not connected to each other. In the wake of mid-nineties of the last century the correlation between verbal and non-verbal means of information generated interest of prominent scholars. Speaking about the interrelation between verbal and nonverbal communication, non-verbal means of information transfer can either function independently, substituting verbal message or they can convey meaning together.

The researchers Paul Ekman and Wellace Friesen coined the term “*emblems*”, referring to the actions that carry a direct verbal interpretation and are employed to replace words. Provided that nonverbal cues and verbal ones are used simultaneously they can either accompany or contradict what was expressed verbally.

Accordingly, for these types of messages Birdwhistell introduced the term “*kinesic slips*”. The scholar puts emphasis on the fact that, nonverbal messages are given more prominence than verbal ones supposing that kinesic slips occur. In addition, those nonverbal messages that portray and elaborate verbal means are referred to as “*illustrators*”. By virtue of verbal and nonverbal cues interrelation may be maintained conversational coherence or negotiated speaking turns. Contrasting verbal to nonverbal messages highlights that both modes of communication operate in a different way. One of the main distinctions between these two means of information transfer is that verbal communication provides the option of referring back to what was uttered, whereas nonverbal communication does not offer such a possibility. The key importance of non-verbal cues lies in the fact that they are responsible for creating first impressions by providing information about person’s emotions and intentions (Krueger, 2008, p. 3).

Notwithstanding, non-verbal communication bears little resemblance to verbal communication. To the main characteristics of non-verbal communication belong: universality, uncertainty, vividness, generality, and integrity. First of all,

universality of non-verbal behavior exists in people's daily life, ranging from blinking of an eye to silence. Secondly, there is not always the same meaning between non-verbal behavior and verbal one. There are cases when non-verbal behavior requires to be comprehended with the help of context. Thirdly, non-verbal behavior may boast about its ability to be vivid and efficient, for instance, portraying an animal to the students while teaching new lexical item. Fourth, there are non-verbal behaviors that have universal or analogous signals all over the world, for instance, smile. Finally, when resorting to non-verbal communication people use several channels, for instance, eyes, mouth and hands in order to convey meaning.

To the later differences between non-verbal and verbal communication belongs the fact that apart from verbal communication, non-verbal one has a noticeable history, for instance non-verbal channel is biologically based while verbal channel is culturally based. The evidence to the abovementioned fact is that some non-verbal messages bear the same meaning across cultures while verbal communication is not universally recognizable. Contrary to verbal communication, non-verbal one evolved much earlier and served a consequential survival function that became the prerequisite for developing verbal communication.

In contrast with non-verbal communication verbal one is intermittent due to the fact that even during the animated discussion the verbal channel may be closed. In addition, verbal communication is rule-driven, for instance, when taking turns while speaking to one another. One of the chief characteristics of non-verbal communication is that sending and receiving of non-verbal messages occurs automatically, unconsciously, and immediately, not requiring any reflection. On the contrary, some degree of attention is required in both sending and receiving information when communicating non-verbally.

As far as sending and receiving processes of non-verbal messages are concerned, they are dominated encoding and decoding processes correspondently. In accordance with Ambady and Rosenthal (1998) encoding is interpreted as the "display of non-verbal behaviors that may be decoded by others", while decoding

is defined as the “detection of true feelings, states, or messages from observed nonverbal behavior” (Ambady, Rosenthal, 1998, p. 775).

Researchers such as Duck and McMahan (2012) state that decoding process is identical to any other process of interpreting message, which means that people firstly observe behaviors and provide meaning to them. Encoding, on the contrary, is related to people’s inner emotions and feelings. The authors emphasize, proficient encoders, who employ non-verbal cues when communicating consciously, are quite successful in a number of situations. One quite significant example is a teacher performing in front of a class, who must make themselves trustful, respectful and engaged with the help of non-verbal cues.

1.2. The functions of non-verbal communication means

Clearly, the non-verbal communication plays an integral role in people’s interactions, performing a considerable number of vital functions.

A primary function of non-verbal communication is that of conveying information by reinforcing, substituting, or contradicting verbal message. Speaking about reinforcing, gestures provide people, for instance, with description of a space in ways that verbal communication cannot. In addition, gestures reinforce main meaning, for example, pointing to the door, while telling someone to leave. Furthermore, emotional states that people convey verbally are reinforced through facial expressions, for instance, smiling, when telling a ridiculous story.

As far as **substituting** ability of non-verbal communication is concerned, it can take place in a variety of forms. Non-verbal communication can transfer much meaning under the circumstances when verbal communication is not efficacious due to the language barriers. For instance, language barriers relates to babies, who have not yet developed language acquisition, make use of facial expressions, being able to generate meaning.

Non-verbal communication is also appropriate in quiet situations where verbal communication can be disturbing. For instance, a gesture can be employed as a signal to a friend when expressing a desire to leave a library. Apart from that,

being in crowded or noisy places people waive verbal communication resorting to non-verbal instead.

Non-verbal communication can also transmit meaning by **contradicting** verbal message. As was stated earlier, people perceive non-verbal messages as more credible than verbal ones. It can be observed in a situation when people receive mixed messages, for example, saying “You cannot do anything right!” and following that with a wink can indicate that the person is joking. However, mixed messages can lead to confusion and uncertainty, which spawns interest for more information to determine the most credible message (Hargie, 2011, p. 52).

Non-verbal communication can also be utilized to influence people in different ways, deception being the most common way. Deception is referred to as altering information intentionally to influence other people ranging from lying to exaggerating information. Since people intuitively believe the non-verbal communication to be more credible than verbal one, communication partners with try to be more convincing. Moreover, people endeavor to evaluate other people’s non-verbal behaviors to determine whether their messages are veracious.

One of the key functions of non-verbal communication is that of **regulating** conversational flow. Non-verbal communication operates in a way, so that people do not constantly interrupt each other or wait in an awkward silence. This function is performed with the help of pitch indicating various conversational intentions. For instance, a rising pitch indicates a question, while a falling pitch is the indicator of thought end. Another signal for coming to an end is by stopping hand gestures and shifting eye contact to another person (Hargie, 2011, p. 53).

Non-verbal communication conveys people’s identities through the way their living and working spaces are set up, the clothes they wear, and the accents and tones of their voices. First and foremost, people’s physical bodies give other impressions about their individuality and influence how they are perceived and treated by others. Besides, artifacts, communicate people’s identities.

In accordance with Kunitsina, Kazarinova, Pogolyna (Ким) there are the following functions of non-verbal behavior, which provide information about the person's identity:

- about human temperament;
- the emotional state in certain situation;
- about the person's "self"-image and self-esteem, the personal qualities;
- the communicative competence (the way the person interacts with other people, maintains and exits interpersonal contact);
- the social status;
- belonging to a particular group or subculture.

In the research of V. O. Labunska (Лабунская, 1986, p. 136) the issues touching the functions of non-verbal communication are the central subject of discussion. By stating that non-verbal communication is multifunctional in interpersonal interaction, the professor points out several features. Thus, the features of non-verbal communication, according to Labunka, are the following:

- creates the image of a communication partner;
- acts as a way of regulating the space-time parameters of communication;
- acts as an indicator of relationships;
- is an indicator of actual mental health of a person;
- performs the function of saving the language message;
- acts as a clarification, changes in the understanding of the verbal message, enhances the emotional saturation of the said;
- performs the function of discharge, relief, regulates the excitation process.

During the course of interaction people respond to non-verbal communication cues unequally: some people are aware of them, some people are not able to decipher them correctly. Notwithstanding the fact, that non-verbal means of communication are ambiguous in their interpretation, they perform myriad of vital functions. The functional significance of non-verbal cues is predetermined by the possibility to achieve one's communicative purpose.

1.3. The classification of non-verbal communication means

The foregoing definitions of the term “non-verbal communication” acquire more concreteness if the specific codes are employed in order to produce and interpret it. Thus, a set of certain signals that is transmitted through particular channel or medium is referred to as a code. Accordingly, non-verbal codes are construed either with the help of human senses they stimulate or the carrier of the signal (Burgoon, Manusov, Guerrero, 2016, p. 37). When talking about codes of non-verbal communication, it should be emphasized that different scholars distinguish them not similarly.

G. Kreidlin classifies the following media of signals transmission:

1. Kinesics (the science of gestures and gesture systems).
2. Oculesics (the science of the language of the eyes and the visual behavior of people during communication).
3. Auscultation (the science of auditory perception of sounds and audio people’s behavior in the process of communication).
4. Haptics, or Takesics (the science of touching and tactile language communication).
5. Gastika (the science of the sign in the communicative functions of food and drink, the intake of food, the cultural and communicative functions of drinks and treats).
6. Olfaction (the science of odour language, values transmitted by odours, and the role of odors in the communication).
7. Proxemics (the science of the space of communication, its structure and functions).
8. Chronemics (the science of the time of communication, its structural, semiotic and cultural functions).
9. Systemology (the science of systems of objects by which people surround their world, of the functions and meanings that these objects express in the process of communication).

10. Paralinguistics (the science of sound codes non-verbal communication) (Юр'єва, 2009, p. 16).

According to Knapp there exist seven dimensions that describe the major categories of non-verbal communication:

- Kinesics – commonly referred to as “body language”;
- Paralanguage – vocalizations associated with speech such as voice, pitch, volume, frequency etc.;
- Haptics – communication through touch;
- Proxemics – involves interpersonal spacing and territoriality;
- Physiology – concerns skin colour, body shape, body odour etc.;
- Artefacts and adornments – related to perfume, clothes, jewelry etc.;
- Environmental factors – deal with physical setting.

It is obvious that paralinguistics, kinesics, haptics, proxemics and chronemics remain the best known and, as a result, the most fully covered and studied to date. Other areas: oculosics, auscultation, gastric, olfactory and systematology are almost completely unexplored. As a result, even their nominations are not completely unknown and widespread.

As far as **kinesics** is concerned, the first proponent to study this field of non-verbal behavior was the professor of psychology and anthropology Ray Birdwhistell. Kinesic behavior manifests itself in such forms as gestures, hands and arms movements, legs movements, facial expressions, eye gaze, stance and posture. In spite of the fact, that any part of the body can be used for communicating non-verbally, such body parts as face, hands and arms are chief kinesic channels through which non-verbal messages are conveyed. Through his scientific research the professor identifies the smallest identifiable unit of body movement, labelling it as *kine*, a *kineme* as a group of movements that may be used interchangeably without affecting social meaning, and a simple *kinemorph* as a group of kines (Burgoon, Buller, Woodall, 1996, p. 39). Kinemes are referred to as “motion primitives” by Daniel Bernhardt, who claims that “much like in a natural

language, syntactic rules are followed to combine these kinemes into more complex motion structures with social meanings” (Bernhardt, 2007, p. 51). The key feature of kinesics is that it is context-dependent which means that any bodily movement should be interpreted with reference to the context, which is correspondent to the verbal message. Birdwhistell’s proper concern for the non-verbal behavior is that “no position, expression, or movement ever carries meaning in and of itself” (Birdwhistell, 2010, p. 45). Therefore, the same degree of isolated meaning cannot be given to written message and movements, thus kinesic motion must always be interpreted in context with accompanying verbal information.

