

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ**

**Кафедра германської і фіно-угорської філології імені професора Г. Г.
Почепцова**

**Кваліфікаційна робота магістра з лінгвістики
на тему: «Тактильна поведінка в англomовному політичному
дискурсі»**

Допущено до захисту

«___» _____ року

студента групи МЛа 51-18

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освітньо-професійної програми Сучасні

філологічні студії (англійська мова і друга

іноземна мова): лінгвістика і

перекладознавство

за спеціальністю: 035.04 філологія.

Германські мови і літератури

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Почепцова

Національна шкала _____

(підпис)

(ПБ)

Кількість балів _____

Оцінка ЄКТС _____

КИЇВ – 2019

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

Professor G.G. Pocheptsov Chair of Germanic and Finno-Ugrian Philology

Master's Qualification Paper

TACTILE BEHAVIOR IN ENGLISH POLITICAL DISCOURSE

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Kyiv – 2019

TABLE OF CONTENTS

TABLE OF CONTENTS	3
INTRODUCTION	4
CHAPTER 1. THEORETICAL FRAMEWORK OF TACTILE BEHAVIOR INVESTIGATION IN POLITICAL DISCOURSE	7
1.1. Political discourse as an institutional discursive practice	7
1.2. Tactile behavior as a component of non-verbal communication	13
1.2.1 System of non-verbal communication	14
1.2.2 Tactile behavior. Types and kinds	15
1.2.3 Cross-cultural value of touch behavior	28
Conclusions to Chapter I	29
CHAPTER 2. PRAGMATICS OF TACTILE BEHAVIOR IN ENGLISH POLITICAL DISCOURSE	31
2.1 Pragmatic functions of tactile behavior in political discourse	31
2.2 Factors influencing tactile behavior in the political discourse	45
2.2.1 The addressability factor	46
2.2.2 The harmonic factor	47
2.2.3 The balance factor	49
2.3. The pragmatic potential of tactile behavior in different communicative styles.....	51
2.4 Aggressive tactile behavior in political discourse	55
Conclusions to Chapter II	62
GENERAL CONCLUSIONS	65
RÉSUMÉ	68
LIST OF REFERENCES	70
LIST OF ILLUSTRATION MATERIALS	77

INTRODUCTION

In today's scientific understanding, the process of communication is a functionally determined unit of verbal and non-verbal means of communication (Крейдлин 2002) in which the transmission of messages occurs through various communication channels, including tactile communication (Серякова 2012). Such a vision calls for a complex linguistic study of tactile behavior (Махній 2010) of oral and written forms of political discourse in which the nature of tactile behavior determines its ability to be a marker of emotional states (Киселюк 2009) and evaluation attitudes, pragmatic intentions and social relations of linguistic personality (Шевченко 2003) in terms of sincere / insincere, formal / informal, cooperative / non-cooperative communication.

The unit of a speaker's tactile behavior of the speaker is the touch which is understood as: 1) a person's innate ability to perform non-verbally a physical contact action (Field 2010); 2) the inherent means of comprehension of the world through a physical contact (Cranny-Francis 2011); 3) the body-oriented practice of an individual (Романов 2011); 4) a discursive tool of influence in the communication process (Козяревич 2012); 5) a semiotic capacity to form the communicative channel of communication (Серякова 2012).

The topicality of this paper is justified by the communicative focus of modern linguistic studies on the research of non-verbal communication components, including tactile means, which become the target of the nomination in different types of discursive practices. Identifying the specifics of nominative means to indicate a speaker's tactile behavior of excellent communicative styles, as well as the revealing of the functional purpose of the studied nominations in English political discourse, make it necessary to study their communicative-pragmatic aspect.

The object of the paper is tactile behavior in English political discourse.

The subject-matter of the paper is semiotic, communicative and pragmatic specificity of labels of tactile behavior in English political discourse. The paper

also reveals functions of tactile components in the political discourse which explain some of the hidden tactics and strategies of famous politicians.

The aim of the thesis is to study a speaker's tactile behavior in contemporary English political discourse in nominative, communicative and pragmatic aspects.

The aim is interconnected with the following **tasks** to resolve:

- to identify and summarize the theoretical basis of research of a speaker's tactile behavior in contemporary English political discourse;
- to clarify the concept of "tactile behavior" as a non-verbal sign of communication;
- to reveal and characterize means of a speaker's the tactile behavior in nominative aspects;
- to find out the factors of nominative variability and combinations of tactile means with other non-verbal components of communication;
- to determine the specific nominations for the designation of a speaker's tactile behavior in contemporary English political discourse in communicative and pragmatic aspect;
- to characterize each of communicative types in the political discourse, as well as to describe an aggressive communicative type in details, his/her manner of tactile behavior in the political sphere of communication.

The methodology used is based on the following **methods**:

- *general scientific methods*: induction, deduction, analysis, synthesis and method of theoretical generalization to study the theoretical background of nominative means of a speaker's tactile behavior in English political discourse;
- *special linguistic methods*: the definition analysis to identify the corpus of English units which indicate touch; the component analysis is applied for studying semantic components of the lexical meaning of special nominations to indicate a speaker's tactile behavior; the module method to determine the tacesics module in the sphere of dialogical discourse; the contextual analysis is used to

identify typical module schemes of the representation of events in English political discourse and establishing factors of combining tactile means with others non-verbal components of communication; the functional analysis is involved to determine pragmatic functions of nominations of a speaker's tactile behavior in English political discourse; the communicative-pragmatic analysis has been applied to reveal the specificity of nominative means to indicate a speaker's tactile behavior of different communicative styles;

The structure of the thesis. The paper consists of introduction, two chapters (theoretical and practical), conclusions, a list of references and a list illustrative material. The work contains 16 figures and 2 tables. The full paper makes 80 pages.

In the **introduction** we have described substantiates the topicality of the paper, defined the object, the subject-matter, the aim of the thesis, described research methods and given a brief description of each part of the paper.

In the first chapter "**Theoretical Framework of Foreign Investigation of Diplomatic Discourse of Tactile Behavior**" we have defined the theoretical background for the study of a speaker's tactile behavior, analyzed and summarized approaches to its study, defined the communicative essence of the touch, its status, types and kinds of tactile means, its cross-cultural value.

In the second chapter "**Pragmatics of Tactile Behavior in English Political Discourse**" we have described methodological principles and stages of the study of non-verbal means to indicate the tactile behavior of the speaker in the nominative, communicative and pragmatic aspects. Moreover, factors of nominative variability and combinations of non-verbal components were outlined. In addition to that, we have described pragmatic functions of tactile means in English political discourse, as well as the specifics of different communicative styles in political sphere.

General Conclusions present theoretical and practical results of the thesis, outline ways and prospects of further investigation on the given topic.

CHAPTER ONE

THEORETICAL FRAMEWORK OF TACTILE BEHAVIOR INVESTIGATION IN POLITICAL DISCOURSE

The investigation of touch as a component of non-verbal communication (Крейдлих 2002; Нэпп 2004; Argyle 2007; Chase 2013), as a means of expression of a speaker's intentions (Barnett 1972; Field 2010), as well as its realization of a successful result of communication (Montagu 1977; Morris 2002; Ratcliffe 2012), in particular in political discourse, has become a background for a complex studying of tactile behavior. Besides, the notion of touch has a complicated interdisciplinary nature that makes it necessary to refer to different sciences and disciplines which in the ultimate result leads to a better understanding of the communicative essence of tactile behavior.

1.1. Political discourse as an institutional discursive practice

Today the awareness of the political situation in modern world is of vital importance which has made a political discourse a matter of intensive interdisciplinary investigation. What is a political discourse? It can be defined in a wide aspect and a narrow one. In its wide sense, according to Christ'l de Landtsheer political discourse is a language of mass media or other institutions that is generally used in social and political spheres of communication. In its narrow aspect, Van Dijk defines a political discourse as a politically restricted genre that has its own thesaurus and specific functions (2002). Political discourse is a discourse of a politician and if we view it within the professional framework, it can be considered as an institutional form of discourse. It means that political discourse is identified by its actors who are political figures. It is realized in both oral and written forms of speech made by professional politicians, presidents, prime ministers, members of political parties and government. It is made at the local, national and international levels (Dijk 1998). Studies of political rhetoric have become increasingly popular due to its linguistic and pragmatic value.

Political discourse can be compared to other types of discourse as political figures are people chosen, hired, elected and appointed to their position the way as it is done in an educational, medical and legal discourse, for example (Van Dijk 2002).

What is more, it should be noted that politicians are not the only members in the domain of politics. There are other participants such as audience, public, citizens, journalists and so on. The same happens in other types of discourse. For instance, in a medical discourse there are not only doctors but also patients.

So, in its broad definition, political discourse is realized not only by politicians but also other participants who are individuals and also organizations who are involved in a political process (Van Dijk 2002).

However, political discourse is not only about people and institutions but there are other aspects which should be considered while defining a political discourse. In short, these are political processes, political systems, political ideologies and political relations (Van Dijk 1998). Let us characterize the aspects of a political discourse more broadly.

Political systems. A political system is a set of social institutions through which this process is conducted; including the electoral system, the law making institution, public administration, law enforcement, and judiciary. Some of the five commonest political systems around the world include: democracy, republic, monarchy, communism and dictatorship.

Political values. It is the most abstract category in a political discourse. Every political system has its own political values. Thus, for the democratic political system freedom, justice and equality are the values which matter.

Political ideologies. These are a set of ideas, beliefs, values and opinions held by the majority of people as society. They underlie and organize the shared social representations of groups and their members.

Political institutions. They organize the political field, actors and actions, such as the State, Government, Parliament or Congress (the Legislature), city councils, state agencies, and so on.

Political organizations. Less (legally, constitutionally) official are the large number of political organizations that structure political action, such as political parties, political clubs, and so on.

Political groups. People interested in political processes who are not members of political organizations may form political groups. They may be opponents, coalitions, demonstrators, crowds and others.

Political actors. These are all people involved in a political action, both legally and illegally.

Political relations. We can define it as the way different political actors, groups, organizations relate to each other.

Political process. It is a complex term which characterizes long-termed sequences of political actions.

Political actions. These are concrete acts and interactions that are typical for a political process, such as sessions and meetings of political institutions, passing laws, votes, demonstrations, campaigning, revolutions etc (Dijk 1998).

It was a brief characterization of the common aspects of the political discourse. While analyzing political discourse, all of the above mentioned factors should be taken in consideration as they provide the general background for a successful analysis.

Features of the political discourse

It is necessary to mention the main features of the political discourse provided by K.K. Kenzhekanova. She outlines the following features:

1. Agonistic ability, i.e. competitiveness

Participants of a political process can be compared to sportsmen as they constantly compete with each other. It is also shown on the basis of common sport elements: the presence of an enemy, “good” and “bad” side, legal regulations, strategies and tactics, victory, defeat. Competitiveness is mostly observed in political debates and pre-parliamentary campaigns (Kenzhekanova 2015).

2. *Aggressiveness*

Aggression in the political discourse is connected with the hierarchy and domination. The reason for hierarchy is the competition connected with the struggle for power, social status and recognition. Verbal aggression is presented by speech acts. All of them demonstrate the political force and are used to downgrade the status of the addressee (Kenzhekanova 2015). Standard speech acts in the political discourse are as follows:

- expressive wills with semantics of exile (acts of will);
- categorical requirements and appeals;
- speech acts of a damnation (in slogan genres);
- speech acts of threat (Sheygal 2004).

3. *Ideological character*

This is the system of social representations, ideas, beliefs, values based on group norms and interests.

4. *Theatricality*

As it was already mentioned, political figures are “actors” in their “political theatre”. They are aware of the journalists, photographers, video operators and ordinary people observing them and intentionally act to achieve their goals.

