

МІЖНАРОДНЕ СПІВРОБІТНИЦТВО ТА ІНШОМОВНА КОМУНІКАЦІЯ В РОЗВИТКУ СУСПІЛЬСТВА

BADAN Antonina Anatolyivna

Candidate of Philological Science, associate professor, National Technical University
“Kharkiv Polytechnic Institute” (Ukraine, Kharkiv)

CULTURAL GLOBALIZATION IN TERMS OF NON-VERBAL COMMUNICATION

Communication as a process of exchanging information falls apart into two distinct areas: verbal and non-verbal communication. It is said to be “...the production of meaning, through verbal words or non-verbal gestures...hence, non-verbal communication sends meaning through some means other than words, such as eye contact, body language, and space and time usage” [1, p.1]. So, non-verbal communication may either accentuate verbal language or contradict it (telling a lie).

The research in the field of non-verbal communication has been going on for decades, and, according to one of the earliest researchers, A. Mehrabian, 7 % of it falls on words, 55% on non-verbal and 38 % on vocal (tone and inflection) messages [2]. However, these figures are constantly changing with new discoveries , and the gap between verbal and non-verbal domains becomes not so abrupt, with as much as 65% of information conveyed non-verbally as a way to signal cordiality, respect or detest, or even rejection.

Non-verbal communication is typically studied within the range of body language (kinesic communication), comprising gestures, body movement and facial expressions, as well as space and distance orientation [3, p. 956], while paralinguistic characteristics of tone, like stress, volume, passion and intonation may even convey the meaning (or just communicate) on their own [4, p. 27; 5]. To be more exact, the latter may reinforce the verbal message or totally destroy it, as the sender of it intends.

On the environs of the above is proxemics communication together with the pragmatic meaning of space and proximity to other people. However, as the authors of stress it, it is perceived subconsciously [1]. There are common illustrations if it in our everyday life: students’ uniforms stress the students’ equality; air-hostess’ uniforms bear the meaning of authority, and a friendly hug the meaning of friendliness.

Some of non-verbal clues are easily recognized across cultures and different social strata: one can instantly “read” the signs of tension or frustration from a partner’s facial expression or nervousness; happiness stems from relaxed behavior and signs of elation and excitement, and being interested from attention and focus on what is being said. Likewise, the intention to deceive may be read from gestures, behavior or facial expression as well. These commonly accompany lack of interest, like not concentrating, a wandering gaze, avoiding straight look in the eye, and even turning one’s back on the speaker which are examples of intentional deceit of the partner and are as effective as verbal messages.

Meanwhile in cross-cultural communication non-verbal cues may well be misinterpreted due to their different interpretation in different cultures. Thus, the Japanese culture is world-famous for its unique demand of “keeping your sorrow to yourself and appearing calm and in full control, otherwise one may “lose one’ face”, whereas Arabic cultures are known for their loud calamities under the same circumstances. And another example of differences across social layers is non-verbal communication of being desperate in classical British literature: “she cried like a lady”, (i.e. she took it with dignity without a drop of tears).

It’s important to stress, though, that non-verbal social differences are easily recognized within national cultures, while those across cultures may pose serious difficulties leading to as far as the break of communication. As one of the researchers puts it, “... people may not be aware of non-verbal cues that lead them to assume that they are disliked, disrespected, or disapproved. Thus, cross-cultural communication can be inaccurate and highly stressful. When people are immersed in an environment where the language, attitude, value, and behavior are alien to their experience, they may feel frustrated and suffer cultural shock [3, p. 954]. The thesis was fully confirmed by the majority of the Ukrainian refugees fleeing the Russian invasion in 2022 to European countries with the global culture of individualism, especially Germany, Austria and North European countries.

As is well-known, mankind is in the course of a major shift, or transition, from tribalism and collectivism as global cultures where people associate themselves with their families and other close circles or professional groups (in Japan, China or Singapore) towards western individualism. The former and the latter vary greatly as to using their non-verbal cues with quite a number of them familiar to other culture representatives, e.g. keeping certain personal space in individualistic cultures or the “thumbs up”, “thumbs down” gestures. With the transition of cultures and the rapid spread of globalization they have become accepted throughout the world as signs of “civilization” and, in fact, international.

The research of the two opposing national cultures of the US and China go as far as claiming that paralinguistic cues can be classified as past-oriented, present-oriented, and future-oriented cultures [3, p.956]. The US as a bearer of present-oriented cultural features typically manifests them in their casual and relaxed lifestyle. The Chinese, on the contrary, are past-oriented and take pride in their heritage, so they are less likely to be rushed in their decisions, and are also known for their “comfortable pauses” which simultaneously appear to be quite challenging to individualistic cultures.

Being in the state of transition from tribalism to individualism, Ukraine stands somewhere in between the above-mentioned opposites. It is often described as “straight-talking” like American culture, but quite comfortable with “meaningful silence”. The younger generation, though, are still lacking confidence to speak their mind, and this is a painful heritage of the time under the Soviet control with its clear-cut hierarchy of authority. Similarly, typical Ukrainian behavior lacks signs of confidence and self-assurance due to the same reason: previous suppression of any kind of individuality under authoritarian regimes. Meanwhile, greater mobility and cultural globalization have led to their fast learning: mastering English, picking up foreign non-verbal cues in their own communication, getting used to new ways and habits.