As it was mentioned above *gestures* is one of the categories of kinesic channel, interest to which has existed since ancient time. Gestures, as expressive movements of the hands and other parts of the body, are the most common non-verbal signs. Nowadays gestures are ubiquitous and natural that human interaction cannot be imagined without resorting to them. Consequently, the field has generated interest in many researchers from a number of various disciplines. The term “gestures” has multifarious meanings and the gestures that each scholar deals with are not the same. In the contemporary gestures studies, gestures language and speech are considered as intimately linked together. According to Kendon’s classification there are the following gestures types: gesticulation, pantomime, emblems and sign language (Stam, Ishino, 2011, p. 4). Gesticulations are “idiosyncratic spontaneous movements of the hands and arms accompanying speech” (McNeill, 1992, p. 37). Speaking about pantomime, meaningful gestures that are never accompanied by speech are observed. As far as emblems are concerned, they are referred to as culturally codified gestures, to which belongs such as “OK sign” or “two-thumbs-up-sign” co-occurring with speech. Taking sign language into account, it is composed of signs which are equivalent to letters, which help people with speech disabilities be fully understood.

Taking the *facial expressions* category into consideration it is the most prominent and intricate kinesic channel. Face is the source of utmost importance in transmission of meaning. It is well known that facial expressions may be employed

not only to complement or qualify the meaning of oral message but also to replace the spoken one. It is noteworthy to mention infants for whom face plays a crucial role in information transmission. While interacting, whether verbally or non-verbally, facial expressions may indicate what is happening in the course of interaction.

Speaking about *head movements*, a head nod serves as a common sign of acknowledgement. The most universal head nod is headshake back, that means “no”. This non-verbal sign is deeply rooted from birth, even before babies understand its corresponding meaning. The movement of a head is also used to indicate interest and attitude.

In terms of *posture* subcategory four human postures are distinguished: standing, sitting, squatting, and lying down (Hargie, 2011, p. 63). There are many variations within these kinds of postures which can convey various meanings under the circumstances in which they are combined with gestures and other non-verbal cues.

In accordance with SK Chaudhary “Paralanguage is one of the most powerful complementing media that oral communication possesses over the written. How a particular message is said is to a great extent its measure of importance”. **Paralinguistics** is believed to be a non-verbal component in human interaction that accompanies speech and can be expressed either consciously or unconsciously (Choudhary, 2008, p. 28). To the paralanguage cues belong such physical aspects of speech as tone, pitch, stress, pausation, volume and articulation. David Abercrombie states that “Paralinguistic phenomena occur alongside spoken language, interact with it, and produce together with it a total system of communication. They may also be interspersed among them, or precede them, or follow them; but they are always integrated into a conversation considered as a complete linguistic interaction” (Abercrombie, 1968, p. 55). Paralanguage also comprises various vocal attributes, laughter and silence. All these paralinguistic changes convey meaning which can be correctly interpreted by the addressee.

Pitch, as an element of paralinguistics is the highness or lowness of voice. People associate low-pitched voice with maturity and strength, while high-pitched voice with nervousness and helplessness. Although people have a habitual pitch, that is most frequently used, there is a possibility to vary pitch in order to reflect their mood in conversation or express their emotional state.

Another element that affects perception of intended meaning is *volume*. The person who is typically loud, is viewed as aggressive. In contrast, people interpret behavior of an individual who is soft-spoken as timid.

Pause is perceived as a vocal segregate in paralinguistics. Without pause information transmission carries on with difficulty. Whenever filled pause takes place, there are still paralinguistics acts. The method of pause in communication may cause the change of the significance of words, bringing to listener's attention and strengthening the expression effect of the words used after pause

Stress is the manner of giving appropriate degree of stress to words. In verbal communication the words significance is different under the circumstances the stress is different. When employing paralinguistics stress method people may transmit various information.

As it was mentioned before, touch is one of the integral components of non-verbal communication. With regard to its background, types, functions, as well as rules and specifics of communicants in various situations, tactile behavior is an object of studying of both haptics and tacesics. In contemporary linguistics the term "**haptics**" has two meanings: 1) tactile interaction which is used in a communicative situation as a secondary means; 2) branch of paralinguistics which studies peculiarities of tactile communicative interaction as secondary, assistant means of a verbal communication (Селіванова, 2006, p. 74). On the contrary, scholars suggest another name for identifying the branch of non-verbal semiotics which investigates touch. It is called tacesics which is a component of a paralinguistics, connected with a tactile system of perception and includes various touches (haptics), handshaking, kisses, patting, hugs and others (Бацевич, 2007, p. 205). Haptics is referred to as a form of communication through touching that

manifests itself in various forms. To the list of touch categories belong functional-professional, social-polite, friendship-warmth, love-intimacy, and sexually arousing touch.

It is necessary to note an interesting approach in construing tacesics by Professor L. Kauffman. Tactile modality, like other modalities which function in the process of communication, has its own behavior pattern, which consists of smaller structural units: *tacemes*, *tacemorphs*, *tacemorphemic constructions* and *tacevents*. So, while studying tacesics one should take into account tacesics models which consist of tacesics units that should be studied through deep analysis. Moreover, while studying tactile behavior a lot of factors should be taken into consideration: cultural specifics of a context; social character of a situation, motives to choose a certain type of touch, adequacy or inadequacy of such a choice which leads to the communicative success or failure (Kaufmann, 1971, p. 149-161).

Taking the field of **proxemics** into consideration, it was found by anthropologist E. T. Hall, defining it as “the spatial dimension of non-verbal communication” (Hall, 1963, p. 122). Proxemics can be interpreted as the study of means which people make use of the physical space in the interaction between the human beings. Proxemics involves awareness of how close to stand to someone during social interactions on the basis of age, gender and degree of familiarity. The researcher introduced 4 categories of interpersonal distance that deliniate diverse communication types within face-to-face interactions: intimate distances, personal distances, social or consultative distances, and public distances (Gordon, Druckman, Rozelle, Baxter, 2006, p. 92).

Personal distance refers to the space ranging from people’s physical body to 4 feet away from it. This zone is restricted to friends, close acquaintances, and significant others. Accordingly, there are two subzones, with the help of which close interactions are negotiated with the individuals people may not be close interpersonally (McKay, Davis, Fanning, 1995, p. 59). The outer-personal zone is appropriate for conversations that take place privately, but occur between

individuals who are not interpersonally close. The inner-personal zone is reserved for communication with people, who are interpersonally close.

Intimate distance extends to 1.5 feet from people's physical body. This zone is reserved for friends, family members, and intimate partners.

Social distance is 4 to 12 feet away from people's body that takes place in the context of a casual or professional interaction. This zone is perceived as safe, due to the fact, that the possibility of intentional or unintentional touching does not exist. *Public distance* refers to the space 12 or more feet away from people's body, communication occurring in this zone being exclusively formal. In terms of interaction, people are not obliged and expected to acknowledge with individuals who enter this zone.

People also communicate non-verbally through eye behavior. Although eye behavior is generally studied under the non-verbal category of kinesics it belongs to its own branch of non-verbal communication termed **oculesics**. The eyes belong to the main point of focus withing the course of interaction, taking in most of communicative information. However, this entails not just the eye contact, but general eye behavior ranging from closing eyes to reading emotions in people's eyes. There are number of differences in oculesics across different cultures. For instance, in Japan people lower their eyes in order to show respect, while in the United States and Canada people's sustained eye contact is an indicator of respect. In Arab cultures, for example, it is common for male speakers and listeners to look directly into each other's eyes for a prolonged period, showcasing interest in the conversation. In Mediterranean societies men gaze at woman for long time period may be construed as impolite and intrusive.

A number of scholars were investigating the issue of time in communication between individuals. Thus, the term "**chronemics**" was coined by Fernando Poyatos, a Canadian linguist and semiotician (Littlejohn, Foss, 2009, p. 100). Chronemics as a dimension of non-verbal communication is the study of how time affects communication during the course of interaction. The chronemic code captures people's perception of time, that consists of the number of things people

do at once, use of time in a language, perception of the event's duration and the desired sequencing of events. For instance, in Western societies there is a cultural belief that people with less status can be kept waiting by people with high status. The fact that Westerners value time is undeniable, being evident in the following expressions: "You are wasting my time", "I am running out of time", "That mistake cost me two hours" etc. The length of time people spend with their interlocutors showcases the extent of interest in them. For example, a fuller answer to a question by a speaker is usually given from a high-status member of the audience than to one with less status.

The dimension of **artefacts and adornments** is concerned with manipulating objects while communicating with other individuals. To the abovementioned objects belong: clothes, perfume, eyeglasses, jewelry, hairpieces, hairstyles and body art that provide clues others about person's personality, attitude and behavior. One of the most common artifacts is *clothing*, communicating non-verbally in daily interactions. Clothing is a non-verbal expression of person's personality and culture, a way of their life. Another universal artifact is *jewelry*, wedding rings communicating if the person is available or not. On the other hand, jewelry communicates status of a person, for instance Rolex watch communicates the image of a wealthy individual. Apart from jewelry, *eyeglasses* also send some non-verbal messages. For example, people wearing eyeglasses are perceived as more intelligent. The way people wear glasses also sends some non-verbal signals. People who push their eyeglasses up into their hair or onto their forehead may send a signal that they're willing to be approached, endeavoring to make direct eye contact without the distraction of glasses. People's *hairstyle* also has some communicative power. For instance, men with short hair are generally judged to be more conservative than men with long hair, while men with shaved heads may be seen as aggressive.

The person's **physical appearance** is primarily endowed with communicative meaning, helping others to form stereotypes and perceptions about individual. According to the *body shape* classification there are ectomorphic,

mesomorphic, and endomorphic body types. Ectomorphs usually are thin, small-boned and tall, who are associated with careful, polite, detached, and awkward person. People classified as mesomorphs are broad shouldered, muscular and athletic, reflecting energetic, assertive, enthusiastic and competitive attributes. Such people as endomorphs typically have rounded, oval or pear-shaped bodies and are described as sociable, emotional, relaxed, and forgiving.

Skin colour is the dimension of utmost importance, having communicative value. People react to skin color in different ways. For instance, if a Caucasian looks too pale, they may be perceived as sick or not taking care of themselves. People with blush or a natural reddish skin tone can be regarded as embarrassed, while a red neck can communicate anger.