Political rituals can be planned beforehand. They are called “pseudo-events” with mass media involved. Interviews, press conferences, television discussions and debates belong to the so-called “pseudo-events”. All these acts are communicative events which theatricality is set by mass media in spite of its spontaneity at first glance (Kenzhekanova 2015).

Linguocultural and Pragmatic Features of Political Discourse

Nino Kirvalidze and Nino Samnidze outline several features peculiar for the political discourse which were not mentioned earlier. They are:

1) Abundance of slogans in political discourse

It functions in advertisements. In comparison with commercial advertisements, where readers and consumers are convinced that they have a problem, in the result of which they rush to buy the product which is being advertised, politicians persuade audience in a certain ideology promising that they will make their life easier and better, they inform us about their ideological platforms and parties using the most eloquent slogans produced by their spin-doctors.

2) Ambiguity and esoterism of political discourse

These characteristics are political strategies which are aimed at:

- avoiding undesirable facts and information about them;
- concealing the truth;
- avoiding responsibility by anonymity;
- face-saving;
- avoiding conflicts in public.

3) Metaphorization and manipulating with symbols

Political figures usually use a wide range of expressive means and stylistic devices to increase the effect of their discourse on the public. Using figurative language, they persuade the society to do and believe things they would usually not (Chilton 1993). According to George Lakoff, his metaphor “Society as a family” and therefore his division of the American society into 2 types of parents: “Strict Father” and “Nurturant Parent”, we may refer back to the presidency of George Bush who actually renders features of a “Strict Father” more than a “Nurturant Parent” managed to sermon people moral values and depicted Saddam Hussein’s character as an immoral one. Mr. President appealed to both parties, conservatives and liberals, persuaded them to get rid of a “tyrant”. Thus he justified war in the Gulf and Iraqi (Lakoff 1995; Lakoff 1991).

Politicians often use pessimistic and aggressive metaphors in order to accentuate on the difficult situation in the country. There was conducted an

experiment by Prof. Chirst'1 de Landtsheer at the Amsterdam University in 1998. A group of linguists performed an analysis of the recordings of political speeches. The experiment revealed the direct connection between economic and political situation in the country and the degree of metaphorization. The more difficult situation was, the more metaphors of pessimistic nature were used (Landtsheer 1998).

4) The addressee factor and its interactional peculiarities.

Speaking about the political discourse, there are two types of addressee:

1. Concrete audience participating in the political events;
2. Implied audience who are masses of people.

Interactional peculiarities are manifested through responsive activities of the audience. They can be of three types: passive, actively expressing solidarity and oppositional-antagonistic (Kirvalidze 2016).

5) Specificity of contact in political discourse and its dependence on mass media

There are two types of contact with the addressee: direct and mediated via mass media. Mass media is the main force of political influence upon the audience. It serves as a mediator between political figures and the public. Scholars claim that such a great effect of mass media on the public explains the intense pressure which journalists experience from the government (Nimmo 1983). Politicians misguide people with the help of mass media, giving false interviews, participating in television programmes, showing themselves in a good light.

Bayley extends the role of mass media claiming that "... first the radio, then television and finally the internet – they themselves become an arena for political activity, at least as important as the institutions. Governments continue to explain, justify and legitimate their actions to parliament but they may prefer to do so first to the media. Political parties and other groups stage press conferences and publish

press releases and their leaders subject themselves to interviews. News programmes are available 24 hours a day and political information is available at the click of a mouse” (Bayley 2004).

1.2. Tactile behavior as a component of non-verbal communication

It goes without saying that communication plays a vital role in everyday life since it is the way to spread knowledge, convey a message, send and receive information. It makes our lives easier as it helps us to express our feelings and emotions. However, it should be noted that both verbal and non-verbal communication are of great importance in all spheres of life. Non-verbal communication has become a topic of research during the last two decades. Researchers are highly interested in the way how non-verbal communication helps to facilitate the process of sharing information (Серякова 2009). Professor Reformatsky states that in one communicative act two sign systems function at the same time. One of them is a non-verbal system. He analyses the peculiarities of functioning of different signs in nature. Without studying the process of a non-verbal communicative activity, its correlation with a verbal one, it is impossible to investigate human’s mind and purposes (Реформатский 1963).

In this part we are going to analyze a non-verbal component “touch” in the general system of non-verbal means, peculiarities of its functioning in the process of interaction, its theoretical background in order to put it in practice.

The linguistic aspect of investigating of non-verbal components has not been studied for a long time. It did not have an independent status and was not determined a complex and systematic approach. Non-verbal means of communication were considered to be “near” linguistics but not “in” (Горелов 2001). Anyway, the situation has changed in the second half of the XX cen. Non-verbal components of communication are an integral part in communication between people. One of the most visible inputs into studying of non-verbal communication was the work of the American linguist Kenneth Lee Pike “Unified Theory of Human Behavior” (Pike 1954). The author tried to create a unified

structural apparatus for the analysis of both verbal and non-verbal behavior. Using methods of structural linguistics, he outlines general behavioral units which he calls actemes and behavioremes. Scientists focus on the studying of the inner organization and structure of non-verbal behavior, approaches and valid methods of its investigation, the analysis of empirical data, correlation between the verbal and non-verbal in communication and studying semiotics and semantics of non-verbal communication (Key 1980).

1.2.1 System of non-verbal communication

There are several disciplines which are in touch with non-verbal communication. One of them is a non-verbal semiotics. Semiotics is a studies of signs and non-verbal behavior is presented by non-verbal components, signs, which have a special background, an expression side and a sphere of functioning (Серякова 2009).

There are different approaches and principles for identifying separate spheres inside non-verbal semiotics. For example, a German scholar W. Nöth divides it into:

- gestures;
- kinesics (the use of the face and the body);
- body language;
- facial signals;
- gaze;
- tactile communication;
- proxemics (the use of the space in communication);
- paralinguistics (the use of the voice).

These were primary components of non-verbal communication. Secondary components are as follows:

- chronemics;
- appearance, clothes and fashion;
- geustics;

- osmology;
- telepathy (Nöth 1995:388-389).

Another famous scholar M. Danesi outlines the following aspects of non-verbal communication:

- facial expression;
- eye contact;
- body language;
- kinesics;
- touch or haptics;
- gesture;
- dancing (Danesi 2004:49-64).

G. E. Kreidlin outlines five main branches which belong to non-verbal semiotics:

1. Paralinguistics which studies voice codes in non-verbal communication;
2. Kinesics which studies gestures, gesture systems and gesture processes;
3. Proxemics which analyzes the space of communication;
4. Oculesics which studies the language of eyes and visual behavior of people during communication;
5. Haptics which studies the language of touch and tactile communication.

Subsystems of non-verbal semiotics are 1) auscultation – studying of sound perception and auditory behavior in the process of communication; 2) gustics studies communicative characteristics of food and drinks, as well as cultural and communication functions of food treating; 3) olfaction studies the language of scents, their role in communication; 4) chronemics studies the problem of time, its structural, semiotic and cultural functions; 5) systemology investigates systems of objects which surround people (Крейдлин 2002:22-25).

1.2.2 Tactile behavior. Types and kinds

As it was mentioned before, *touch* is one of the components of non-verbal communication. Together with its background, types, kinds, functions, as well as rules and specifics of communicants in various situations, tactile behavior is an object of studying of *haptics* and *tacesics*. In modern 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 a secondary, assistant means of a verbal communication (Селіванова 2006:74). On the other hand, scholars suggest another name for identifying the branch of non-verbal semiotics which studies non-verbal communication. It is *tacesics* which is a type of non-verbal communication, a component of a paralanguage, connected with a tactile system of perception and includes various touches (*haptics*), hand-shaking, kisses, patting, hugs and others (Бацевич 2007).

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 1971:149-161).

The term “*tacesics*” is treated critically in the modern semiotics. Some scholars suggest substituting it with “*tactesics*” (Lat. *tactus* – “touch”). They consider this term to be more correct (Nöth 1995:409).

According to another approach, touches are classified as *kinesics* communicative components which have a contact nature. Unlike non-contact gestures, for their realization a partner should be involved (handshaking, patting,

hugs, kisses, touch at face, hair), both communicants take part in producing a kinesics component (Солощук 2009:62).

It is of great importance to classify touches according to different parameters. As there are a great number of touches, various spheres of their usage, cultural, social and individual determining, quality characteristics and physical parameters of touch as a non-verbal component of communication and combination of all these components, there are several approaches to outline types and kinds of tactile behavior.

Touches are used in various situations, in everyday situations and even in different rituals and ceremonies which have magic power. Biblical heritage shows us brightly a special role of touch in history and culture, in particular religion and magic (Крейдлих 2002:412). *Cultural classification* is based on the contrast between so-called “cultural” and “everyday” types of touches. Cultural touches are: therapeutical touches, demonic touches and ordination. Some tactile gestures possessed mysterious and magic properties and were often forbidden.

Therapeutical touches. Let us remember the divine power of Jesus Christ. When he touched sick people, he healed them (Derrida 2005:100).

Kings and Queens were also considered to possess a divine power: in Middle Ages the presenters of royal dynasties practiced the so-called “the King’s touch” in England and France. Tuberculosis could be overcome with the touch of a King or a Queen. The last case of “the King’s touch” dates back to the 31th of May, 1825 by King Charles X (Montagu 1997:213-214). Nowadays, it is scientifically proven that touch possesses a healing power.

Demonic touches. According to the saying, evil forces touched a human’s part of the body and in the result of it this part of the body was deformed. It served even as an argument in the court against witches: if she had an insensible part of the body, it meant she was obsessed with the devil.

Ordination. It has a religious character and is a part of the ceremony of becoming a clergyman. It dates back to the Apostle Peter. In this way they get their

religious name and become a part of the religious community by continuous acts of touching (Крейдлини 2002:415).

We usually get information about people's relationships through a non-verbal channel of communication. Any actions which signalize about personal relationships between the participants of the communicative interaction are called tie-signs (Morris 2002:124). *D. Morris* divided them into direct and indirect. Direct tie-signs are a) distance between communicants and the location of the body; b) gestures and facial expressions; c) verbal communication; d) body contact. Indirect tie-signs are different objects (a ring, a frame with a family photo) which function in the presence or absence of one of the partners. Thus, tie-signs of a non-verbal character become indicators of relationships between the participants of communication. Tactile contact allows to make exact conclusions about the character of connection between communicants (Morris 2002:131-132).

D. Morris conducted an investigation and found out 457 types of body contacts. Having concentrated on the commonest types of tactile behavior, he outlined 14 main body touches: the handshake; the body-guide; the pat; the arm-link; the shoulder embrace; the full embrace; the hand-to-hand; the waist embrace; the kiss, the hand-to-head; the head-to-hand; the caress; the body support; the mock attack.

The hand-shake tells us about a weak connection between communicants, its absence, long separation which led to the meeting, on the initial stage of which a greeting in the form of a hand-shake happened. The degree of connection between people is determined by other actions. For instance, a person pats his/her partner or embraces him/her, during this act communicants can touch with their cheeks, imitating a kiss and even not imitating but kissing actually.

The body-guide of a partner is expressed by different forms of body contact: an addresser can press slightly with a hand on an addressee's back, push or pull him/her in order to handle with their actions. It is often used as a means of a parent's care. It should be noted that this type of touch is characterized by a

dominant position. Therefore, it is rarely used by communicants with a lower status in relation to a partner with a higher one.

The pat is realized in different variations depending on the participants of communication and the character of communication. They can be of greeting, congratulating, love, approving and friendly kind.