The global cultural transitions paved their ways predominantly in the IT-sphere, both for professionals and common internet users. E-mail abbreviations of the

ASAP kind have become commonplace even in the most remote corners, and the popular messengers like WhatsApp, Telegram or Viber provide the users with a wide range of picture images which carry all kinds of feelings and information beyond verbal messages: likes and dislikes, smiles and emodji convey as many of non-verbal clues about the pragmatic meaning of the sender's message as those in the real life. As a matter of fact, they have become the exact replica of non-verbal human behavior that reinforces the meaning of the message, and , in addition, saves time.

Space as another indicator of a meaningful message for communicating across cultures uses different patterns of distance in sitting or standing positions in different global cultures. The American pattern of "straight talk" would require the partners to sit opposite each other, whereas most other tribalistic or collectivistic cultures would rather choose the diagonal arrangement at a table or the position beside each other. Moreover, for most European cultures direct or opposite position is viewed as challenging.

According to major requirements of keeping distance in communication they may range from classical American 40 cm for private relations, 45-80 cm for friends and acquaintances, and 1.3 to 3 meters for business communication [6]. These figures might be a little smaller for European countries, especially for those with tribalistic heritage, Italy, France, Spain and Ukraine included. Distance as one of non-verbal clues, being violated, is another indicator of meaning. even though silent, in the majority of communication types conveying change of attitude, advances or excessive respect or even awe.

The same holds true for time-keeping. A lack of prompt reply in e-communication may signal of a number of additional meanings: impatience or disrespect, some kind of trouble on the opposite end, or sheer indifference. And the period of a pause either in oral or written communication has its own rules of game. Western cultures have the rule of constant involvement in a dialogue, even though it's a typical 'I see' or 'Hm' which confirm the involvement. The Ukrainian culture, on the contrary, may be quite comfortable with short periods of silence without replying. A longer period of even a couple of minutes may, again, signal of something going wrong in the course of communication.

In conclusion, the gap between individualistic, tribalistic and collectivistic cultures is getting smaller due to the development of new technologies and greater mobility as a result of globalization. Actually, the whole world is in the state of constant transition adopting more and more western cultural features, moving unavoidably towards individualism, the global culture in pursuit of freedom, equal rights and opportunities for every single individual towards more sustainable liberal and democratic future.

References

1. Raji Ridwan Adetunji, Koh Phei Sze. Understanding Non-Verbal Communication across Cultures: A Symbolic Interactionism Approach. URL : https://www.researchgate.net/publication/255967701_November_2012
2. Mehrabian, A. Nonverbal communication. Chicago : Aldine-Atherton, 1972. 226 p.
3. Mo Zhang. Research on Cross-Cultural Differences in Nonverbal Communication Between America and China. Advances in Social Science, Education and Humanities Research, volume 571. Proceedings of the 2021 5th International Seminar on Education "Management and Social Sciences" (ISEMSS 2021). Pp. 954-957.

4. Al-Alawneh Muhammad Khaled, Hawamleh Mahir Shafeeq, Al-Jamal Dina AH and Sasa Ghada Suleiman. Communication Skills in Practice /International Journal of Learning, Teaching and Educational Research. Vol. 18, N°6, pp. 1-19, June 2019. DOI <https://doi.org/10.26803/ijlter.18.6.1>

5. Hull, Raymond. Nonverbal Communication's Influence in Professional Practice. *He hearing Journal* 76 (02); Febr.2023. Pp.8-11.

6. Hall, Edward T. *The Silent Language*. New York : Doubleday and Company, 1959. 242 p.

ВЕЦНЕР Юлана Ігорівна

к.т.н, Національний технічний університет «Харківський політехнічний інститут» (Україна, м. Харків);

АВІНА Світлана Іванівна

к.т.н., доц., Національний технічний університет «Харківський політехнічний інститут» (Україна, м. Харків);

АВІНА Валерія Вікторівна

студентка Державного вищого навчального закладу «Харківський коледж текстилю та дизайну» (Україна, м. Харків)

НАВЧАННЯ ІНОЗЕМНИХ СТУДЕНТІВ ЯК ОДНА З ФОРМ МІЖНАРОДНОЇ СПІВПРАЦІ

В умовах глобальної інтернаціоналізації освіти, активізації процесів інтегрування в освітній та наукових сферах міжнародна діяльність набуває особливого значення для більшості ЗВО. Нині інтеграція у міжнародне співтовариство, зокрема у міжнародний освітній простір, – це активне залучення до процесів глобалізації освіти та науки, завдяки чому розширюються міжнародні гуманітарні контакти.

Мільйони людей щорічно виїжджають до різних країн світу за програмами молодіжного та академічного обміну, на наукові стажування, конференції, семінари, навчання. Це сприяє розвитку зв'язків між державами та загальному науково-технічному прогресу людства.

Навчальна міграція показує, що хороша освіта – це головний капітал молодого фахівця, який вступає до ринку праці.

Один з етапів сучасного розвитку суспільства характеризується пріоритетним вибором освіти та науки, в якому на першому місці стоять освічені люди та їхні ідеї як головне джерело знань, необхідне для конкурентоспроможності держави.

Освіта для сучасності – ключовий елемент в усіх сферах сучасного життя. Тільки хороша освіта може підвищити якість управлінських, технологічних, проектних, інженерних завдань, від яких залежить розвиток людства. Освіта та наука – це те, що створює конкурентоспроможність та продуктивність праці.

Система міжнародного співробітництва постійно розвивається, що сприяє накопиченню досвіду з навчання іноземних студентів та підвищенню якості освіти.