Body odour is an integral aspect of person's overall appearance. People use various scents to communicate their personalities, and to attract others and be perceived positively by them, for the purposes of making good impressions and developing relationships.

Hair style and hair colour are another vital code of non-verbal communication. People have always formed perceptions and impressions of other individuals based on their *hair colour*. In addition, sometimes hair colour influences the evaluation of person's intelligence. For instance, women with blonde hair are stereotyped as decreased intelligence, while red haired people are associated with fiery and hot-tempered personality.

Notwithstanding the fact that increasing interest in non-verbal research is primarily focused on facial displays and extralinguistic media, attention is also must be paid to non-human factors, that is, **environmental** ones. The role of environment in the course of human transactions is undeniable. People resort to changing environment in order to achieve their communicative goals. To the non-verbal dimension of environmental factors belong the following: music and other noises, colour, architectural style, furniture arrangement, interior decorating, lightning conditions etc. The thing is that the choice of interacting environment can drastically influence the outcome of communication process.

Thus, non-verbal communication, pertaining to human communication is a multifaceted phenomenon. The complex and multifarious nature of non-verbal communication lies in the fact, that its manifestations can be encountered in almost every aspect of people's lives.

Conclusions to Chapter One

In the first chapter of the thesis the **non-verbal communication** concept is delineated, as well as multiple facets of non-verbal communication are explored. It is commonly believed that non-verbal communication constitutes the highest percentage of meaning in the course of interaction. It is precisely what people make use of when delivering the intended meaning.

People colour and flavour their speech with a variety of non-verbal cues which indicate their internal state and convey attitudes. To the abovementioned communicative cues belongs everything that surrounds human beings. Non-verbal communication, being manifested in an avalanche of forms gave birth to such categories as kinesics, haptics, proxemics, oculosics, chronemics, paralinguistics, physiology, artefacts, and adornments etc.

Kinesics is a category of non-verbal communication that deals with the construal of bodily and facial behavior. Kinesics repertoire encompasses posture, movements of body parts, facial displays, and eye gaze.

Proxemics is referred to as the study of spatial behavior towards an interlocutor, one's utilization of space and territory during the interaction process. The following proxemical distances are distinguished: personal, intimate, social, and public.

Haptics is dimension of non-verbal studies that embraces all manifestations of touch behavior and physical contact between individuals.

Paralinguistics is a vast discipline of non-verbal communication to the study of which belong such vocal phenomena as, volume, stress, intonation, pausation, pitch, and speech rate.

The category of **artefacts and adornments** examines the role of one's appearance on effectiveness of communication and the interpretation of messages produced by one's mode to dress, jewelry, glasses, hairstyle, perfume etc.

In the first chapter of the study are also outlined the key **functions of non-verbal communication**, that is, reinforcing, substituting, contradicting and regulating verbal message.

CHAPTER TWO. FUNCTIONAL FEATURES OF NON-VERBAL COMMUNICATION IN MODERN ENGLISH

2.1. Discourse features of non-verbal communication

Before getting down to considering the discourse features of non-verbal communication it is necessary to outline what is meant by the notion of “**discourse**”. The term “discourse” may be understood both in broad and narrow sense, only depending on the research tradition. In a narrow sense discourse is primarily restricted to spoken language, being opposite to text. From the other side, discourse refers to as totality of a social interaction. According to R. Hajj and G. Kress discourse is a social process in which the text is involved, while the text is a specific material object that we receive in the discourse (Кравченко, 2012, p. 54). From the standpoint of scholar Teun Adrianus van Dijk, discourse is viewed as a complex combination of meaning, form, and communicative intention of the text. According to the researcher’s point of view, discourse projects people’s mindset as well as their cultural beliefs (Dijk, 1994, p. 169-217).

Discourse is a multidimensional communicative issue that may be interpreted in a variety of ways. With regard to communicative and pragmatic approach the phenomenon of discourse heterogeneity is achieved with the help of various semiotic systems, for instance in combination of verbal aspect and non-verbal elements it is referred to as multimodal discourse. K. O’Halloran and B. Smith mention that while conducting multimodal analysis, significant attention should be paid to the texts containing two or more modes of communication (Malyuga, 2019, p. 212). Summing up the above, the realization of multimodal phenomenon is through the analysis and description of various semiotic modes which integrate across sensory modalities.

Multimodality asserts that verbal communication is inextricably linked to non-verbal resources for generating meaning. The rapid growth in the utilization of multimodal resources in diverse contexts and discourses is connected with the potentiality of multimodal media to convey meanings of utmost importance.

Accordingly, in different kinds of discourses verbal and non-verbal modes interact in a variety of ways in order to project the desired meaning.

Political discourse has always been a field of interest for those conducting research devoted to the non-verbal codes. The main distinction between verbal and non-verbal communication within the political discourse is that verbal mode functions in the role of a transmitter of certain evidence, whereas non-verbal mode is supposed to implicate the veracious meaning, that is enriched with multiple non-verbal cues. Political figures may endeavor to project certain images however their non-verbal behavior might undermine their aim. Notwithstanding the fact, that some politicians may try to create an image of a composed personality, their body language might drastically contradict it, and in turn influence audience's perceptions. In accordance with Raymond Cohen, "what gestures have lost in sincerity they have gained at informativeness" (Cohen, 1987, p. 90). The politician's non-verbal behavior has the potential to convey reliable, first-hand information about their intentions.

Among various dimensions of politician's **non-verbal communication**, such as facial displays, gestural facets and voice aspects most interest is attracted to facial ones. It needs to be noted, that the researchers employ the Facial Action Coding System in order to interpret politicians' facial expressions. With the help of FACS can be detected the politician's genuine feelings and emotions. Apart from the abovementioned coding system ordinary audience are able to witness the subtle nuances in politicians' facial countenance. A politician's facial appearance affects people's evaluation of their competence, and thus, is decisive in their success.

Diplomatic discourse is a sociolinguistic phenomenon, which is thoroughly studied in different fields. Diplomatic communication has no connections with interpersonal communication, but is referred to as interdepartmental, interstate, where the purpose of non-verbal media lies in the need to change one's behavior, establish rapport and influence not in relation to an appropriate person, but to the whole state or department (Борисова, 1996, p. 87). Diplomatic communication as a form of social interaction should be considered primarily as a specific exchange

of information, as a result of which the process of transferring information of the certain content from the sender to the recipient takes place. In fact, every non-verbal facet by diplomatic agents constitutes hidden messages. The agents, the attention to whom is brought in diplomatic discourse are public figures. By means of their verbal as well as non-verbal media diplomats are responsible for country's representation and its position towards certain issues.

Conflict discourse is a multidimensional phenomenon that manifests itself in various contexts. Much attention is drawn to conflict interaction within the fictional discourse, where character's non-verbal behavior can be interpreted in conjunction with verbal one. The conflict itself is a multimodal process during which the messages are transmitted by means of several semiotic channels of communication. Notwithstanding the fact that verbal mode predominantly prevails in fictional discourse, conflict communicative interactions are considered as abundant in non-verbal cues. When investigating non-verbal manifestations in conflict discourse it is necessary to pay attention to characters' intonation, their behavioral patterns and manner they look at their interlocutor.

Advertising discourse is a contemporary discourse type, comprising different features. Equally to all communicative endeavors, in advertising, getting the message across is of paramount importance for companies. Companies seek to create meanings in advertisements that will resonate in some way with people's sense of social identity and their culturally derived values, aspirations and fantasies. Advertising message may undergo certain changes, for instance, verbal side accompanied by non-verbal cues. A number of non-verbal features get foregrounded in advertisements in order to create imperishable impact on the audience. By employing several sensory channels advertisers can influence the choice of their potential customers. The visual side of advertising messages plays a crucial role in triggering associations and connotations. By means of non-verbal cues advertisements imply that consumers will profit if they consume a particular product. For instance, advertisements, in which branded products are non-verbally

juxtaposed with images of attractive, happy and successful people, the link between the two is implied but not stated.

Social media discourse is a contemporary discourse type, manifesting itself in such social media platforms as Twitter, Facebook, Instagram etc. Communication between social media users is primarily realized through textual messaging, where non-verbal cues is given little prominence. However, in order to augment the meaning of messages users actively employ emoticons, which are referred predominantly to as graphic representations of facial expressions.

In accordance with multiple studies, **emoticons** serve a role in discourse analogous to non-verbal cues in face-to-face communication, in other words, they act as a form of paralanguage. From the standpoint of Crystal emoticons have emerged owing to immediacy of online interaction and the fact that the features of speech were associated with electronic discourse (Zappavigna, 2012, p. 72).

Emoticons are responsible for essential social functions in online interactions, being the principal conveyors of feelings, and emotions not transmitted by verbal message alone. As far as Twitter users are concerned, they are constrained to a maximum of 140 symbols for communicating their thoughts, being forced to “write clearly and concisely” (Dunlap, Lowenthal, 2009, p. 132). Due to the desire to deliver one’s message showcasing the intricacies of one’s emotional state people resort to utilization of emoticons. Aside from the abovementioned, emoticons and emoji are employed for a variety of purposes. They do not only serve the role of a supplement to the verbal message, but they may also change the meaning of a whole sentence, depending on the placement of a symbol. In terms of pragmatic functions of emoticons, Provine suggested the following classification: those which constitute the only content of the message or “naked emoticons”, emoticons that are placed at the beginning or the end of the message, and emoticons that are inside the message (Provine, Spencer, Mandell, 2007, p. 299–307). In accordance with the Instagram engineering’s data, more than 50% of Instagram comments and captions contain emoticons and emoji (Instagram engineering, 2015, May 1).

2.2. Specificity of discourse features representation

Political discourse is a one of the most intricate and ambiguous medium of non-verbal communication codes. Whenever a politician communicates with the audience their body produces a myriad of conscious as well as unconscious movements, to which belong facial expressions, gestures, postures etc. For instance, a former American president Donald Trump is considered to be an epitome of non-verbal communication. The mogul frequently utilizes a particular set of gestures throughout the discourse. An American journalist Frank Bruni mentions: “His words can be counterfeit, his gestures are genuine” (Gutsche, 2019, p. 336).

The gestures that the politician employs predominantly perform the function of beat gestures, with the help of which is emphasized certain verbal content they are connected to. In addition, beat gestures are characterized by the recurrence in a row. The analysis of the illustrative material has revealed that Donald Trump’s employment of beat gestures was salient, particularly taking place during longer interruptive succession. However, few gestural movements were generated within shorter sequences, containing only one short phrase.