The arm-link is a demonstration of private relationships, except for physical need in it. It is usually a contact “man-woman”. Man here has a dominant, controlling position. It can be also a contact “woman-woman” and it represents their close friendly relationships.

The shoulder embrace is a so-called “half-embrace” which are peculiar for romantic relationships between a man and a woman. A man is usually an initiator of this body contact. At the same time, the shoulder embrace can be interpreted as a socially accepted type of body contact between men who are in friendly relationships. For example, when a man wants to persuade his partner, he can slightly embrace him with one hand, in this way limiting a partner’s movements and keeping necessary distance.

The full embrace – type of tactile behavior which is characterized by intensive emotional moments of adults and one of the most pleasant and strongest tactile experiences of childhood. The biggest amount of embraces is observed in partners who are on the stage of forming and development of romantic relationships. Other typical situations for this type of contact are meetings after long separation. Farewells before a long separation, as well as congratulating on an important event are other reasons for the full embrace.

The hand-to-hand is observed most of all in the interaction of parents and little children, whose actions should be controlled. Such contact gets another meaning in adolescence, functioning as a “means of connection” of close romantic relationships between a man and a woman. This type of contact provides both partners with an equal participation because each of them performs the same action.

The waist embrace is observed mostly between a man and a woman but it is an indicator of a stronger connection of a couple.

The kiss demonstrates a close or romantic nature of relationships depending on the range of parameters which determine its character: a contact zone, intensity and duration, a chosen form of realization. Kiss on the cheek with friends has become extremely popular. It is borrowed from the world of show-business. Depending on the place of realization it can become an indicator of dominance. For instance, a parents' kiss on a child differs from such an act in a couple of adults.

In the contact *hand-to-head* a very sensible zone of a tactile contact is involved. It is a head which causes mostly a negative protecting reaction. This contact happens only if partners are in trustworthy relationships or there is a high level of intimacy.

The contact *head-to-head* voids participants of a communicative situation of an active observation the events in the environment. Thus, it is considered to be a common agreement of both sides "to get rid of the rest of the world" which is often proven with eye closing in the moment of the contact realization. It shows mostly about romantic relationships between young couples in love.

The caress signalizes warm attitude at least of one of the partners and is expressed by couples on a sub-conscious level. It is often used to misguide other people showing "the depth" of their relationships.

The body support as a body contact is usually an interaction between parents and children and loses its popularity in adolescence which appears in a playful and witty situation or when one of the adults needs a physical support. Another situation is when a husband carries his wife after marriage, it has a ritual character.

The mock-attack is tactile contact with an aggressive expression side and non-aggressive content. This type of contact also demonstrates mutual understanding of the participants in a communicative situation, high level of trust which allows to support the game without a feeling of threat from an opponent (Morris 2002:132-142).

The above mentioned classification is deliberately simplified and it does not present all the possible body contacts between communicative partners. Every type of tactile behavior, outlined by D. Morris, is expressed in different forms which explain the nature of relationships between communicants in detail. A word should be said about gender factor which often determines a possibility of involving a certain type of touch. It has become an object of interest and investigation in the branch of social psychology and non-verbal semiotics (Dibiase 2004).

Scholars who investigate semiotics referred to the studying of non-verbal communication as a semantic pole which is the closest to the verbal behavior. According to this approach, non-verbal communication exists in a semiotic functioning of a human body which is realized in time and space. Movement as a way of existence, time and space as attributes, properties of materialistic world are the background of most classifications of non-verbal components. Touch is a deliberate movement of body or its part with characteristics of time and space. Time characteristics of touch are observed through its duration, frequency and speed of a tactile action. Space characteristics presuppose a zone of body contact and an area of touch surface. Structure of non-verbal communication is also perceived with the help of visual and auditory means (Salkind 2006).

Two more elements are important for touching: kinesics and proxemics. It is connected with the following aspects: 1) touch can be made only when there were made some before-tactile gestures; 2) any touch can become possible only due to favorable proxemics conditions, when communications stand quite close to each other for a successful realization of a tactile contact (Серякова 2012).

Touch is an inborn person's ability for a tactile act which has a universal character. According to Charles Darwin and his observations of expressing of different emotions in people and animals, touch expresses feelings of love the best of all. Universal character of touch as a means of world perception, communication and expression of some feelings and emotions should not be treated as a cultural peculiarity of forms of kinds of touch. For example, a kiss is not a universal tactile form of expression for all peoples in the world. Aspiration and realization of a

tactile contact are of universal nature which brings pleasure which is associated with love and warm feelings. But a form, characteristics and parameters of its expression are culture-specific (Дарвин 2001:197).

Semiotics of tactile behavior also determines a communicative potential of touch in a situation of communication, its meaning and signs. Thus, there are *precommunicative* touches which are present in a condition of a contact with an object and when an addressee is absent. But every time when an act of touch is realized by an individual, it becomes *potentially communicative*. Tactile contact which takes place not deliberately is *noncommunicative*. However, sometimes non-deliberate touches can inform about sub-conscious intentions of the performer. The touch which is deliberately performed and specially coded and which violates set norms of a tactile behavior in the society is *communicative* (Nöth 1995:408).

Touch can be interactive. Interactive non-verbal acts perform a regulation function and influences the addresser of an action in order to change his/her behavior (Серякова 2009:46). Researchers of a non-verbal behavior determine a touch as a powerful conscious or unconscious influence factor on an interlocutor, as a means of realizing a communicative interaction (Хэпп 2004:163). In the process of communication we try to control the dialogue. With the help of touch we can regulate and change a communicative behavior of a partner without interrupting a verbal message. Thus, according to the criterion of a communicative nature, touches are classified into precommunicative and potentially communicative which are divided into noncommunicative, informative, interactive and communicative touches (Figure 1.1).

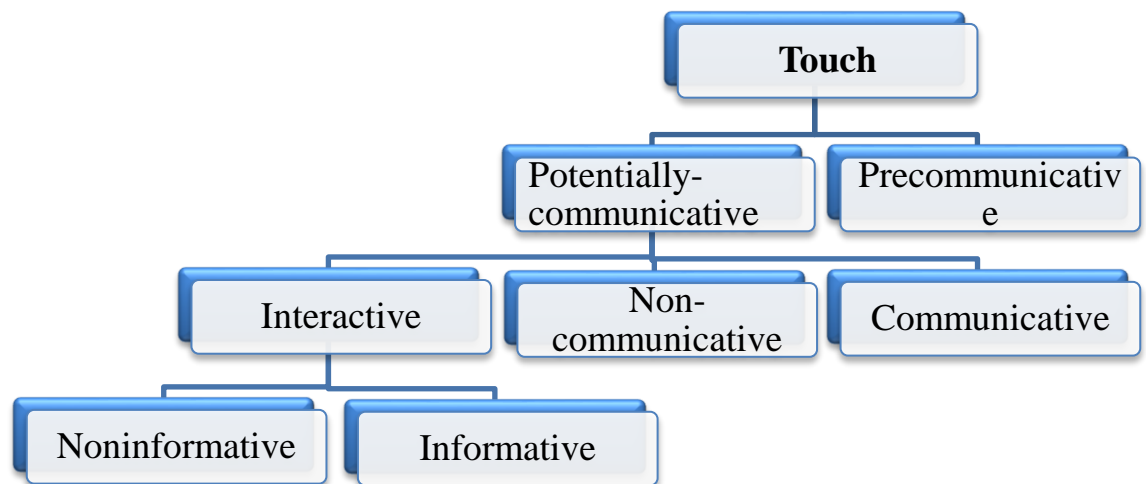


Figure 1.1 Classification of touch according to its communicative nature.

There are both encoded and no coded touches-signals. No coded tactile signals are expressing of different kinds of relations: care and support, friendly attitude, aggressive or romantic relations. Semiotic researches which are based on the interaction of the verbal and non-verbal components are concentrated also on semiotic differences of lingual and non-lingual signs in a situation of a communicative interaction. For instance, non-verbal and verbal forms of expressing aggression have a lot in common: they both provoke a reaction and convey the same meaning of “offend” or “threat”. However, they differ in a referent. In case of a body aggression, an identified is an act of a physical aggression, its referent is a tactile experience of the feeling of pain. An identified of the aggression which is expressed verbally does not cause physical pain but its referent contains a potential physical attack (Nöth 1995:408).

The majority of tactile forms of interaction is culture-bound. Such tactile means include hand-shaking, hugs, kisses, a slight touch to attract attention. The highest level of touch expression is realized in ceremonies and rituals. The degree of significance of socio-semiotic acts such as expressing aggression is relatively low due to its universal character (Nöth 1995:409).

As non-verbal components of communication which have a special nature of their background, concrete form and sphere of usage are determined as signs, we may make an important conclusion for our research about a sign nature of touch. We consider it relevant to give one more classification suggested by P. Ekman and W. Friesen (Ekman 1972; Ekman 2004) and edited by F. Poyatos (Montagu 1977), as well as semiotic approach to studying of gestures by Kreidlin (Крейдлин 2002). There are five semiotic types of touch: *emblems, illustrators, regulators, adapters and tactile expressions*. This classification is based on the specifics of their background, expression side and functioning in a communicative situation (Жуковська 2012).

The term “*emblem*” was suggested by an anthropologist D. Efron in 1941 to identify body movements which have a direct verbal analogue (Efron 1941). P. Ekman identifies emblems as an only real “body language” as they include exact meanings which are known and construed by all representatives of a certain culture or subculture. Therefore, emblems are mostly culture-specific (Matsumoto 2013), their expression sides, meanings and spheres of usage are learned together with other common knowledge. A verbal message can have its non-verbal analogue in one culture but it can be absent in another one. Or the same emblematic gesture carries different meanings in different communities. Emblems get a special communicative meaning in case of impossibility of the usage of verbal components. Used together with verbal means, emblems can provide another meaning to what is being said or emphasize it (Ekman 2004:39-41).

Emblems have a separate position in tactile communication. Handshaking is a bright example of a tacesic social emblem. Emblems do not have an ambiguous meaning in a certain culture, they can be analogues of words or word-combinations, have their own lexical meaning and are able to convey information regardless of the verbal context. Although some of them are independent from speech and are isolated from it, some of them require a verbal or a sound participation (Крейдлин 2002:79).

Emblems can be *iconic* or *symbolic*. According to Ch. Pierce, icon is a sign which refers to an object denoting it with the help of symbols regardless of the presence of such an object in an objective reality (Пирс 2000:58). Iconic sign represents its object mainly through likelihood regardless of the way of its existence (Пирс 2000:77). Iconic emblems require a connection with its referent.

Symbol is a sign which refers to an object denoting it through the law as a combination of some ideas which a reason for interpretation a symbol as it is, addressed to this object (Пирс 2000:87). Handshake is an example of a symbolic emblem. Usually a handshake is a demonstration of the intention to avoid antagonism, to reach peace and to make up a contact.

The term “illustrator” was coined by P. Ekman and U. Friesen to identify body movements which depict conversation (Ekman 2004:41). Illustrators are non-verbal components of communication which are used simultaneously with verbal ones, support it and give it more details. However, there are cases when they contradict with a message expressed verbally. P. Ekman classifies illustrators into 5 types: *batons* which outline, emphasize a separate word or phrase; *ideographs* which show the way of thinking; *deictic movements* which indicate a certain object; *kinetographs* which depict body actions; spatial movements which illustrate spatial parameters; *pictographs* which depict a referent graphically with the help of a painting; *rhythmic movements* which highlight the rhythm of an action or event.

Illustrators help a speaker to explain what is being said, to overcome obstacles which appear because of a complicated thought. The researches have shown that the usage of this kind of gestures can serve as a marker of communicative nature and friendly attitudinal meaning (Ekman 2004:42-43).