The figure showcases the politician’s utilization of beat gestures in a way to evoke more consideration to the verbal content that is produced simultaneously. Consequently, by using beat gestures verbal rhetoric’s coherence is achieved, as they are responsible for additive function. Moreover, by means of gestures application Donald Trump succeeds to facilitate the audience’s verbal comprehension process, establishing in his personality such qualities as power, leadership and dominance. As far as frame 41 is concerned, it may be observed, that the beat gesture is not just repeated once in a sequence, but four times. The frequency with which the abovementioned gesture is utilized allows the politician to be more relaxed, and be perceived as more open, which, thus, indicates great physical power and ownership (Carney, Hall, Smith, 2005, p. 105-123).



Figure 2.1. Donald Trump during the presidential debates

The way Donald Trump communicates through his facial expressions is another topic of interest to interpret among the audience. Taking the dialogic debate context into account it can be outlined that Donald Trump exploits larger gestural set than the other politician. The figure under analysis reveals a high salience in facial expressions produced by both Donald Trump and Hillary Clinton. However, the characteristics of politicians' facial expressions bear little resemblance. As far as Donald Trump's facial countenance is concerned, it seems more assertive and hard-headed due to the negative emotional response conveyance. On the contrary, Hillary Clinton's facial countenance is perceived as light and emotionally amused, due to the positive emotional response conveyance.

The figure showcases fragment from the second presidential debate pertaining to the contrastive kinesic communication of Donald Trump and Hillary Clinton. The facial features that may be observed on the frames give an indication that Trump resorts to an extensive amount of facial cues within the social interaction. Regarding frame 22, Trump's countenance is associated with disagreement with his opponent's rhetoric due to the fact that his eyebrows are frowned, and the mouth corners are pointed downwards. What concerns frame 23, more facial expressiveness is transmitted by the politician's countenance as soon as

he resorts to verbal interruption of his opponent. The alteration of Trump's countenance is undergone whenever his standpoint is expressed, that is, eyebrows take a raised position. The corresponding facial expression is found in frame 24, which is construed as agreement with his reasoning.

As opposed to Trump's, Hillary Clinton's facial countenance is lightly expressive and still. Clinton is distinguished by no utilization of her eyebrows in the manner that Donald Trump does and succeeds in keeping a straight face. Notwithstanding the fact that Clinton is interrupted by Trump twice during her rhetoric, the politician keeps on smiling. Therefore, by keeping her facial expressiveness sufficiently minimal, Hillary Clinton successfully enacts dominance and power through the discourse.



Figure 2.2. Donald Trump and Hillary Clinton during the presidential debates

Political figures frequently resort to employing certain gestural movements, which in consequence turn into symbolic ones. For instance, German Chancellor Angela Merkel is renowned for recognizable hand gesture, resembling a rhombus, which is also referred to as “Merkel Diamond”. Whenever the politician was asked about her trademark gesture, Merkel attributed it to the appropriate position of her arms. Rhombus, as a politician's distinctive gesture serves the manifestation of such leadership traits as trustworthiness, rationality, tenacity and political commitment.



Figure 2. 3. Angela Merkel using a rhombus gesture

Communication through haptic channel is another widely spread form of non-verbal communication employed by politicians. Donald Trump is renowned not only for his distinctive kinesic communicative style, but also for his symbolic handshake with world leaders. The politician's handshake is a unique phenomenon that has generated much social media interest.

“The two presidents, each wearing dark suits and blue ties sat in antique cream-upholstered armchairs, with two American and French flags behind them. They shook hands for an extended period of time. Each president gripped the other's hand with considerable intensity, their knuckles turning white, and their jaws clenching and faces tightening” (Happer, Hoskins, Merrin, 2019, p. 151).

The instance above was taking place between Donald Trump and incumbent French president Emmanuel Macron in 2017. This handshake is perceived as a kind of power game, Trump asserting dominance and supremacy towards his political partner. By means of such a prolonged handshake is given air of a competition to the relationships of political leaders.

As far as proxemical behavior is concerned, it is also frequently exploited by political figures. For instance, it can be observed in Figure 2.4. (The behavior of polish politician Andrzej Duda towards his opponent Bronisław Komorowski

during the presidential debates). To begin with, the politicians' speaking platforms were situated far away from each other in order not to breach the boundaries of each other's territory. However, Duda resorts to violating proximity interaction with Komorowski by giving him a flag with Civic Platform's colors emphasized the partisanship of the nonpartisan office. Notwithstang the fact, that Andrzej Duda trespasses his opponent's territory, Komorowski's crossing hands gesture may be interpreted as the manifestation of superiority. Still Duda's non-verbal behavior may be construed as the accusation against the polish former president, primarily provoking discomfort.



Figure 2.4. Political debates between Andrzej Duda and Bronisław Komorowski in 2015.

Considering the trespass of politician's own territory, it is appropriate to mention Donald Trump's behavior towards Hillary Clinton during the second presidential debates.

"No matter where I walked, he followed me closely, staring at me. Making faces. It was incredibly uncomfortable. He was literally breathing down my neck. My skin crawled" (Clinton, 2017, p. 136).

According to Clinton's abovementioned words, Trump endeavored to dominate the debate, showcasing it in his non-verbal actions. Due to her opponent's invasive physical presence the politician is subjected to dissatisfaction.

Non-verbal communication means frequently manifest itself in **diplomatic discourse**. For instance, the Queen Elizabeth II was seen to open the 6th session of Scottish Parliament wearing a peculiar diamond brooch resembling a thistle. Apparently, this flower appeared to be Scotland's symbol, that is why the Queen's choice fell upon this brooch.

“The Queen selected Queen Mary's Diamond Thistle Brooch for her lapel, and it is this same piece that she has worn on many Scottish occasions” (Hello Magazine, 2 October, 2021).

The Duchess of Cambridge Kate Middleton is renowned for her outstanding taste of jewelry. It needs to be noted, that the royal always attributes her choice of jewelry to certain occasion and, in turn, speaks non-verbally towards certain issues. For instance, the following quote subtly showcases Kate Middleton's support for the team, the duchess' outfit being in England flag colours.

“Kicking off (quite literally) with the final of the Euros on Sunday, Kate sported a bold pair of red earrings by Blaize. She paired them with a white Zara blazer” (Hello Magazine, 14 July, 2021).

Non-verbal means of communication pervade in **conflict discourse** within the fictional media as well. Having analyzed several conflict discursive fragments, it can be stated, that the most frequently employed channels of non-verbal communication are kinesic, haptic, and paralinguistic.

For five minutes he skulked in the kitchen, tramping up and down, biting his lip. Then all at once he turned, dashed back to the sitting-room, where she stood, her head bent forlornly, staring into the fire. He took her fiercely in his arms. “Chris, darling!” he cried in hot repentance. “Darling, darling! I'm sorry! For heaven's sake forgive me. I didn't mean a word of it. I'm just a crazy, jealous fool. I adore you!”

They clung to each other wildly, closely. “Don't you know”, she sobbed, “that I'd just die without you!” Afterwards, as she sat with her cheek pressed against his, he said sheepishly, reaching forward for a book: “Who is that chap

Trollope anyway? Will you teach me, darling? I'm just an ignorant hog!" (Cronin, 1963, p. 167)

The excerpt above demonstrates a peacebuilding role of kinesic, paralinguistic, and haptic dimensions of non-verbal communication in the phase of conflict resolution. As far as pragmatic value of touch is concerned, with the help of haptic mode is achieved harmonization of interpersonal relationships. The utilization of paralinguistic mode may also witness about influencing conflict alleviation. Due to kinesic behavior may be achieved interpretation of character's emotional state, which consequently leads to softening of the conflict.

To one of the most prevailing non-verbal facets in the conflict discourse belongs the paralinguistic one. The paralanguage characteristics comprise intensity, timbre, the pitch of voice, intonation, speech rate, etc., with the help of which is strengthened the verbal mode. It can be observed in the following instance, that prosodic features of non-verbal mode fluctuate from relevantly calm voice to the emotional response of fury and anger within the conflict situation.

She gaped at him, and then suddenly she shrilled:

"No, you don't. I said it first. You're sacked, that's what you are – sacked, sacked, sacked..."

The outburst was loud, hysterical, degrading. And at the height of it, there was an interruption (Cronin, 1963, p. 111).

The role of non-verbal communication means in **advertising discourse** is undeniable. Due to the fact, that advertisers seek various approaches to win a consumer's attention and manipulate with their choices in purchasing a particular product, they resort to constant employment of non-verbal cues. There are advertisements, portraying the whole product, and having only few words or no words at all. For instance, an advertisement of the French brand Yves Saint Laurent serves as an epitome of non-verbal communication with the consumer. Almost everything that is portrayed on the advertisement is considered as non-verbal contact between a consumer and the company. The reference to the brand name is achieved here through the navy-coloured scarf with YSL logo on it,

catching the audience's eye. Moreover, in order to deliver company's intended meaning to the consumer, the advertising designers feature the product in the complex interplay of kinesic and haptic communication channels. With the help of haptic dimension, that is the portrayal of a man leaning to a woman's neck, is emphasized a particular perfume's quality, that is a luxurious scent. Speaking about a kinesic channel, through which the audience's undivided attention is attracted, it is primarily attributed to woman's eye gaze that is addressed to a potential consumer. In addition, the kinesic mode is manifested in woman's gesture that is the position of her hand on her waist, communicating non-verbally about self-confidence when applying the perfume.



Figure 2.5. Yves Saint Laurent perfume advertisement in 1970

A distinguishable interrelation of different communication modes can be found in the TV commercial for the soft drink Sprite screened in 1990. In terms of verbal aspect, only two written texts can be observed within a short period of time at the bottom of the screen. The music and the man's singing voice appear altering in speed and beat during the course of the commercial. The air of magic and mystery is achieved with the help of sound effects that accompany the pictures. As far as non-verbal components of the given commercial are concerned, they contribute to the whole message conveyance. Taking frame 1 into consideration,

the couple is portrayed in the Sprite can colours, both in the car, and on the toboggan, being associated with the product's combination of flavours. Frame 2, for instance, provides a glimpse into the fantasy world of Sprite once the woman tastes the beverage. The advertisers communicate non-verbally with the audience in a way that one is not faced with the problem of heat anymore, depicting the magic Sprite world as an ice track. The tobogganers, being referred to as the man and the woman from frame 1 are collided with a slice of lemon that also speaks volumes about the beverage's qualities. Thus, the company's message resonates with the consumer's one through the distribution the advertisement's attention between several communication modes.



Figure 2.6. Sprite TV commercial in 1990

Although the prevailing mode of communication in social media discourse is a verbal one, people still give their preference to non-verbal means of conveying their feelings and emotions. For instance, a Portuguese footballer Cristiano Ronaldo frequently accompanies his verbal messages with emoji and emoticons. As can be seen from the example below, the celebrity employs emojis of flags, in order to draw the correlation with the football teams' outfit colours. The rocket emoji is utilized by Ronaldo for the purpose of accentuating team's extraordinary quickness. Considering the flexed biceps emoji, its application can be associated with players' great physique.



Figure 2.7. Cristiano Ronaldo's post in Twitter

The utilization of non-verbal means of communication is a widespread tendency followed by myriad of brands. For instance, Samsung company regularly presents their Instagram posts as a mixture of verbal content with non-verbal representation of face-to-face interaction. The company's constant usage of emojis and emoticons in their posts may be construed as nurturance of relationships longevity with their potential and current audience. Furthermore, by maintaining contact with customers through a plethora of emojis and emoticons the company benefits their products' promotion.



Figure 2.8. Samsung post on Instagram

Non-verbal mode of communication is an invaluable medium of message conveyance by virtue of various non-verbal manifestations, encountered in myriad of communicative contexts. In the given chapter the non-verbal means representation in such discourses as political, diplomatic, conflict, advertising, and social media one.

Conclusions to Chapter Two

Describing and analyzing the non-verbal codes in various communicative situations is one of the most complicated and concurrently one of the most compelling objectives to complete. The number of discourses provides the opportunity to explore the impact of non-verbal markers and the outcomes of non-verbal means utilization on the social interaction.

In the second chapter of the thesis the **discourse features** of non-verbal communication are examined, as well as their **representation in discourse** is explored. Non-verbal communication, being a person's manifestation of feelings and emotion pervade in almost every type of discourse, but in the research paper attention is paid primarily to political, conflict, advertising, and social media discourses. The ability to construe these wordless signals helps to decipher the truth or falsity of information presented in verbal form.

The underlying importance of **political discourse** lies in the fact, that non-verbal communication of any politician drastically affects audience's perceptions, influences the level of credibility etc. Speaking about **diplomatic discourse**, it is necessary to be able to decipher non-verbal behavioral patterns of public figures and diplomats in order to get the message across. As far as **conflict discourse** is concerned, it is perceived as a compelling issue of investigation due to its multimodal nature, which is the mixture of different non-verbal communication modes. It is worthwhile significant attention how conflict resolution strategies are realized by means of non-verbal markers. Taking **advertising discourse** into consideration, it one of the most intricate medium of interaction with the audience. By virtue of non-verbal means employment, the companies implement persuading strategies, and consequently achieve the desired effect. Finally, **social media discourse**, and non-verbal communication are interconnected and interrelated in a way, that non-verbal communication being manifested in emoticons and emoji is primarily responsible for emotional state conveyance.

CHAPTER THREE. CULTURAL FEATURES OF NON-VERBAL COMMUNICATION IN MODERN ENGLISH

3.1. Cultural aspect of non-verbal communication

Before looking into the non-verbal communication means from cultural perspective, it is necessary to detect the notion of ‘culture’. The concept of ‘culture’ is a complex and multifaceted issue, having no universally accepted definition. Researchers such as Grishaeva and Tsurikova, the authors of “Introduction to the theory of intercultural communication” state that culture is a medium, which emerged from people’s creativity, being the outcome of people’s interaction under certain circumstances (Гришаева, Цурикова, 2004, p. 424).

Culture is a phenomenon, by virtue of which some significant ideas, beliefs, traditions, and communication norms are transmitted from generation to generation. Thus, a culture is considered as a communication channel between individuals, being responsible for effectiveness of interaction.

Let us consider British non-verbal communication style in terms of proxemics. As far as British personal distance is concerned it ranges from 45 to 120 centimeters. This zone provides the opportunity for handshaking, shoulder, and elbow touch, and feet contact. The fact is that British equate a step forward after the handshake to intrusion and, in turn, take a backward step.

Speaking about social distance, it ranges from 1 to 3, 4-5 meters. In this zone the communication at the big dining-table is taken place.

What concerns public distance, it extends from 3 to 5 meters. This zone presupposes alterations in voice and topics of discussion.

According to Sternin, Sternina and Larina, the physical opposite sex touch to hand, elbow or shoulder takes place. For instance, English men frequently resort to touch to women’s shoulder, back and waist. However, at times, such a behavior may be interpreted as sexual misconduct. Let us consider the following example, in which the Prime Minister of the UK resorted to inappropriate touch to women:

“Boris Johnson has been accused of squeezing a journalist’s thigh beneath the table at a private lunch – and doing the same to the woman sitting on his other side” (The Times, 29 September, 2019).

Whenever British people reside at a crowd, they pave their way by touching to hand, elbow, and shoulder of people obstructing the way (Стернин, Ларина, Стернина, 2003, p.117).

As far as such haptic means of non-verbal communication as handshake is concerned, British people resort to handshaking relatively rarely, as opposed to other cultures. Handshaking may be utilized either during the first acquaintance or valediction, while it is less employed in other situations. Speaking about features of British handshake, it is less strong than American handshake, but firmer than Russian one. The following instance exemplifies British attitude to handshake, realized in the interaction between Donald Trump and Theresa May:

“The US President approached with his right hand poised at the NATO summit – but the Prime Minister introduced him to new Foreign Secretary Jeremy Hunt instead” (Mirror, 11 July, 2018).

Such non-verbal means of communication as kiss is more intimate signal to British as opposed to other cultures. A kiss on lips occurs between different sexes when delivering a gift. A valediction kiss plays a significant role in conveying certain message, for instance, being a token of gratitude. In the following instance, the representation of kiss between her Majesty the Queen Elizabeth II, Prince William, and Duchess Kate Middleton takes place.

“Kate greeted the Queen, who is patron of the Royal Horticultural Society, with a kiss on both cheeks as well as a curtsy. Prince William also stooped down to give his grandmother a peck on each cheek” (Hello Magazine, 29 August, 2021).

Smile, as a kinesic component, plays an integral role in British communication, being a manifestation of politeness. However, the absence of smile demonstrates disrespect and generates awkwardness. In British culture, smile is an attribute of utmost importance during the course of interaction, the employment of which does not depend on occupation or person’s emotional state.

For instance, the UK's Prime Minister Boris Johnson resorted to a fake smile during his Freedom Day speech. Owing to the British politeness strategy, the politician cannot eschew smile employment:

“As soon as Boris’ speech starts, he greets the camera with a false smile and almost immediately starts shaking his head while talking” (Express, 17 July, 2021).

As far as such kinesic communicative means as gaze is concerned, British people resort to a prolonged eye contact before getting in touch with other individual. The fact is that lack of lengthy eye contact is attributed to insincerity, and disinterest.

Such paralinguistic component of non-verbal communication as silence is primarily associated with contempt in British communicative culture. The prolonged periods of silence take place between individuals, provided that they look for the topic of further discussion. British are accustomed to short-termed communication, without resorting to such notion as ‘awkward silence’. Consider the following instance written by American author, in which the awkward silence is broken:

“Theresa, Martin and Martha all glanced at each other to see who would be the one to answer the question. Theresa finally broke the awkward silence, ‘Yes Mr. Arnold, I mean Benedict, it does have something to do with you’” (Martin, 2011, p. 137)

Let us have a glimpse on Russian communication in terms of non-verbal criteria. One of the most prominent features of Russian kinesic communicative channel is non-smiling. As opposed to British, in Russian culture smile has no connection with politeness. For instance, in the following quote the Russian president's facial countenance speaks volumes about the abovementioned tendency:

“Poker-face Putin holds all the cards” (The Telegraph, 14 September, 2013).

As far as such paralinguistic means as pauses are concerned, long ones are not permitted in Russian communicative behavior. Russian communicative culture is characterized by uninterrupted communication, interlocutors of which should be constantly involved in talk. Whenever a pause in communication occurs, it is considered to be awkward, and requires urgent elimination otherwise the contact between all the participants of communication may be lost.

As for haptic communicative behavior, Russian people are considered as highly contact. During the course of interaction Russian may resort to touching interlocutor's shoulder, arm, or hand. Unlike other cultures, touch is not associated with violation of people's privacy and intrusion in their interpersonal space.

Non-verbal communicative behavior of American culture deserves to be investigated on an equal basis with British and Russian one. Let us observe non-verbal communicative features in American culture.

As far such kinesic parameter as smile is concerned, Americans perceive it as an obligatory component of politeness in every communicative situation. Their conviction is that smile should be present on one's face especially when listening to one's interlocutor, such a non-verbal reaction being considered as a signal of politeness. However, as well as in British culture, political figures frequently resort to fake smiling in order not to violate the politeness strategy. Consider the following instance, in which Hillary Clinton is described applying a fake smile:

"Hillary Clinton uses her "grandmother smile" to avoid the sexist taunt of "resting bitch face" during the presidential debates, body language and facial analysis experts tell Newsweek" (Newsweek, 16 October, 2019).

Humor and laughter, which fall into non-verbal category of paralanguage, constitute the essential part of American communication. The fact is that they are a means of building rapport, a means of maintaining communication, and a means of breaking the ice between the interlocutors. Humor is considered as a must for any public speech in the USA, a politician's presentation may even begin with a joke. The following instance illustrates American characteristic feature of laughter on the example of US President Joe Biden:

“The laughter was so off-kilter, it made you wonder if Joe Biden had taken leave of his senses during his mini-press conference Sunday” (NY Post, 22 August, 2021).

Compared with other cultures, Americans are accustomed to relatively loud speaking. No matter where they reside, be it a transport or a public place Americans express themselves very loudly not bothering whether it might interfere with other people. Such hallmark of American culture can be explained by the fact that Americans do not equate it to impoliteness to draw attention of other people.

Speaking about such paralinguistic phenomenon as silence, it is considered by Americans as awkward. In American culture it is customary to endeavor to fill in every emerging pause in conversation.

What concerns such kinesic element of non-verbal communication as gaze, it is not accepted in American culture to look at strangers as it is considered to be the violation of one’s privacy. However, if an Americans accidentally fix their eyes upon a stranger their look should be followed by a smile.

Let us observe American non-verbal communication in terms of proxemics. American distance of communication is relatively long, while a shortening of distance in American culture can be associated with infringing on one’s personal space, aggression, or sexual harassment. That is why Americans pay significant attention to keeping the distance between interlocutors. The violation of one’s interpersonal space can be observed in the instance below, where Donald Trump’s non-verbal behavior is construed as an intruder into Hillary Clinton’s own territory:

“The Guardian’s Richard Wolffe said Tump ‘prowled around Clinton, looming behind her when she approached the undecided voters in the audience’, while fellow columnist Jessica Valenti said Trump was ‘skulking around in Hillary’s Clinton’s frame” (The Guardian, 10 October, 2016).

When talking about non-verbal means of communication from cultural perspective, it goes without saying that is of the utmost importance, to be aware of differences in non-verbal manifestationsю. Without possessing one’s cultural

communicative background it would be complicated to interpret one's non-verbal behavior. It is crucial to be cognizant of means of non-verbal codes produced by different cultures, as it provides the possibility to construe one's veracious emotional state and prevent misunderstanding during the process of communication.