Regulators which are the next semiotic class of body movements are non-verbal actions which are able to support and regulate the process of the mutual exchange of information between communicants. These are gestures which have a dialogue nature and are used both by a speaker and a listener (Ekman 2004:44). The main function of regulators is to constitute, support and regulate a communicative act, to control and coordinate the interaction (Littlejohn 1999:76).

Emotional expressions are non-verbal signals which are performed not deliberately but are the source of important information for other people. Emotional expressions can inform other people about emotional conditions or to tell about events which took place earlier or provoked the appearance of a certain emotional expression. They can also predict a person's future actions, his/her potential thoughts and programming of his/her own actions. Emotional expressions have an in-born universal character but a rule which controls an adequate emotional expression is socially-bound (Ekman 2004:44-47).

The interrelation between the notions "touch" and "emotion" has not been studied properly yet but according to the last psychological research empirical data made it possible to come up to the conclusion that a touch is capable of rendering human's emotions (Hertenstein 2009). Thus, we consider it necessary to outline of more semiotic class of touches – *tactile emotional expressions*. They are in-born ability to express emotions with the help of touch, they are regulated by the rules of tactile behavior which are accepted in a certain cultural community. They inform others about experience of a certain emotion or serve as a hint for the previous or next events.

Tactile adapters, or manipulators are tactile actions which can have different forms of realization. They are directed at:

- a person's own body (self-adapters);
- an object (object-adapters);
- another person (alter-adapters).

Some scientists find manipulators as behavioral adaptations which appear in the person's behavior since childhood in the result of meeting their needs of physiological, emotional and instrumental character. Adaptive forms of behavior are an important source of information about a person's inner state and his/her emotional needs. P. Ekman supposes that the majority of manipulators does not have an exact aim, except for the cases of their usage in order to meet their

physiological needs. The usage of adapters is likely connected with a habit, a necessity of support and it also informs about anxiety (Ekman 1972:361-364).

As there are a big number of forms of realizations and meanings of manipulator, there is not an only approach to studying of a person's adaptive behavior. Therefore, D. Morris pays attention to the studying of touch to oneself. He outlines several categories of touches: 1) tactile actions which have an exact communicative meaning; 2) tactile protective means; 3) tactile actions connected with tidiness; 4) tactile actions which imitate other people's touches. The last category happens the most often and it is expressed in different forms (Morris 2002:145). Touching oneself, a person subconsciously imitates other people's touches which are associated with an expression of love and support.

On the other hand, some forms of self-touching behavior can express feelings of fault, aggression to oneself or a hostile attitude to others. Some scientists also suppose that a self-touch can give self-confidence. When a person hides his/her eyes with a hand, it shows that a person has a desire to hide himself/herself from other people. Or when somebody pays too much attention to their hairstyle and hair, it is a signal of showing off (Ekman 1972:169).

In a communicative situation speakers do not use adapters deliberately to render a certain situation. On the contrary, adapters are characterized by a low level of realization of an action performance: a person can exactly reflect their own adaptive behavior, however, in the moment of realization their attention is not focused on their own actions. Motives of manipulators appearance in a communicative situation can be worry, anxiety and discomfort, caused by other person's action.

Adapters are more peculiar for a listener's behavior than for a speaker's one. Individual peculiarities are reflected on the form of the most used manipulators and the frequency of their appearance in a non-verbal behavior (Ekman 2004:43).

1.2.3 Cross-cultural value of touch behavior

It is essential to differentiate between different meanings of one and the same kind of touch taking into account its culture specifics. Besides, it is increasingly interesting to analyze non-verbal communication, in particular touch behavior, how it differs from culture to culture, taking into account the necessity of expressing tolerance, flexibility and acceptance to the norms and values of other countries.

People use various kinds of touch as they can reinforce what they are willing to say and sometimes can render what people actually cannot express with words. However, different non-verbal means can have different meanings in different cultures. Let us analyze the most frequently used tactile means.

Parents often pat their children's heads to express love and affection to their children or we pat our close friends or family members to appraise them for something done. But in the Asian culture is considered a rude gesture as the head is a sacred part of the body. What is more, in the Middle East, the left hand serves for hygienic purposes. Therefore, it is highly inappropriate to use it while receiving a present or giving somebody an object (Argyle 2007).

Handshaking is another form of tactile behavior which is mostly used as a greeting or a farewell. This tactile means seems to be commonly used in the world, however, it can be perceived differently according to the level of firmness. In Western cultures, people usually make a firm handshake which shows their dominance over their interlocutor. Citizens of Eastern culture perceive such a handshake as an aggressive and rude gesture. Therefore, they bow instead. Except for the firmness, the duration of the handshake also matters. For instance, in Northern Europe, it is rather quick. But in Southern, as well as in the USA, a handshake is usually longer and warmer. Besides, a person touches the clasped hands or an elbow with their left hand. What is also important, in the majority of countries both men and women can make a handshake with each other. But in Islamic countries women are not allowed to shake hands with men who are not part of their family (Poyatos 2002).

Conclusions to Chapter I

1. Political discourse is actively studied by linguists around the world, therefore there is a number of definitions of the notion “political discourse”. The most appropriate and relevant, in our opinion, is a definition given by Van Dijk. He states that political discourse is an institutional communication which uses a definite system of signs and possesses its own combination of tactics and strategies used by political figures and other individuals involved in politics.

2. Touch is considered to be a functional and pragmatic tactile action which is realized by a speaker (a subject) with the help of a hand or another part of the body towards an object of the action at a definite moment of communication. Kinesics and proxemics are of great importance for a successful realization of a touch.

3. Tactile behavior as an object of investigation is studied by several branches of tactile semiotics, the central one is tacesics or haptics. Tacesics determines a speaker’s tactile behavior as an in-born, cultural, socially and individually determined essence of an individual. It also suggests a typology of touch, taking into account cultural, social, situational, semiotic and communicative criteria. Besides, it investigates the specifics of functioning of different types and kinds of touch.

4. Semiotic nature of touch which is determines by an in-born nature, definite sides of expression and spheres of usage, makes it possible to construe it as a sign and to define five main semiotic classes of touch: emblems, illustrators, regulators, tactile emotional expressions and tactile adapters.

5. Iconic touch-emblems are characterized by a direct connection, similarity to its referent. Symbolic touch-emblems are mainly touches of etiquette character. Touch-illustrators are used by speakers in order to accentuate on what is being said, an image or explanation which is expressed verbally. The main task of touch-regulators is to establish, support, coordinate and control verbal and non-verbal communication. Tactile emotional expressions are a person’s ability to

express emotions with the help of touch which inform other people about an experiencing of a certain emotion.

6. Non-verbal communication, in particular tactile means, varies from culture to culture. What is considered a normal gesture in one country can be a strict taboo in another one. So, visiting a foreign country, one must take into consideration not only verbal norms but also non-verbal norms of this country.

CHAPTER TWO

PRAGMATICS OF TACTILE BEHAVIOR IN ENGLISH POLITICAL DISCOURSE

The novelty of investigation of communicative-pragmatic aspect of nominative means of tactile means is determined by a common tendency in modern linguistics to study non-verbal components of communication from the perspective of pragmalinguistics (Почепцов 2009).

Tactile behavior is an integral part of various parts of discourse, such as teaching, religious, scientific, ethical, military, media and political in particular. Taking into account the political discourse, the role of haptics should not be underestimated. It may tell a lot about politicians' intentions in different negotiations and agreements. Touch signals can strengthen or weaken the verbal message. They may make a politician look unprofessional and untrustworthy (Romieniecka 2008). Besides, politicians tend to use touch clues in order to influence, persuade or even manipulate. Therefore, we consider it necessary to study the pragmatic specifics of nominative representation of tactile behavior which is realized in the political discourse.

2.1 Pragmatic functions of tactile behavior in political discourse

In the comprehensive study conducted by I. I. Seryakova which is dedicated to study of non-verbal signs of communication in English discursive practices, there are three global functional applications of non-verbal behaviors: 1) statement of the fact of communicative act and conditions of its course; 2) specific definition of participants in the communicative act and their reference characteristics (age, gender, social status, physical status); 3) enhancing the content and expressive aspect messages, pragmatic intentions of participants of communication (Серякова 2012:117).

Such a scientific view on the functional value of non-verbal nominations in general becomes the basis for studying the features of the functional repertoire,

characteristics of nominative units for the designation of tactile behavior character in a given English-speaking discursive space. Grounding on the analysis of illustrative material, we consider it relevant to distinguish six pragmatic functions of touch nominations in communicative acts: deictic, adaptive, regulative, emotional, illocutionary and cognitive (Жуковська 2016:81-84).

The performed analysis of fragments of English written political discourse has shown that the leading function is deictic, the realization of which was observed in almost all the fragments of written discourse, as well as in an oral one. The second most frequently used function is the adaptive function which is 34% of all the studied fragments. The regulatory and emotional functions of tactile nominations are presented almost equally – 28% and 27% accordingly. The least frequently used are the illocutionary and cognitive functions which were observed in 8% and 3% of cases accordingly.

Functional potential of tactile communication channel reveals in its ability to convey role information, social status, dominant position of participants in the communicative act, their belonging to the professional sphere (Calero 2005:17). It is a **deictic function**, which task is to indicate a referent and its characteristics (Серякова 2012:123).

The specific nature of the tactile channel of communication determines a little bit limited usage in a social interaction: tactile behavior is an object of rigid social norms (Nöth 1995:497) and is regulated by explicit and implicit rules which govern social appropriateness and permissibility of certain touches (Calero 2005:22-23]. Cultural taboos on tactile contacts in social interaction are primarily connected with the possible manifestation of negative effects, physical violence which is primarily possible through tactile channel. The touches made in public are closely related with the traditional attitude of culture to aggression. The taboo on touch causes a tactile hunger which is a one more problem. The categories which suffer the most are children and elderly people (Field 1999:735).

The following fragment taken from the article “Joe Biden’s affectionate, physical style with women comes under scrutiny” written on the Washington Post

highlights Joe Biden's need for touch. It may also explain his desire to feel safe, cared and loved. There are the main categories a touch is associated with (Salkind 2006:1277).

“In some of the photos, Joe Biden is behind the women, his hands on their shoulders, as he whispers in their ears. He embraces Hillary Clinton, his hands around her torso. He kisses a young girl's head, his fingers framing her face, as she looks blankly toward the camera” (Viebeck 2019).

Socially allowed and safe zones of tactile interaction are hands, shoulders and back. The right to initiate the touch belongs to the communicator with a higher social status, the one who holds a dominant position (Seryakova 2010:273). It is of great importance to keep the rules of tactile communication in the context of social interaction because it reduces the possibility of obstacles in the way of receiving information through the tactile channel and provides more clarity and its correct interpretation (Kaufmann 1971:151). So, nominative units of indicating a non-verbal component “touch” can perform the function of **social deixis** on the communicative level (Salkind 2006:122), as the appearance of a certain touch in a communicative act with its qualities and parameters becomes significant according to the specifics of relationships and social role division between communicants. For example, kissing and embracing a torso is a taboo in the political discourse, which can be observed in the above mentioned illustrated material.

Besides, as it was already mentioned, a deictic function indicates a dominant character of one of the participants. It can be observed in the following fragment which also shows that the same tactile behavior would be inappropriate in case it was made by a person with a lower social status.

“Stephanie Carter, in a blog post on Medium published Sunday night, said she was grateful for Biden's gesture, describing the moment as “a close friend helping someone get through a big day.” Biden kept his hands on her shoulders “as a means of offering his support,” she wrote” (Viebeck 2019).

It can also be viewed on the example of the US President Donald Trump:

“During his meeting with the North Korean leader, Trump took a tactile approach, repeatedly shaking Kim's hand and touching his arm” (Taylor 2018).