3.2. Nominative aspect of non-verbal communication

Before investigating the nominative character of non-verbal communication, it is necessary to elucidate what is considered as nominative. From Nelyubin's standpoint, "A word is a nominative unit of language that names things, beings, and phenomena of the world around us" (Нелюбин, 2005, p. 120).

To nominative parts of speech belong nouns, adjectives and verbs that constitute the lexical-semantic level of the language system. What concerns the category of nouns, this part of speech expresses a substantial meaning, while categories of verbs and adjectives convey a non-substantive meaning. The underlying difference between them lies not only in the way their lexical meanings are expressed, but also in the functions they perform. Thus, nouns are responsible for a nominative-classification function, while verbs and adjectives specialize in communicative and language-mental functions (Уфимцева, 1982, p. 198).

First of all, let us consider the **kinesic** markers of non-verbal communication with regard to their nominative character. As it was mentioned earlier, this non-verbal dimension comprises the following: facial expressions, eye contact, gestures, and posture. The fact is that this channel of non-verbal means is the most prevailing and is extensively employed in fictional discourse.

As far as nomination of kinesic cues is concerned, the corresponding parts of the human body indicate each type of kinesic means of expression. For instance, gestures are primarily carried out by hands, the key word being the word 'hand'. Eye contact is principally marked in the text with the word 'eyes', facial expressions may be denoted in the discourse with the words forehead, lips, mouth, nose, etc.

It is noteworthy to mention that the names of body parts are termed in linguistics as “somatic vocabulary” (from the Greek soma – “body”). The term “somatic” is mostly utilized in the field of biology and medicine in the meaning of “connected with the human body, bodily” and is contrasted with the concept of “mental”. In linguistics, words termed “somatisms” specifically refer to body parts of the human being. Somatisms pertain to one of the oldest layers of vocabulary of any language and create its most used part (Бердникова, 2000, p. 19). Accordingly, in the context of the investigation of the nominative means of denoting kinesics markers, the concept of “somatism” will be utilized in order to designate the leading names of body parts involved in the process of gesturing, facial expressions, as elements of non-verbal communication.

Moreover, the nominative function of non-verbal communication means is also carried out by verbs indicating performance of certain gestures, facial expressions, movements etc. Let us examine the nominative means of denoting fictional characters’ kinesic markers in Table 1:

Table 1

The nominative markers of designating kinesic non-verbal means

Example	Nominative markers
<p><i>Tom <u>tapped his thick fingers together</u> like a clergyman and leaned back in his chair.</i> (Fitzgerald, 1925, p. 101)</p>	<p>Past Simple tense verb <i>tapped</i>; Somatism <i>fingers</i></p>
<p><i>“What can I do for you, Mr Gray?” he said, <u>rubbing his fat freckled hands.</u>”</i> (Wilde, 1890, p. 85)</p>	<p>Gerund <i>rubbing</i>; Somatism <i>hand</i></p>
<p><i>“Harry Potter is humble and modest,” said Dobby reverently, <u>his orb-like eyes aglow.</u></i> (Rowling, 1998, p.13)</p>	<p>Verb <i>aglow</i>; Somatism <i>eyes</i></p>

<p><i>He doesn't look at me with sympathy. He just looks at me. His eyes look black in the dim corridor, and <u>his mouth is set in a hard line.</u></i> (Roth, 2011, p. 98)</p>	<p>Present Simple tense verb <i>is set</i>; Somatism <i>mouth</i></p>
<p><i>Harry <u>wiped his forehead on his sleeve</u> as Draco turned away.</i> (Rowling, 1998, p. 45)</p>	<p>Past Simple tense verb <i>wiped</i>; Somatism <i>forehead</i></p>
<p><i>'Sure he went,' - <u>Mr. Wolfshiem's nose flashed at me indignantly</u> - 'He turned around in the door and says, 'Don't let that waiter take away my coffee!'</i> (Fitzgerald, 1925, p. 55)</p>	<p>Past Simple tense verb <i>flashed</i>; Somatism <i>nose</i></p>
<p><i><u>His lips trembled</u>, and, rushing to the back of the box, he leaned up against the wall, hiding his face in his hands.</i> (Wilde, 1890, p. 53)</p>	<p>Past Simple tense verb <i>trembled</i>; Somatism <i>lips</i></p>

As can be observed from the table above, somatisms, designating the parts of the body that are responsible either for gesturing or facial expressions are predominantly employed for the nomination of kinesic markers. Special attention should be paid to the fact that Past Simple Tense form of the verb is the more frequently used, than Present Simple, and gerund.

It is noteworthy to mention, that somatisms are not always employed in the nomination of facial expressions only, for instance, such verbs as *twinkle* and *wink* already convey the information that this action is carried out by eyes:

On Sunday morning while church bells rang in the villages along shore the world and its mistress returned to Gatsby's house and twinkled hilariously on his lawn (Fitzgerald, 1925, p. 48).

"I don't think there'll be any more trouble, Minerva," he said, tapping his nose knowingly and winking (Rowling, 1998, p. 201).

Speaking about the body posture, it can be marked in the discourse by such lexemes as *straightening, walking, sitting, standing*, etc. In terms of nominative aspect, the character's posture is predominantly used in gerund, but can also appear in Present Simple and Past Simple Tense forms of the verb.

Then, taking a long breath and straightening his shoulders he remarked in a determined voice: 'Wonder'ff tell me where there's a gas'line station?' (Fitzgerald, 1925, p. 44)

However, there are cases, when the character's posture is marked not necessarily by one specific lexeme, but by the extended adverbial modifier. In the following example the person's posture is nominated by means of somatisms 'hands' and 'legs':

[Mr Jinkins] with his hands in his pockets, and his legs planted pretty wide apart, he led the laughter, and enjoyed the conversation (Dickens, 1844, p. 143).

It needs to be noted, that sometimes the nominative function can also be performed by phrasal verbs, for instance *squatting down, laying down* etc.

They were walking back leisurely; Martin arm-in-arm with Mr Jefferson Brick (Dickens, 1844, p. 263).

One of the most intricate means of kinesic channel is undoubtedly eye contact. It is considered as such due to the fact, that it may be designated in the discourse by a myriad of lexemes, only depending on the intended meaning. Thus, in accordance with Longman Dictionary and Cambridge Dictionary, there exist at least 8 synonyms of verb "look", slightly differentiating according to various shades of meaning. Let us consider the following examples:

His eyes glanced momentarily at me, and his lips parted with an abortive attempt at a laugh (Fitzgerald, 1925, p. 67).

“That’s the main road,” said George, peering down through the windshield. “We’ll be there in ten minutes... Just as well, it’s getting light...” (Rowling, 1998, p. 26)

He stares at me, his eyes following my body from my head to my feet, not lingering anywhere - a practical, scientific gaze (Roth V., 2011, p.37).

Another distinguishable channel of non-verbal communication, which performs the nominative function, is proxemics. The distance between characters, position of their body in space, as well as impact of the territory can be nominated by virtue of verbs (*leaned, turned*), adjectives (*motionless*), and adverbs of direction (*forward*).

He leaned forward to put his elbows upon the back of her seat and proceeded to make himself volubly agreeable (Dreiser, 1900, p. 4).

But immediately she turned sharply from the window and leaning forward tapped on the front glass (Fitzgerald, 1925, p. 23).

“Don’t move, Potter,” said Snape lazily, clearly enjoying the sight of Harry standing motionless, eye to eye with the angry snake. “I’ll get rid of it...” (Rowling, 1998, p. 165)

In the course of the study of nominative character of non-verbal cues representation, it is of vital importance to focus on the paralinguistic means. As was mentioned in chapter 1, the paralanguage comprises such extralinguistic categories as pausation, silence, and laughter. A pause can be nominated in fiction by means of either a noun, or a verb, for instance:

He paused. The immediate contingency overtook him, pulled him back from the edge of the theoretical abyss (Fitzgerald, 1925, p. 93).

As far as such non-verbal phenomenon as silence is concerned, it is nominated with the help of adjective and noun.

The three of them fell silent. After a long pause, Hermione voiced the knottiest question of all in a hesitant voice... (Rowling J. K., 1998, p.213).

The silence that follows his words is heavier than other silences. It is heavy with our worst fear, greater even than the fear of death: to be factionless (Roth, 2011, p. 22).

Taking the linguistic expression of ‘laughter’ into consideration, it is also an interesting issue to interpret due to the wide range of meanings it has. In accordance with Oxford Dictionary there are at least 7 other ways to designate the word ‘laugh’. Such paralinguistic marker as laughter, ranging from positive to negative connotations can be nominated in the discourse through nouns and verbs:

“Why, it’s potty wee Potter!” cackled Peeves, knocking Harry’s glasses askew as he bounced past him (Rowling, 1998, p. 172).

The comment only makes my face hotter. Everyone else chuckles. I force a laugh, and, after a few seconds, it comes naturally (Roth, 2011, p. 37).

Particular attention deserves the linguistic expression of ‘cry’, which as a previously mentioned means of non-verbal communication has an extensive synonymous row. The difference between these synonyms lies in the fact, that various shades of meaning can be detected. Notwithstanding the fact, that verbal manifestations of ‘cry’ appear in Past Simple and Present Simple Tense forms of the verbs, the prevailing verb form for the nomination remains gerund.

Struggling, terrified, he heard more clicking, and saw Ron’s legs leave the ground, too, heard Fang whimpering and howling - next moment, he was being swept away into the dark trees (Rowling, 1998, p. 234).

Someone else screams too, and someone yells for help, and Edward is still on the floor, writhing and wailing (Roth, 2011, p. 85).

‘Good God, Dorian, what a lesson! What an awful lesson!’ There was no answer, but he could hear the young man sobbing at the window (Wilde, 1890, p. 117).

To the paralanguage channel of non-verbal communication belongs the prosody, that is, timbre, speech rate, volume, intonation, and articulation. Due to the fact that this dimension of non-verbal communication directly refers to voice, the predominant nominative means is the noun *voice*.

His speaking voice, a gruff husky tenor, added to the impression of fractiousness he conveyed (Fitzgerald, 1925, p. 8).

Maybe, because his voice is low and smooth and almost soothing (Roth, 2011, p. 61).

“Harry Potter!” said the creature in a high-pitched voice Harry was sure would carry down the stairs (Rowling, 1998, p. 10).

In addition to prosodic characteristics, such aspects as manner of speech and methods of articulation are worthy of significant attention while investigating the nomination of non-verbal communication means. As for the method of articulation, it can be indicated by a number of verbs, for instance: *mutter, mumble, murmur, grumble, whisper, hiss, etc.* In terms of nomination, both verbs and nouns are employed:

A subdued impassioned murmur was audible in the room beyond, and Miss Baker leaned forward, unashamed, trying to hear. (Fitzgerald, 1925, p. 14).

“I can’t stand much more of this,” Ron muttered, his teeth chattering, as the orchestra ground back into action and the ghosts swept back onto the dance floor (Rowling, 1998, p. 117).

“Oh no,” mumbles the Erudite boy. “Are we supposed to hop on that thing?” (Roth, 2011, p. 24).

What concerns such non-verbal channel as haptics, it is frequently manifested in fiction discourse. Although the non-verbal category of haptics is predominantly nominated with the help of word ‘touch’, there exist other ways of designation the tactile communication. Let us consider the examples, in which the tactile interaction is represented and how it is nominated.

They shook hands briefly and a strained, unfamiliar look of embarrassment came over Gatsby’s face (Fitzgerald, 1925, p. 58).

In the instance above, the process of handshaking is taking place. The verb *shook* is employed in Past Simple Tense form as a means of nomination, the noun *hands* appearing a somatism. However, there are cases, in which the nominative function is performed by noun ‘handshake’.

The non-verbal process of kiss can be nominated both by verbs and nouns. As for the nomination of another type of tactile behaviour it is realized through gerund and somatism *hands: I press against him and kiss him, my hands wrapping around his arms* (Roth, 2011, p. 161).

As far as such non-verbal channel of artefacts and adornments is concerned, a character's outfit can also perform nominative function. As for the nomination, non-verbal markers are predominantly designated by nouns. Let us consider the nomination of non-verbal markers in terms of character's clothing:

Table 2

The nominative markers of designating person's artefacts and adornments

Example	Markers
<p><i>“Next moment, Dumbledore was backing into the dormitory, <u>wearing a long woolly dressing gown and a nightcap</u>” (Rowling, 1998, p. 152).</i></p>	<p>Nouns <i>gown, nightcap</i></p>
<p><i>“An hour later the front door opened nervously, and Gatsby, <u>in a white flannel suit, silver shirt, and gold-colored tie, hurried in</u>” (Fitzgerald, 1925, p. 65).</i></p>	<p>Nouns <i>suit, shirt, tie</i></p>
<p><i>“Tom came out of the house wrapping a quart bottle in a towel, followed by Daisy and <u>Jordan wearing small tight hats of metallic cloth and carrying light capes over their arms</u>” (Fitzgerald, 1925, p. 92).</i></p>	<p>Nouns <i>hats, capes</i></p>
<p><i>“She <u>wore a moss-colored velvet jerkin with cinnamon sleeves, slim brown cross-gartered hose, a dainty little green cap with a hawk's feather caught in a jewel, and a hooded cloak lined with dull red</u>” (Wilde, 1890, p. 45).</i></p>	<p>Nouns <i>jerkin, sleeves, hose, cap, cloak</i></p>

To sum the analysis of non-verbal means nomination up, nouns and verbs are the prevailing ones, while adjectives and adverbs are the least utilized. The popularity of nouns employment in nomination of non-verbal communication markers can be explained by the fact, that somatisms play a vital role in

designation of non-verbal interaction. In addition, non-verbal cues representations are mainly nominated in the discourse by means of Past Simple Tense form of the verb and Gerund, less frequently by Present Simple Tense form.

3.3. Pragmatic features of non-verbal communication markers

Having explored the nominative features of non-verbal communication means, it is of the pivotal importance to observe the pragmatics of the non-verbal cues employment. In terms of pragmatics, the non-verbal linguistic items are understood with the relation to their context, their utilizers, and interpreters. According to the body of work in pragmatics, non-verbal communication markers, alongside verbal side of communication are at the core of meaning creation in the interaction context (Payrató, 2009, p. 175). Alongside meaning conveyance, the authors of fiction literature refer to non-verbal means employment in order to reveal character's emotional state.

Gatsby, his hands still in his pockets, was reclining against the mantelpiece in a strained counterfeit of perfect ease, even of boredom. His head leaned back so far that it rested against the face of a defunct mantelpiece clock and from this position his distraught eyes stared down at Daisy who was sitting frightened but graceful on the edge of a stiff chair. 'We've met before,' muttered Gatsby. His eyes glanced momentarily at me and his lips parted with an abortive attempt at a laugh (Fitzgerald, 1925, p. 67).

In the excerpt above the state of utmost nervousness is rendered simultaneously by means of several non-verbal channels, that is kinesic (posture: *hands still in his pockets, head leaned back, sitting frightened but graceful on the edge of a stiff chair*; eye contact: *distraught eyes stared down, eyes glanced momentarily*, facial expressions: *lips parted with an abortive attempt at a laugh*), paralinguistic (*muttered*).

Let us interpret the non-verbal means manifestations in the passage above from the pragmatic perspective. Firstly, such kinesic means representation as

hands still in his pockets may be construed as a lack of confidence and feeling of discomfort, uncertainty. Taking the eye contact between characters into consideration, it is designated in the text by the phrasal verb ‘stare down’, which in accordance with Collins Dictionary means ‘to stare back at until the gaze of the one stared at is turned away’. However, the meaning delivered by the author does not rather indicate the same, but the emotion of anxiety, and perplexity, what can be evidenced by the epithet ‘*distraught eyes*’. Speaking about the second case of eye contact designation it is marked by verb ‘glance’, which according to Longman Dictionary is referred to as ‘to quickly look at someone’ and directly corresponds its meaning in the passage, due to the adverb ‘*momentarily*’ employment. The behavior of character’s lips may also indicate their emotions and feelings, for instance, by such non-verbal representation as *lips parted* the willingness of uttering certain things is conveyed. The prosodic element of character’s speech is designated in the excerpt by the verb *muttered*, its utilization being associated with worry and awkwardness of the situation.

Let us consider the paralinguistic characteristics of non-verbal communication from a pragmatic perspective. Such non-verbal vocalizations, as laughter and smile, appear to be ubiquitous in people’s interactions. As far as social function of smile is concerned, it is associated with affiliation, establishing friendly rapport, and smoothing away discomfort.

“*Let me introduce my assistant, Professor Snape,*” said Lockhart, *flashing a wide smile*” (Rowling, 1998, p. 161).

With regard to pragmatic function of laughter, it may indicate a mismatch between what was said and what was implied.

... *her laugh was satirical, and so was the habitual expression of her arched and haughty lip* (Brontë, 1847, p. 314).

Sometimes such non-verbal phenomenon as laughter can be produced because of fear and anxiety seemingly incongruent with the experienced situation, for instance, laughing off the fearful object.

No! She cried half laughing in terror - ‘no!’ (Lawrence, 1913, p. 296)

There are cases when a character's laughter is associated with embarrassment. The embarrassment laughter is happening whenever a character is endeavoring to conceal consciously or unconsciously the anxiety created by one's or even someone else's awkwardness, social blunder, inappropriate language, etc.

He laughed slightly with shame [when she can hardly move the swing herself]" (Lawrence, 1913, p. 291)

Another important extralinguistic marker of non-verbal communication that deserves significant attention is pause. As a rule, pauses are utilized by the author for several reasons. For instance, in the following example the non-verbal means of pause is responsible for gaining time for reflection:

"You met Hagrid down Knockturn Alley, didn't you, Harry?" "He was buying a Flesh-Eating Slug Repellent," said Harry quickly.

The three of them fell silent. After a long pause, Hermione voiced the knottiest question of all in a hesitant voice. "Do you think we should go and ask Hagrid about it all?" (Rowling, 1998, p. 213)

Let us analyze another situation, when the acoustic marker of pausation is used. Frequently, the fiction characters resort to pauses with the purpose of giving significance to their words and in order to give power to information following the sustained pause:

'By the way, Mr. Gatsby, I understand you're an Oxford man.'

'Not exactly.'

'Oh, yes, I understand you went to Oxford.'

'Yes — I went there.'

A pause. Then Tom's voice, incredulous and insulting: 'You must have gone there about the time Biloxi went to New Haven.'

Another pause. A waiter knocked and came in with crushed mint and ice, but the silence was unbroken by his 'Thank you' and the soft closing of the door. This tremendous detail was to be cleared up at last (Fitzgerald, 1925, p. 99).

In the passage above there is one more non-verbal paralinguistic means, that is the silence. It needs to be noted, that the concept of silence serves here in order to defuse the tension between the interlocutors in the situation of conflict.

Let us study one of the most widespread and prevailing sphere of paralinguistic dimension that is acoustic markers, comprising timbre, loudness, tempo, volume, articulation, and pitch.

Timbre is referred to as organically determined voice register that allows people to be distinguished. What concerns timbre, there are some cultural differences. For instance, the lower timbre of Americans as compared to Spaniards, who in turn tend to have it lower than Latin-Americans, very high in the Fulani tribe of northern Nigeria and lower in the southern tribes, etc.

A celebrated tenor had sung in Italian and a notorious contralto had sung in jazz... (Fitzgerald, 1925, p. 37).

Loudness primarily depends on articulatory muscular effort apart from this fact each person has a habitual level of loudness related to status or situational context. As for a cultural aspect, the loudness is noticeably higher, for instance, in Italy, France, Hispanic countries, and Arab cultures than in England and North America.

“Phoenix tears...” said Riddle quietly, staring at Harry’s arm. “Of course... healing powers... I forgot...” (Rowling, 1998, p. 274).

In the example above the loudness of the speaker is designated by adverb *quietly*, being construed as expression of amusement and admiration for creature’s tears.

As far as tempo is concerned, it can denote the emphasis people put on certain words or sentences to make them stand out. Speaking about the cultural differences, slower tempo is characteristic of United States southerners, while faster tempo is characteristic of Spanish Andalusians.

In the following example the character’s slow tempo is associated with confidence in the words spoken and his desire to shed the light on the certain aspects of interlocutor’s state of affairs.

'That drug store business was just small change,' continued Tom slowly, 'but you've got something on now that (Fitzgerald, 1925, p. 103).

Pitch is the most versatile feature of voice, conveying the different shades of meaning. In terms of cultural aspect, most North-American English speakers' pitch frequently reaches falsetto, while Afro-American blacks predominantly speak with a higher level.

The following example of a paralinguistic means representation can be interpreted as utter disbelief or surprise:

"You don't know the father of one or of all of these children?" he queried, with sharp rising inflection of voice. (Grey, 1915, p. 90).

To non-verbal paralinguistic means belongs such extralinguistic phenomenon as cough, which has a communicative significance in discourse.

She was convinced that Eugene was in his room, and a few moments later a monitory cough on his part — coughed for a purpose — convinced her (Dreiser, 1915, p. 410).

The instance above showcases the non-verbal expression of cough as a means of announcement one's presence through a 'polite' throat-clearing.

Another channel of non-verbal communication that needs to be thoroughly studied from a pragmatic perspective is kinesics. As was mentioned in previous chapters, the gestural set constitutes the bulk of kinesic category. Let us consider the following gestural types that manifest themselves in the discourse and their pragmatics character:

1. Gestures of openness stand for sincerity and the desire to share one's feelings ("open hands" and "unbuttoning the jacket").