The Washington Post correspondent spoke to the body expert who explained such a behavior of Donald Trump as a means to indicate his power status (Taylor 2018).

Deictic function of touch is also revealed in its ability to establish time and spatial localization of objects, the location of people and objects, providing structural complexity of the discourse (Серякова 2012:121). The integrative nature of touch requires favorable proxemics conditions for a tactile contact. The existence of touch in the process of communication acts as a marker of spatial closeness between communicants, such a distance which makes a tactile action possible (Серякова 2012:153).

“PARIS — Among the memorable images captured during French President Emmanuel Macron's state visit to Washington is a series showing President Trump leading Macron along the White House colonnade, their hands clasped” (Petit 2018).

Performing the function of personal deixis (Серякова 2012:122), nominative units of the speaker's tactile behavior indicate who is performing a communicative action, their gender, age, health status etc.

“Some in France have also started using the evidence of the increasingly tactile relationship between Macron and Trump to point out what they consider to be uncomfortable similarities between the two presidents, especially on immigration” (Petit 2018).

We distinguish also the **adaptive function** of the non-verbal component of communication which is mostly realized through conscious or unconscious, secret or publicly speaking in a communicative way of self-adapters, alter-adapters and object-adapters per se, that provide satisfaction to their physical, somatic, psychological, aesthetic, ethical, expressive or active needs and is one of adaption tools:

- meeting somatic needs: cleaning tears, itching, making frozen hands warm;



Figure 2.1. Alexandr Lukashenko during Chavez's funeral on the 26th of October, 2012.

- concealing somatic needs: putting a hand to one's mouth to conceal sneezing, coughing or yawning;



Figure 2.2. Barack Obama yawning.

- performing various object-based activities such as reading, writing, etc. - presupposing the different types of tactile manipulations / actions (e.g., holding the necessary object, etc.)



Figure 2.3. Bill Clinton and Hillary Clinton telling children fairytales.

- facilitating or blocking the perception of information through: auditory communication channel, visual communication channel;



Figure 2.4. Donald Trump, speaking at the White House to the nation's governors, uses his hands to mimic eyeglasses.

- concealing certain emotions or feelings;
- self-caring activities;



Figure 2.5. President Donald Trump at the Conservative Political Action.

The New York Times published the above mentioned photo referring to the US President Donald Trump: “*Trump on His Hair: ‘I Try Like Hell to Hide That Bald Spot, Folks’*” (Victor 2018).

- reaction to physical pain;
- causing pain to oneself;
- self-comfort, self-complacency.

The **regulatory function** of the non-verbal touch component lies in its ability to manage discourse, acting as a means of installation, support or opening a communicative contact (Серякова 2012:130). The choice of a type of the tactile contact in the context of meeting and farewell is caused by several factors: the degree of closeness of the relationship and the nature of the relationship between the partners, the length of separation that will precede the meeting or follow the goodbye, audience presence, cultural traditions and accepted norms of a particular community, changes of a different nature that have taken place in the life of the communicators. Thus, tactile means of installation, support and opening the communicative contact will vary from the *handshake* to the *total embrace*, *kissing*, *head contact*, *cheek clasp*ing, *hair-stroking*, *cheek pressing* (Morris 2002:187).

It is natural that in the early stages of communicative interaction between before strangers, that is, in terms of dating, tactile contact between the characters, if any, is mostly in the form of the handshake. Often handshake as one of the most

neutral and used types of tactile interaction in a generally non-contact English language environment, becomes an important factor in the first impression of a communications partner, a source of information about him/her.

Let us look at the example provided by the Washington Post: *“We want to bring an end to our unpleasant past and bring in a new future, so this is a very courageous and determined act,” Kim told Trump. “This handshake of peace itself serves to demonstrate that today is different from yesterday.”* (Alemany 2019).

In the above mentioned example, the handshake gesture is for the communicant, first, a signal of the desire to meet, to establish communicative contact with the partner, secondly, is informative in terms of such characteristics like: politeness and delicacy. At the same time, in contrast to the soft palm, there is another non-verbal component of the communication that takes place in the above discourse, namely direct, a strong gaze, talking about the strength of Donald Trump’s character, purposefulness of intentions. Thus, the handshake ritual is expected and adequate in the context of political meetings and acts as an effective regulator of the communicative interaction at the stage of making contact, immediately providing the important information to partners about each other.

On the other hand, if the relationships between the communicants can be characterized as friendly or close and other related conditions are favorable in stages of establishing and terminating a communicative contact the nominations of less neutral types of tactile interaction: hugs, kisses, etc. can be traced:

Another manifestation of the regulatory function of touch nominations in the political discourse is their use as a means of keeping the communicative act, directing it in the right direction. Touching, participants receive a powerful non-verbal tool for communication, allowing themselves to manage each other's actions and feelings in this way controlling the process of interaction.

Eli Stokols wrote on his Twitter about the meeting between Donald Trump and Chinese Vice Premier Liu He *“The President refused to answer repeated questions about whether he was serious or joking about asking China to investigate the Bidens,” per pool report from cabinet meeting*”. Instead of that, the

President Donald Trump shakes hands with the Vice President of China (Newmyer 2019).

Touching the communication partner's hand in this case is kind of asking to stop putting questions. Thus, a tactile action helps her to change the course of communication.

The **emotional function** of touch is revealed in its potential to express different emotions, experiences and feelings of communicators. Humanistic paradigm of modern science has contributed to the fact that emotional sphere of an individual entered a range of issues studied by linguistics. Emotiology or Linguistics of Emotions which is a relatively young industry within the field of linguistics, among its priority areas we find, in particular, the problem of the relation between linguistics and paralinguistics of emotions. An individual is able to express emotions with the help of body language (physiological externalization of emotions), and verbally by naming or describing them. At the same time, the corporeal semiotic system of emotions is primary in relation to the verbal one and therefore exceeds it in terms of reliability, speed, sincerity, strength of expression and communication of emotions (Шаховский 2008). The relevance of studying the relationship and patterns of interaction of emotions and the non-verbal behavior of the person confirms the fact that up to 93% of emotional information is transmitted through non-verbal communication components (Mehrabian 2009:182). The role of touch in the transmission of emotions, in comparison with mimic and prosodic non-verbal means, has not received enough attention from scientists. Based on the studies that have considered the emotional potential of touch in the communication process, two fundamental conclusions were made: 1) touch can convey hedonic emotional coloring (positive or negative) (Jones 1985; Нэпп 2004); 2) touch can make more extinct and reinforce mimic and prosodic emotional displays (Нэпп 2004). Incorporating different types of tactile contacts into the process of communicative interaction can be viewed as a desire to establish emotional contact, giving a positive or negative evaluation back what is going on. The universal ability of touch is to express emotions in the process of

caring for children, at certain stages of flirting and the establishment of personal relationships (Givens 2016). However, the study was conducted by American psychologists at the Touch and Emotion Lab (DePauw University, Greencastle) let us conclude that touch is also able to communicate specific emotions (Hertenstein 2009:566). The data obtained allowed us to draw important conclusions about the possibility, accuracy, reliability of the tactile system in the transmission of emotions of anger, fear, sadness, joy, reflection, compassion, love and gratitude, as well as more common forms of touch for each of these emotions, typical bodily zones of a tactile contact, some physical parameters (intensity, duration) of touch as a non-verbal means of expressing emotions. The ability of touch to convey emotions of anger, fear, disgust, sadness, love, joy and sympathy independently puts it in the same row with other non-verbal communication components - facial expression and voice. The encoding of each of these emotions is dominated by one or the other tactile revealings (Hertenstein 2009:566-569). For example, disgust is mostly associated with a pushing motion. At the same time a characteristic feature of touches as a means of expressing emotions is their equipotentiality - the ability of the same touch type to convey different emotions. For example, hugs are used by partners to express multiple emotions, namely, joy, love, and compassion. Obviously, this property is provided by the complex nature of the tactile modality, so the emotional value of a specific type of tactile contact will vary depending on variations and the combination between each other factors of intensity, duration, sharpness and touch area (Hertenstein 2009:571).

The most common tactile revealing of emotions is *to hug, to envelop, to squeeze, contact without accompanying motion (to put one's head / hand on sth / sb else's part of the body etc.), to stroke*, characterized by a generally low intensity and moderate intensity and duration:

“Lucy Flores, a former Nevada legislator, says he [Joe Biden] sniffed her hair and slowly kissed the back of her head. A Connecticut woman says he pulled her toward him at a fundraiser to rub noses with her... In one bit of footage, Hillary Clinton seemingly strains against an endless hug” (Roberts 2019).



Figure 2.6. 6Hillary Clinton and Joe Biden.

Localization of tactile contacts in the area of head, waist and hips is not actually allowed in the political discourse. Touching may occur in the area of shoulders, hands, so it becomes iconic, emphasizing the high degree of closeness of relationships between communicators. Anyway, a word should be said about the tactile communication of Joe Biden who is hardly criticized for his behavior. His relationships with Hillary Clinton cannot be named as “close”. They are just in the formal relationships.

Let us analyze the following photo.



Figure 2.7. Barack and Michelle Obama.

Michelle Obama resorts to the tactile contact, laying her head on her husband allowing her to finally release her long-held tears, to give her freedom to

her sorrow and to get the comfort she needs from her partner through a tactile modality. In this case, the relationships between communicators are indeed “close” and such a tactile act is allowed in comparison with act made by Joe Biden.

The emotion of anger is expressed through the tactile channel of communication mostly by attracting strong or moderate intensity and short duration of touch in the form of strokes (to hit, to pound, to kick, to punch), slaps (to slap, to smack), pushing, compression (to squeeze, to grab) and others. The area of implementation of such touches is preferably hands (from hand to shoulder), chest, sometimes face:

“Relations between the United States and its North American allies have significantly deteriorated since the last time Trump attended the meeting — and memorably pushed the prime minister of Montenegro aside for a photo opportunity” (Tan 2018).

The US President Donald Trump was angry with the fact that he was standing behind, therefore he pushed the Prime Minister of Montenegro aside. Quite often a tactile action with an aggression component is not directed at the communicant but at an object and can directly or indirectly relate to his/her emotions and experiences. In this case, it was directed at a better photo opportunity.

The emotion of joy is associated with a touch of moderate duration and strong intensity in the form of hugs (to hug, to fling one's arms around sb), swing, lift, spin, to squeeze, to clutch, to pat, to give a kiss. A typical place for touching is the shoulders, forearms, hands, back and face.

Sympathy is mostly expressed in strokes, hugs, patting, squeezing (to hug, to cradle sb in one's arms), gripping which in turn is characterized by the durability and intensity of the various degree. Touch localization in this case occurs in the arm area (from the shoulder to the brush), back and head (including the top).

Modern scientific view of a speech act defines it as a minimal unit of discourse, a multilayered formation where its sign status is connected with the intention and actions of the addresser in relation to the addressee, the reaction

which is presupposed by an act (Селіванова 2006:559). Thus, the illocutionary component of speech acts, including non-verbal ones, is getting a special status, which is to determine the communicative purpose of the producer, his/her intentions to obtain certain results from the recipient. We distinguish the **illocutionary function** of nomination to indicate the tactile behavior of the integrating speaker displaying the will and purposefulness of the speaker's intention. Purposefulness as the key characterization of an illocutionary act involves the deliberate use of specific non-verbal means by an addresser (Серякова 2012:131). Nominations of touch in the political discourse are capable of realizing, first and foremost, a directive and expressive pragmatic content based on verbal. The illocutionary force of the directives is the effort of the speaker to persuade the listener to a certain action (Серякова 2012: 140), a direct inducement of the addressee to action (Серль 1986). Supposedly, the directive potential of the tactile channel of communication is caused by its contact character and by the possibility of a direct physical impact to a partner in the process of communicative intent. So, among directives, the communicative-intentional content of which is expressed by tacesics nominations, we distinguish the following pragmasemantic subtypes:

- a warning;
- a request: for a way of behavior, a certain type of reaction, performing certain action;
- a call for attention;
- an order.