2. Gestures of suspicion and secrecy reveal a lack of confidence in the interlocutor, a desire to conceal something (rubbing a forehead, temples, chin, covering face with hands).

3. Gestures and protection poses indicate that the interlocutor feels danger or threat (arms crossed on the chest, clenching fingers into a fist).

4. Gestures of reflection and evaluation means that the interlocutor is in the state of thoughtfulness and has the desire to tackle the problem (“hand on the cheek”, “pinching the nose”).

5. Gestures of doubt and uncertainty denote that the interlocutor frequently questions and hesitates (scratching with the index finger of the right hand under the earlobe or the side of the neck, touching the nose or rubbing it lightly).

The following example of gesture is the manifestation of gratitude that the character expresses towards her interlocutor:

She [Jennie] rose. / “Oh,” she exclaimed, clasping her hands and stretching her arms out toward him (Dreiser, 1911, p. 277)

As far as ‘clenching hands together’ gesture is concerned, it has several shades of meaning, ranging from confidence to aggression detection. According to the interpretation of the gesture represented in the following instance, a sort of anxiety can be detected:

The girl (Sybil) grew white, and trembled. She clenched her hands together, and her voice seemed to catch in her throat. ‘You are not serious, Dorian?’ she murmured (Wilde, 1890, p. 55).

Facial expressions facet of kinesic channel deserves a specific place in the investigation of non-verbal communication means in terms of pragmatics. A person’s face is medium of information transmission, as weak as subtle alterations in meaning.

First of all, the pragmatic features of gaze behavior need to be analyzed, eyes being the salient part of the face among the other facial parts. Of particular interest is phenomenon of gaze aversion, which communicates avoiding opening an interactive channel; avoiding revealing thoughts through gaze; distraction; withholding information and hiding certain feelings and emotions; embarrassment; avoiding negative comments by someone else, for instance:

Mrs. Waythorn reddened under his gaze [when her husband mentions her former husband]. They looked away from each other (Wharton, 1904, p. 4).

From a cultural perspective, gaze-aversion is considered as a social norm, for instance: in Japan, two individuals engaged in a dispute elude eye contact with each other, even resorting to turning their backs on one another. In Nigeria, for instance, people are accustomed to no eye contact with older or higher-status personalities. As for the Navajo Indians, gaze omission is characteristic during the course of interaction. Speaking about Ethiopians, they traditionally lower their gaze out of respect.

The substantial role in the study of pragmatic features of non-verbal communication markers deserves the non-verbal category of proxemics, which encompasses the alterations of posture, distance between individuals, and person's spatial orientation.

In the example below the character takes the following posture in order to receive answer to her question; to seek support in interlocutor's eyes:

'All right,' said Daisy. 'What'll we plan?' She turned to me helplessly. 'What do people plan?' (Fitzgerald, 1925, p. 12).

Sometimes the reduction of distance between characters may be construed as violation of one's interpersonal space, triggering discomfort and disturbing feelings:

He leans his face close to mine, which reminds me of lying inches away from the attack dog's fangs in the aptitude test, and says, "If I wanted to hurt you, don't you think I would have already?" (Roth, 2011, p. 70)

Summarizing everything mentioned above, it needs to be stated, that pragmatic features of non-verbal cues are of paramount importance for the genuine feelings and emotions detection.

Conclusions to Chapter Three

Culture has an undisputable influence on the course of interaction between individuals. However, non-verbal communication means vary drastically from culture to culture, depending on people's different cultural background. The fact is that the lack of knowledge of one's cultural background may lead to

misunderstandings and incorrect interpretation of one's feelings and emotions as well as to be obstacle to successful communication. That is way it is of underlying importance to understand the cultural foundations of the non-verbal manifestations during the interaction process.

In the third chapter of the research paper the nominative as well as pragmatic characters of non-verbal communication markers in Modern English are explored. The analysis of non-verbal means nomination is conducted, that is the nominative function is delineated, which is responsible for non-verbal means designation by such parts of speech as noun, verb, adjective, and adverb.

The investigation of **nomination** as a means of non-verbal markers representation in fictional discourse outlined, that the prevailing grammatical forms for the designation of non-verbal behavior are the Past Simple and gerund, the Present Simple form being less popular in employment.

The study of **pragmatic** features of non-verbal means representation in fictional discourse revealed, that non-verbal components play a pivotal role during the course of interaction. Non-verbal markers carrying a significant amount of information can either affect communication's success, facilitate it, or they can hinder or even prevent its flow. Thus, it is of the utmost importance to be able to interpret non-verbal communication cues of such non-verbal categories as kinesics, paralanguage, proxemics, and haptics, which form the core of nonverbal communication and are primarily manifested in English fictional discourse.

GENERAL CONCLUSIONS

Clearly, in order to express and convey specific information people resort to a powerful vehicle, spoken language, that is through pronouncing words. But the thing is, before human beings fully developed verbal communication, there have existed possibilities to deliver messages from one individual to another. This type of transmitting messages is referred to as **non-verbal communication**. According to scholars, non-verbal signals are a crucial part of people's communicative endeavors. Nowadays, people take advantage of employing various non-verbal signals virtually in every social encounter. Apart from the fact, that non-verbal communication has a greater impact on the course of interaction than the verbal one, the manifestations of the first can be observed in different kinds of discourse.

There is a myriad of non-verbal cues classifications suggested by researchers in the field. When referring to Byram the following categories of non-verbal communication are distinguished: kinesics, haptics, oculusics, pantomime, paralinguistics, auscultation, proxemics, odorics, gastics, astonics, image and ethnic colour (Byram, 1997, p.78). The dimension of **kinesics** comprises body motion such as facial expressions, eye movement, gestures, and posture. When talking about the category of **paralinguistics**, it is the study of voice employment while transmitting messages, including such variables as pitch, volume, stress, pause, rate, articulation, pronunciation, hesitations, and silence. As far as **proxemic** channel is concerned it consists of space and distance signals, communicating either interest or disinterest. Taking the **haptics** dimension into consideration, it refers to the tactile behavior of interlocutor indicating such signals as liking, dislike, concern, dominance and aggression. As far as **oculesics** is concerned, it primarily deals with eye behavior indicating person's attention and respect. The category of **odorics** or **olfaction** embraces perfume, deodorants, scented candles etc. in order to trigger emotional reactions. Speaking about **artifactual** channel of non-verbal communication, modes of clothing, jewelry, hairpieces, hairstyles, and cosmetics attribute to first impression and decision forming towards the addressee.

In accordance with prominent scholars the non-verbal communication in congruence with verbal one are responsible for the performance of such vital communicative functions as supplement, refutation, replacing, and regulation. With the help of **supplement**, that is accompaniment of verbal content with non-verbal media, there are more possibilities to get the message across. **Refutation** as a function of non-verbal message deals with the contradiction of verbal message. Due to the fact, that non-verbal communication is spontaneous and less controlled by consciousness than verbal one, it can be more reliable. **Replacing** function is predetermined by the ability to utilize non-verbal communicative means instead of verbal form of expression. **Regulation** as function of non-verbal mode of communication is in charge of coordination of interaction process (Кони, 1973, p. 30).

Having explored the various kinds of communicative situations while investigating functional significance of non-verbal communication it may be stated that paralinguistic vocalizations, kinesic facets, haptic and proxemic cues constitute the highest proportion in the discourse. **Political discourse** is a major medium of non-verbal means representation, the decipherment of which is of utmost importance for the detection of a politician's true message. **Diplomatic discourse** is imbued with non-verbal means employment by diplomats and public figures, whose non-verbal media can speak volumes towards certain issue. **Conflict discourse**, owing to its multimodal nature consists of several non-verbal modes, by means of which can be rendered one's desire to alleviate or aggravate the conflict. **Advertising discourse** is also loaded with multifarious non-verbal communicative means, by virtue of which the companies win audience's attention. **Social media discourse** is primarily concerned with emotions and emoji utilization as the non-verbal manifestations of one's emotional state or intended message conveyance.

Having investigated non-verbal media from cultural perspective, it can be stated that although non-verbal means of information transfer may differ from culture to culture there exist culturally universal ones that bear informational

significance towards an individual. By knowing the cultural differences in terms of non-verbal communication it is possible to detect one's emotions, feelings, and intentions.

The investigation of **nominative** character of non-verbal communication markers in English fictional discourse reveals that such parts of speech as noun, verb, adjective, and adverb are the main designation means. Speaking about the prevailing grammatical forms employed by British and American writers in order to indicate one's emotional state and implied meaning, they are the Past Simple and gerund, however the Present Simple tense form being less utilized.

The study of **pragmatic** character of non-verbal communication markers in English fictional discourse showcases, how each of non-verbal components employed under different circumstances may be interpreted and construed. Being aware of pragmatic features of non-verbal communicative markers one can not only achieve the effectiveness of interaction.

As far as prospects for further research are concerned, the investigation of Ukrainian non-verbal means representation in various discourses as well as their pragmatic and nominative character examination can be suggested.

RÉSUMÉ

Дипломну роботу присвячено дослідженню поняття 'невербальна комунікація' в сучасному англomовному дискурсі, зокрема її функціональним та культурним особливостям.

Актуальність роботи визначається загальною спрямованістю сучасних лінгвістичних досліджень на виявлення невербальної комунікації як в функціональному, так і в культурному аспектах. **Об'єктом** дослідження є невербальна комунікація в сучасній англійській мові.

Предметом дослідження є функціональні і культурні особливості в сучасній англійській мові та їх репрезентація у різних мовленнєвих ситуаціях. **Матеріалом** дослідження послуговували художні тексти, відібрані з творів художньої літератури британських та американських письменників, політичні промови, рекламний матеріал.

У **вступі** обгрунтовано актуальність теми роботи, визначено об'єкт та предмет дослідження, сформульовано його мету і завдання, приведено джерела добору ілюстративного матеріалу та дослідницькі методи, розкрито практичну цінність роботи.

У **першому розділі** визначено поняття 'невербальної комунікації', описано засоби позначення невербальної комунікації, розглянуто функції невербальної в сучасній англійській мові.

У **другому розділі** виявлено дискурсивні ознаки невербальної комунікації, розглянуто специфіку їх репрезентації в політичному, медійному, конфліктному, та рекламному дискурсах.

У **третьому розділі** розглянуто культурний аспект маркерів невербальної комунікації, визначено риси номінативного характеру та прагматичні риси маркерів невербальної комунікації в сучасній англійській мові.

У **висновках** коротко викладено основні результати дослідження.

Ключові слова: *невербальна комунікація, маркери невербальної комунікації, дискурс, кінесика, проксемика, паралінгвістика.*

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