Expressives as a separate class of speech acts express the psychological state of the speaker, due to his/her sincerity about the given situation (Серль 1986). Based on the analysis of the actual material, we distinguish the following types of expressive non-verbal communicative acts where touch nominations have illocutionary force:

- support;
- cheering up;

- distrust;
- embarrassment;
- fear;
- sadness;
- reproach.

Within this class, apart from state and evaluation expressives, it is possible to distinguish between etiquette expressives. Touch nominations the political discourse are able to realize such pragmatic meanings of etiquette character:

- gratitude;
- apology;
- greeting;
- farewell;
- appraise;
- sympathy.

It must be noted that in the process of analysis of the actual material we have traced isolated cases of assertive and commissive nonverbal cases of communicative acts that were not systemic in nature. Striving for as much as possible greater reliability of the study, we are going to give the obtained data. According to J. R. Searle's assertion, the assertives fix the speaker's responsibility for the message he/she transmitted in terms of their truth or falsity (Приходько 2001).

In the context of modern cognitive research, physicality (Воробйова 2004) is considered as a factor in the global nature of human connection with the surrounding reality: worldviews, processes of cognition and thinking are determined by the category of human corporeality, because the collision of an individual with reality at the same time requires a touch of reality to an individual. The concepts we operate on, cannot be a direct reflection of external, objective reality given that the human sensorimotor system plays a decisive role in their formation (Lakoff 1999). Tactile behavior can be viewed as one of the sub-categories of physicality, and tactile experience as one of the most important

factors of mental, social and emotional development of a person (Calero 2005:8). Touch is one of the main tools for human's exploration, exploration others and the world around (Montagu 1977). Thus, according to the above mentioned information, tactile behavior performs also the **cognitive function** in the political discourse.

Touch nominations regularly become a means of a speaker's cognitive activity that allows it to feel the texture, shape, contours, temperature and other characteristics of touch surface. Another embodiment of the cognitive function of touch nominations is their potential to be an indicator of the intellectual activity of the speakers. For example, appearance of self-adapters (touching oneself) in the discourse often indicate to the character's conscious or unconscious mental activity (Poyatos 2002:202). It also concerns object-adapters. Definite tactile actions signalize that a communicator performs certain cognitive actions as in the following example:

"I am going to solve the conflict in the Middle East," he said. Trump sighed loudly. He called for a hot towel and put it on his forehead and went to bed early (Petri 2018).

2.2 Factors influencing tactile behavior in the political discourse

The combination of nominations for the designation of a communicator's non-verbal manifestations of different systems in polycomponent module structures causes the appearance of new meanings in the interpretation of the nominative space in the English political discourse. The analysis of the combination principles of tacesics modules with non-verbal ones allows us to divide them into *external* and *internal* ones. The external factors of the combination include the **addressability factor**, the **harmony factor** and the **balance factor** (Zhukovska 2017). The internal factors of combining tacesics and other nominative means are nominally actualized (stated, verbalized) specific sign parameters of non-verbal communication, such as the type of tactile action involved and the focus of the look.

2.2.1 *The addressability factor*

According to this factor, we distinguish one-vector and multi-vector multicomponent non-verbal modules (Zhukovska 2017:34). In the first case, all non-verbal actions are directed at one communicator.

At the photo below President Trump shakes hands with Chinese Vice President Liu He in the Oval Office.

“President Trump hailed the preliminary trade agreement struck by American and Chinese negotiators as “one of the biggest deals.” It’s “by far, the greatest and biggest deal ever made for our Great Patriot Farmers in the history of our Country,” he trumpeted” (Newmyer 2019).



Figure 2.8. President Trump shakes hands with Chinese Vice Premier Liu He in the Oval Office.

On the other hand, multi-vector polycomponent non-verbal modules contain non-verbal actions which a speaker addresses to different people who are the participants of communication. Analysis of illustrative material allowed us to come up to the conclusion that multicomponent non-verbal modules are often combine tacesics and ocular nominations characterized by a multi-vector direction, that is, the touch of the character is addressed to one communicator and his/her look at another one. We assume that such a divergence not only promotes non-verbal nomination of "retaining" but also enriches the nominative discourse space. The

following example demonstrates a multi-vector multicomponent non-verbal module.

During the official meeting with the Prime Minister of Japan Shinzō Abe, Donald Trump was caught in an awkward situation. The Prime Minister wanted to shake hands with Donald Trump but the US President, firstly, did answer at all, and later he did shake hands with Shinzo Abe but not looking at him. We have to note the different orientation of non-verbal expression of the speaker: his touch addressed to one communicator and look at another one that. It indicates that there is a conscious or unconscious absence of visual contact of the speaker with the touch recipient. It is worth mentioning here that, first, one of the basics of the political etiquette emphasizes on the importance of maintaining maximally adequate visual contact with a person you touch (Calero 2015:12). The pragmatic interpretation of communicator's tactile and visual manifestations in a given context generates additional meanings in terms of the characters' interpersonal relationships, including the sincerity and seriousness of the speaker's intentions. In the Kreidlin's interpretation of the nomination "to wink at sb, to give sb a wink" expresses something like an invitation to an addressee to join business hidden from others, for example, it may be a joke over a third person (Крейдлин 2002:376-377). So, coming back to our fragment, the verbal message of the communicator acquires a joking color due to external and internal factors of combinations of non-verbal components involved – shaking hands with one person at the same time, winking at another man, Donald Trump seems to invite to share a joke intentionally declaring his intentions to be non-serious, whether unknowingly exposing his own insincerity.

2.2.2 *The harmonic factor*

This factor is a combination of touch modules with other non-verbal modules. It receives two opposite implementations in the space of the political discourse: *consonance and dissonance* of the combined nominations within the polycomponent non-verbal module. If the first one is the meaningful voice

coherence of nominations for designation of non-verbal manifestations of the communicator, the second one, on the contrary - the lack consonance between nominative units, semantic disorder, disorder of matching between the meanings conveyed by the combined nominations to denote the speaker's non-verbal behavior (Zhukovska 2017:25). Let us explain it with the help of illustrative material:

“Trump’s allies have mocked Biden’s hugging of his own wife, while Trump accused him of deserting Pennsylvania because his father moved the family to neighboring Delaware when Biden was 10.” (Viser 2019).

In the fragment above, there is a two-component non-verbal module, which includes the paralinguistic module "voice" and the haptic module "touch". United nominative units for the designation of non-verbal components of the multisystem complement each other in terms of the truth expressed by their meanings: as a paralinguistic element - the speaker's voice and his partner's touch (hugs) demonstrate a complete dissonance with one another showing even their unfriendly and competing relationships. The combination of the paralinguistic module represented by the nominations to denote the speaker's ominous voice with a haptic module that has a nomination to designate a special tactile contact type - high intensity compression, - works to create intense, threatening atmosphere. The consonance of nominative units for non-verbal designation of the speaker's behavior in this case is achieved through a harmonious combination paralinguistic and haptic linguistic means in multicomponent module formation. In our study, it was found out that the consonant nominations of the speaker's non-verbal manifestations are systemic by their nature, functioning regularly in multicomponent non-verbal modules of different reference content. The haptic unit “to hug” is associated with the expression of a basic positive emotion of joy, a favorable attitude to the addressee. Thus the tactical touch module and the kinetic module are harmoniously combined. They create a nominative effect of consonance, jointly pointing to a positive attitude of the speaker about another participant in the interaction.

Nominal dissonance arises from the combination of non-verbal nominations that express different, opposite meanings. If consonance non-verbal modules of diversity in our context - this is the meaningful coherence of the nominations for the designation of non-verbal manifestations of a speaker, then the dissonance, on the contrary, is the lack of harmony between values, expressed in the nominative units being studied.

2.2.3 *The balance factor*

Theoretical background for outlining the factor of balance in the combination of haptic modules with other nonverbal modules in a polycomponent non-verbal module a model of equilibrium of non-verbal means of communication was taken (Argyle 1978). With a modular approach to the study of non-verbal behavior of the communication in English political discourse the essence of the equilibrium model can be interpreted as assuming the inverse nature of relations between nominations of different systems of non-verbal communication components that are part of a multicomponent non-verbal module. The influence of the factor of balance can be realized in the *balance* and *disbalance* of non-verbal modules in the polycomponent module (Argyle 1978:36).

"She walks by the journalists, grabs his arm, and squeezes hard but still refuses to look at him" (Kellman 2019).

In the fragment above there is a three-component non-verbal module which includes: *"she walks by the journalists"* which is a proxemics module, a haptic module *"grabs his arm, and squeezes hard"*, a kinetic module *"look"* (*refuses to look at him*) with appropriate nominative content. Situational context of the above written fragment is a rather delicate and difficult situation for the communicator (Melania Trump) to declare her willingness to be useful at the same time without being obsessive about what she attracts along with verbal and non-verbal communication. That is, purposeful evasion of the character from visual contact in this case is inverse with respect to its intense (somewhat excessive) tactile action and serves as a balancing element in a given context of a communicative situation

that helps to avoid the unwanted effect of intrusiveness and excessive interference with the personal space of another communicant.

The basis of internal factors of the combination of non-verbal systems of modules is a complex interaction of specific non-verbal parameters. Let us try to understand the principles of combining nominations to indicate the visual and tactile behavior of the speaker in the nominative space of English political discourse, briefly explaining the semantics of a communicator's look. Researchers note that a look has a fascinative nature (Givens 2016), as a person is capable of both being immersed in a hypnotic state influenced by the fascinating look of another communicant. Eye contact can be a sign of personal interest, to some extent to outline the personal relationships, to bring the communicators closer in terms of their physical distance. Looking into eyes, one can read emotions, mood, relationships and beliefs of communicators, important social information is obtained. The main functions of visual channel of communication are first and foremost to ensure that different information is received, as well as to send certain signals the participants of communication (Zhukovska 2017).

Being an object of contemplation for a short period of time is usually defined as a pleasant and emotionally moving experience. Simultaneously a long-term gaze often causes discomfort and anxiety (Argyle 1978). Gaze orientation is another key parameter of the visual behavior of the communicator, indicating what exactly is focused on him/her (Adler 1999). The researchers of non-verbal communication say that in the moment of the first visual contact communicators are in the area of conflict: on the one hand, there is a desire to look at a partner, on the other, to avoid direct a contemplation, in other words, divert their eyes, resulting in a gaze direction communicators are constantly changing, and their visual behavior forms a series of movements of their eyes in the direction to and from their partner (Morris 2002:104). The look direction is governed by a comprehensive set of rules for visual human behavior, working differently depending on the context of the situation - social, communicative or personal. Passive implementation of the dominant and submissive positions of communicators in the conflict area will be

manifested in an excessively deliberate avoidance of eye contact. Instead, dominant and submissive communicative positions of the active speaker differently realize the parameter of visual direction of behavior. It will be an intense look directed at the opponent (Morris 2002:106). So, the semantics of the “look” is based on the following parameters: focus, duration, frequency and eye contact stability. Based on the information above, the researchers isolate such pragmatic strategies for managing discourse through visual behaviors typical of English-speaking society in the political discourse: adequate, excessive, insufficient visual contact, and purposeful evasion of visual contact or its absence (Серякова 2012:107-108).

2.3. The pragmatic potential of tactile behavior in different communicative styles

The interdisciplinary nature of the term "communicative style" is defined by its relevance for a big number of humanities – the communicative linguistics, psycholinguistics, psychology, sociolinguistics, etc. which interpret this concept in different ways and create different typologies of communicative styles. For example, in the area of interpersonal communication, the classification suggested by R. Norton is considered to be the most relevant. He interprets the *communicative style* as a way of communicating with others verbally and nonverbally, indicating how to perceive, interpret, filter or understand the direct meaning of the message. The scholar outlines and describes five independent communicator's styles: *dominant, friendly, attentive, relaxed, contentious, dramatic, animated, open* and *impression-leaving*. Conducted experimental studies by the scholar have led us to conclude that these are dominant and open styles which are the most appealing to others. Characteristic feature of the dominant communicant, according to Norton, is a leading position in communication with others, demonstrating responsibility and confidence in expressing their thoughts and beliefs in different social situations; an open communicator confidently

expresses his/her own feelings and emotions, and his emotional state is easily "read" by other participants in the conversation (Norton 1977:260).

One more original and unusual in terms of nomination of communicative styles is a classification suggested by an American psychologist V. Satir, who focused on interaction and consistency of communicators' verbal and non-verbal expressions possessing a certain style of communication. Thus, four incoherent patterns of communication were distinguished, used in the communication process by *blamers*, *placators*, *computers*, and *distractors*. All four types of non-verbal communication are characterized by a mismatch between the selected verbal and non-verbal means communication. In contrast to the above mentioned communication styles the researcher singled out one more which is the only one classification congruent style of communication is *levelling* which is characterized by the balance of the communicator's chosen verbal and non-verbal means that harmonize the process of interaction, promote successful establishing and maintaining of a communicative contact, an effective solution of communicative tasks (Satir 1988:80-100). However, different approaches to understanding the concept of "communicative style" have one thing in common: a style is always characterized by a certain principle of language selection and combination means. The differences between these principles determine the separation of the various communicative styles. Differential features of styles are inherent in each communication style that make it different from other styles. Internal characteristics of the communicative style are its constant components, integral features (Куликова 2006:153), which are revealed in the set of verbal and non-verbal means of communication typical of each style.

Another approach construes a communicative style as a way of discursive behavior (verbal and non-verbal), which is based on the contrast "to win – to lose". Thus, there are three communicative styles – aggressive, assertive and submissive (Серякова 2012:280). Aggressive style of communication is based on the opposition "to win – to lose" and the communicant's dominant striving position to achieve communicative tasks, ignoring the interests of the interlocutor. Assertive

style of communication is built on the interaction "to win – to win" and is aimed at the cooperative communication. Submissive style of communication is the opposite of aggressive and is based on opposition "to defeat – to win". "The submissive communicant takes the victim's position in communication, allowing the interlocutor to win psychologically and communicatively (Серякова 2012:143-173).

Each of the three proposed communication styles is characterized by a specific repertoire of non-verbal means of communication involved, in particular tactile ones. For example, an *aggressive communicator* is non-verbally restrained, too expressive, aggressive in look and gesture. Tactile behavior of an aggressive communicator is excessive which can cause discomfort for the interlocutor. Aggressive touch is an unwanted interference with one's personal space of another communicant. It is destructive, provoking not only discomfort, but also sometimes pain, because the aggressor seeks to dominate any at price, even resorting to physical violence (Knapp 1995:354). The tactile channel of communication becomes effective for the aggressor by influencing the partner of communication.

“The most recent accusation came in February, when Alva Johnson, a former staffer on Trump’s presidential campaign, said Trump kissed her against her will in 2016. Trump has denied all of the allegations against him” (Sonmez 2019).

The tactile behavior of the *assertive communicant* is adequate and appropriate, moderation is the main characteristic of the touch used in the context of this communicative style that promotes comfort in communication. The assertive communicator respects the space of another one and protects his/her own personal space from unwanted interference (Gamble 1987:189). He/she uses tactile means for creating a positively marked communicative climate. The tactile repertoire in this case is presented in a friendly, social way with appropriate touches focused only on neutral bodily areas; the physical parameters of assertive tactile actions are marked by moderation and neutrality.

The *submissive communicator* who is not self-confident enough will demonstrate tactile repertoire as awkward and inappropriate. Trying to "please" his/her communicative partner, adapting to the situation (Gamble 198:186), he/she can use excessive touch, or vice versa, fear or sham which they feel. Such a communicator may lead to evasion in specific circumstances, communicative tactile interaction. In addition, personal fears and the shyness of a submissive communicator can cause a large number of touch adapters to appear. It can be well-presented in the following example:

During the first meeting of Ukraine's President Volodymyr Zelensky and the President of France Emmanuel Macron, Mr. Zelensky looked awkward with his body language. Being a famous comedian, he could not restrict his gestures and laughter. As it was his first meeting on the international political arena, he did not look self-confident enough which can characterize him as a submissive communicator.

On the other hand, the reason for using a submissive style by a communicant may be his lack of interest in communication, unwillingness to take an active participation in it (Gamble 1987:186). In tactile sphere, such an apathetic attitude to communication will appear in the evasion of any tactile initiative interaction, or a weak, inert reaction to the initiated communicator's touch.

In the political discourse, the call for the specificity of the character's tactile behavior informs about the character or the personality. Absence or the deliberate evasion of touch in different contexts are suitable for the characteristic of less contact personalities, while high frequency of touches reveals an open, more contact personality.

Therefore, the tactile component of the non-verbal repertoire in the political discourse is able to show his/her personal characteristics – openness or, vice versa, secrecy, friendliness or hostility, arrogance, or spontaneity. In addition, the tactile behavior of the speaker during communication can be a marker of a particular communicative personality style – aggressive, assertive, or submissive – each of them are characterized by touches of different nature and parametric filling.

In the course of analyzing nominative means of a speaker's touch in English political discourse we have noticed their systemic use to charm or attract a communicative partner, to capture his/her attention, effectively direct his/her behavior in the right direction and so on (Козяревич 2012:78-82).

2.4 Aggressive tactile behavior in political discourse

Tactile behavior of an aggressive style of communication has a fundamentally different character, as well as other nominations to denote touches involved in communication. Based on the statement that communicators who are characterized by an aggressive style, cannot be fascinating because they openly resort to expressing their negative emotions, disapproval, threats etc (Козяревич 2012:82). Aggressive communication style is characterized by self-centeredness and destructiveness (Серякова 2012:155). The concentration on their own needs and desires to dominate leads to being ignored aggressively communicative personality of the interests of the communication partner (Gentsch 2015:188), therefore, to create uncomfortable, hostile conditions of communication. The emotional component of this style is based on the triad of hostility, which is a manifestation of varying degrees of negative attitudes towards a communicative partner – from anger to disgust and disdain. Hostility is a personality's orientation to a conflict (Серякова 2012:153) which is to great extent realized by a non-verbal communication channel, including tactile communication. Self-centeredness, destructiveness, redundancy, hostility as typical traits of an aggressive communicative style are also found in tactile communicative means.

The analysis of the illustrative material has shown that haptic means are explicit markers of aggression in a communication style of the communicator. The contact nature of the tactile channel of communication allows the communicator to directly appeal to the partner's physical feelings, causing unpleasant, sometimes even painful feelings, which leads to the disharmony of the communication process, creates uncomfortable conditions of communication, destructively affecting its course. However, this way an aggressive communicator is trying to

achieve the goal, dominating and harassing a partner, often threatening or intimidating him:

“It's little wonder, then, that some turn to studying other symbols as they attempt to make sense of his mindset. In particular, Trump's behavior with foreign leaders is often aggressive in unexpected but telling ways. During his first NATO summit in Brussels, for instance, the U.S. president worked his way to the front of a pack of dignitaries, brusquely shoving Prime Minister Dusko Markovic of Montenegro out of the way as he headed to his destination” (Russel, 2018).

In the example above, the tactile behavior of Donald Trump is an explicit marker of his aggressive communication style, showing his hostile attitude to the interlocutor, thus emphasizing his own annoyance and unfriendliness to his partner.

“Donald Trump's bone-crushing, toe-curlingly long handshakes may be an attempt to assert power, but they could be causing more harm than good”.



Figure 2.9. Donald Trump and Emmanuel Macron at the G7 summit in Paris in June 2018.

Psychologists have investigated such a behavior. Dr Nagy said: *"Our findings suggest that while doing so might look impressive for the cameras, this behaviour could potentially jeopardise the quality of their working and personal relationships from the beginning, which could have repercussions for millions of people".*

It is necessary to note that hostility as an emotional component of the aggressive communication style often involves ideas and fantasies related damaging the object of hostility (Серякова 2012:153). It concerns tactile means of physical impact on the object, the desire to inflict pain to the interlocutor that for one reason or another cannot be realized.

The UA President Donald Trump is a bright example of the dominant communicative type. His manner to shake hands demonstrates his desire to be the leader in the hierarchy of dominance. He wants everyone to be aware of the fact that he has control over everything and everyone.

A body language expert Darren Stanton claims that Mr. Trump is willing to look dominant even in his relationships with Melania Trump because he never takes her hand:

“For President Trump, it’s all about the assertion of power and control,” he told The Independent. “Trump is saying ‘this is my space, my time, you are the guest, my house rules apply” (Hosie 2017).

But on the other hand, Donald Trump disregards other people’s personal space.



Figure 2.10. Donald Trump extends his hand to Prime Minister Justin Trudeau of Canada during a meeting in the Oval Office.

Donald Trump wants to pull somebody in his personal space if it is required. But looking at this picture, Trudeau denies such an act and does not allow to be manipulated.

An interesting fact about Trump's harsh handshake should be noted. His specific handshake was named "yankshake" and "a clasp and yank" by body language experts. In newspapers it is called "macho arm-yank handshake thing". Two stages of Trump's handshake are observed:

- 1) The clasp. At the initial stage of any handshake he clasps his interlocutor's hand.
- 2) The yank. After such a clasp, an interlocutor looks at Trump and Mr. President takes a yank at his opponent.

His tactile means may give an insight to his behavior, plans and intentions. A number of journalists have noticed Donald Trump's tendency to give a very firm handshake. What can such an action tell about him? Peter W. Stevenson in his article "Analysis: What Trump's handshake might tell us about him" states that *"President Donald Trump seems to display with regularity: forcefully jerking the arms of those he's shaking hands with"*. The author of the article provides significant evidence that such kind of handshake is given not accidentally. He presents it with the help of a psychologist's view on this issue. William Chaplin, chair of the Psychology Department at St. John's University, pays our attention to the fact that such cases of handshaking are performed in front of news cameras and photographers. Mister Trump is definitely aware of it and therefore, it may be viewed as a purposely made gesture in order to persuade spectators of his power and superiority. Furthermore, the psychologist notes that a firm handshake may say about Donald Trump as an outgoing, more socially at ease, less socially anxious and not shy person [94].

Let us analyze the following picture:



Picture 2.11. President Trump touches/pats Vice President on his left lower thigh and knee.

Donald Trump pats his interlocutor's thigh. Such a gesture is characterized with a high level of intimacy and usually indicates that people have close warm relationships. But in this case, it demonstrates that Trump is willing to show others who is the boss interfering with his partner's personal space (February 2017).

“At this month's G7 summit, President Donald Trump shared a long handshake with French President Emmanuel Macron, air-kissed German Chancellor Angela Merkel, and put his hands around UK Prime Minister Boris Johnson's shoulders” (De Luce 2019).



Picture 2.12. Donald Trump kissing Angela Merkel at the G7 summit.

Having seen that he was going to be photographed, Donald Trump kissed Angela Merkel for a photo opportunity.



Picture 2.13. French First Lady kissing Donald Trump at the G7 summit.

In this case cultural norms should be taken into consideration. Kissing cheeks is a usual greeting in France. Therefore, when Brigitte Macron kissed Donald Trump, it was preferably to answer for a kiss but Donald Trump resisted it neglecting any cultural norms.

“Trump is known for his forceful handshakes and dominating poses like this one with Boris Johnson. Despite Trump getting the better of him for a moment, Johnson then countered with his own arm around Trump's shoulder, which, says Stehlik, Trump wouldn't have appreciated”(De Luce 2019).



Picture 2.14. Trump grabbed UK Prime Minister Boris Johnson by the shoulders.

However, not only Donald Trump is willing to be dominant but also French President Immanuel Macron who is definitely aware of Trump's manipulative tactics and strategies. It can be viewed from the following fragment:

“President Macron is showing his dominance by putting his hand on top of Trump's hand and putting his other hand on Trump's back. But President Trump instantly counteracts that handshake by patting — very patronizing — Macron's hand and pulling him inward toward his body. Lastly, Trump puts his hand on Macron's wife's shoulders” (Rogers 2017).

It can be explained as an invasion of intimacy. Donald Trump and Immanuel Macron are interfering with each other's personal space which makes them look as two teenage boys who want to show off and establish their superiority. Besides, Donald Trump usually gives a full handshake, after that he pulls his interlocutor and Immanuel Macron loses his balance. But the most interesting thing can be observed when Trump puts his wife into an awkward situation when everyone, except for Melania Trump, shakes hands.



Picture 2.15. President Trump and Prime Minister Theresa May of Britain at the White House in January.

Looking at the photo above, one may construe the way Trump is walking with Theresa May as an act of support and help but, in fact, this gesture signalizes Trump's desire to dominate. Theresa May is not an elderly woman so that she needed support from somebody and she does not going upstairs or downstairs so

that she needed help. It is a common trick made by Donald Trump to show his superiority.

So, the illustrative material has shown that tactile means of influence, used by aggressive communicators during an official meeting in the political discourse have sharp, brutal, often painful nature. What is more, they express dislike and hostility, partially or completely ignoring the principle of politeness and culture norms.

Thus, we managed to figure out that tactile means of influence in the context of conflict occupy a separate place in the system of non-verbal modes of influence of communicators against each other and acquire different forms of implementation and nominative expressions taking into account the type of communicative style peculiar to communicators in the political discourse.

Conclusions to Chapter II

1. Summarizing, we want to note that the results of the study of the functional potential of touch nominations in modern English in the political discourse made it possible to distinguish their six pragmatic functions: deictic, adaptive, regulatory, emotional, illocutionary and cognitive. Such a functional repertoire of haptic nomination means confirms their communicative significance in the process of communication.

2. The deictic function of haptic nominations is manifested in three plans – social, spatial and personal deixis. Adaptive function of nominations for the designation of tactile behavior is realized by their ability to express somatic (pleasure or concealment of somatic needs, reaction to physical pain, self-infliction, physical pain), psychological (hiding emotions, emotional states, self-comfort, self-restraint), aesthetic (self-care actions) and activity (performing various objective forms of activity, facilitating or blocking perception through the auditory or visual channels of communication) needs of the communicator. The

regulatory function of verbal means to indicate touching is manifested in their ability to control the discourse on the phases of establishing, maintaining and breaking the communicative contact of communicants. Emotional function of tacesics nominations in the political discourse is revealed in their potential to convey hedonic emotional color (positive or negative), to intensify the emotional manifestations that are explained by other non-verbal communication components, while verbal messages express emotions and feelings of communicators. The studying of the illocutionary function of touch nominations is conditioned by their ability to implement pragmatic content, first and foremost of directive and expressive communicators. The pragmasemantic varieties of directives, the communicative-intentional content of which is expressed by haptic nominations, include warnings, demands, orders and calls for attention. Expressives are interpreted as pragmasemantic varieties with nominations of the touch which have an illocutionary meaning of support, comfort, reassurance, encouragement, distrust, embarrassment, fear, sadness and reproach. Within expressives there are etiquette expressions of gratitude, apology, greetings, farewells, praises and sympathy. Implementation of cognitive function is provided by touch nominations that regularly become indicators of cognitive and intellectual activity in the political discourse.

3. In multicomponent module formations, haptic modules are combined with other non-verbal modules which are influenced by external and internal factors. Internal factors are the factor of addressability, the factor of balance and the factor of harmony. External factors are a specific interaction of the parameters of non-verbal manifestations of the character, updated in the nominative space of English political discourse.

4. A communicative style of speaker (assertive, aggressive or submissive) is reflected in the nature and parametric features of implemented tactile means of communication. The assertive communication style in the tactile behavior of the character is characterized as a purposeful realization by the communicator of such communicatively significant touches that, which whether in

combination with verbal ones or independently help to make communication, successful and harmonious and to achieve the communicative tasks by the speaker. An aggressive communicant destroys the communication process in the stages of its establishment, development or completion. Submissive communicative style is characterized by touching behavior which expresses uncertainty, expressive nervousness and emotional anxiety.

GENERAL CONCLUSIONS

In the thesis we have made the complex linguistic analysis of non-verbal means which indicate the tactile behavior of the speaker in the nominative, communicative and pragmatic aspects of contemporary English political discourse. The reason for choosing this topic is due to communicative focus of modern linguistic studies on the study of non-verbal components of communication, including tactile means, which become an object of nominations in different types of discourse. Theoretical and methodological grounds for the research are scientific works on communicative linguistics, theory of nominations, pragmalinguistics, psycholinguistics and non-verbal semiotics, as well as research findings in the humanities cycle, including philosophy, psychology, anthropology, sociology and so on.

As a result of a systemic analysis of the theoretical base of a speaker's tactile means we have clarified the concept of "speaker's tactile behavior ". It is defined as one or more non-verbal physical contact (touch) of a speaker made by the hand or another part of his/her body taking into account the object of action that is functionally and pragmatically involved, based on the lingual and extra-lingual features in a particular moment of communication. A unit of measure of a speaker's tactile behavior is the touch that is the innate immanent ability of an individual to perceive the world through constant physical contacts with him/her that have a versatile, dual and integrative nature. Tactile behavior is body-oriented discursive practice of a person involved in the dialogic interaction of speakers, where touches serve as pragmatic tools of communicative influence.

Besides, we have explained the factors of nominative variability and combinations of haptic modules in English political discourse. It was established that the combination of non-verbal modules within a polycomponent module is determined by the influence of external and internal factors. The external factors are the factors of addressability, harmony and balance. The result of the influence of the addressability factor is single-vector or multi-vector polycomponent non-

verbal modules; the factor of harmony is expressed by the nominative consonant or the nominative dissonances within combined non-verbal modules; due to the influence of the factor of balance, balanced or unbalanced multicomponent non-verbal modules appear. Internal combinatorial factors are defined as specific interaction of key parameters of different non-verbal character manifestations, verbalized in contemporary English political discourse.

We have defined the specifics of nominations for tactile designation, as well as the speaker's behavior in the communicative-pragmatic aspect. It was found out that in the nominative space of English political discourse the tactile units perform deictic, adaptive, regulatory, emotional, illocutionary and cognitive functions. The deictic function of nomination units in a speaker's tactile behavior indicates the referent and its characteristics, ensuring the implementation of social, personal and spatial deixis. Adaptive function of nominations for tactile designation in a speaker's behavior is manifested in the conscious or unconscious, hidden or openly involving of a variety of adapters to secure physical, somatic, aesthetic, ethical, expressive or active needs, which are due to the adaptation of the individual to the existing conditions of reality. The manifestation of the regulatory function of nominations for the designation of a speaker's tactile behavior is their embodied potential to govern the discourse, to be a means of establishment, support, or an open communicative contact. The emotional function is revealed in the assignment of the studied nominations to express a range of a speaker's emotions: sadness, anger, fear, disgust, joy, sympathy. The illocutionary function is revealed by a speaker's conscious use of the tactile means of communication in order to achieve communicative goals. Nominations for the speaker's tactile behavior in modern political discourse are realized primarily by directive and expressive pragmatic content. Directives are presented by the following pragmasemantic subtypes: warnings, promptings, demand, call for attention and order; expressives implement pragmatic values of support, comforting, cheering, distrust, embarrassment, fear, sadness, reassurance and reproach; etiquette expressions are gratitude, apology, greeting, goodbye, praise and sympathy.

The cognitive function of the tactile nominations is realized by its ability to mark cognitive and intellectual activity of the speakers. The thesis highlights the specificity of nominative means to indicate the tactile behavior of the speakers of different communicative styles, resulting in being an assertive, aggressive and submissive communicative type.

The research of tactile means in modern English political discourse which was carried out in this thesis opens the prospects for further scientific investigation, which may be related to the study of linguistic, gender and social-role traits of nominations for tactile behavior in English political discourse, the research of syntagmatics of tactile behavior with other non-verbal components of communication in the aspect of fascination of communication and figuring out strategic and tactical potential of the tactile behavior of the speaker in the political discursive practices.

RÉSUMÉ

Величко Я. В. Тактильна поведінка в англomовному політичному дискурсі.

Процес комунікації в повсякденному житті набуває все більшого значення, оскільки це спосіб отримати нові знання, передати та отримати повідомлення, повідомити та прийняти нову інформацію. Спілкування робить наше життя простішим, так як допомагає виразити свої емоції та почуття. Однак, варто зазначити, що не тільки спілкування за допомогою вербальних засобів сприяє успішній реалізації комунікації. Роль невербальних компонентів зв'язку не можна недооцінювати. Невербальна комунікація стала предметом дослідження протягом останніх 20 років.

Невербальна комунікація, а саме тактильна поведінка мовця, неодноразово досліджувалася лінгвістами з різних кутів зору. Дотик – як компонент невербальної комунікації є дискурсивним інструментом впливу в процесі комунікації. Окрім того, дотик є невід'ємною частиною різних типів дискурсу. У даній магістерській роботі, ми розглянули, яку роль виконує тактильний канал зв'язку саме в політичному дискурсі, оскільки у наш час є необхідним бути в курсі усіх подій, в тому числі бути обізнаним в політичній сфері, щоб не виявитися об'єктом впливу та маніпуляцій зі сторони політичних сил. Сигнали дотику можуть підсилити або ж навпаки послабити вербальне повідомлення. За допомогою тактильної поведінки політичні фігури можуть переконувати, впливати та маніпулювати публікою задля досягнення своїх прихованих цілей.

Метою даною магістерської роботи є вивчення тактильної поведінки мовця в сучасному англomовному політичному дискурсі в комунікативному та прагматичному аспектах.

Магістерська робота включає в себе вступ, основну частину, яка складається з двох розділів, висновків, резюме, списку використаної літератури та ілюстративних матеріалів.

Розділ 1 пропонує короткий огляд теоретичного матеріалу, який стосується дослідження, визначення понять «тактильна поведінка» та «політичний дискурс», виокремлення видів та типів тактильної поведінки, а також вивчення спільних та відмінних рис норм тактильної поведінки в різних країнах та культурах.

У Розділі 2 визначено засоби на позначення тактильної поведінки мовця в комунікативно-прагматичному аспекті в сучасному англomовному політичному дискурсі; виокремлено функції, які виконує тактильний канал зв'язку; з'ясовано фактори комбінаторики тактильних засобів з іншими компонентами невербальної поведінки; виявлено прагматичний потенціал тактильної поведінки в різних комунікативних стилях; проаналізовано тактильну поведінку агресивного комунікативного стилю на прикладі відомих політичних фігур.

Ключові слова: political discourse, non-verbal communication, touch, tactile behavior, haptics, pragmatics.

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