

THE ROLE OF CULTURE IN VERBAL AND NON-VERBAL COMMUNICATION

Rakhmatova Bahora Ibodulla Qizi

raxmatovabahorai@gamil.com

Student of Master's Degree in Uzbekistan State World Language University

Abstract. As we all know, communication is the process of exchanging information through the use of a code. Words, non-words, and certain symbols are also included. Despite its goal of affecting humans' cognition in a communication process, codes do not always have the same meaning. Words with similar meanings might have different connotations depending on how they are used in a certain situation. Furthermore, the sender's and receiver's backgrounds have an impact on how a communication is interpreted. This involves the study of culture in a communicative context, when culture has a far higher impact on the perception process than feeling. This article is aimed at the role of culture cultural specificities in verbal and non-verbal communicative process.

Key words: Communication, culture, sender and receiver, verbal and non-verbal communicative process

Introduction. Culture is a set of beliefs, values, customs, food, language, religion, and various social standards that make up a system of knowledge. Culture, on the other hand, is defined by anthropologists and behavioral scientists as the complete range of learnt human behavior patterns. Edward B. Tylor stated that the term in 1871 in his book "Primitive Culture." "Knowledge, belief, art, law, morals, custom, and any other capabilities and habits necessary by man as a member of society" are all part of culture, according to Tylor. Culture is a great human survival mechanism, but it is also a fragile phenomenon since it is always changing. It's also seen as a form of symbolic communication. Communication and culture are inextricably linked with each other. It is impossible to imagine culture without communication and communication without culture. Additionally, cultural differences in verbal and con-verbal communication are always in the center of attention for linguists. As a result, the function of culture in these types communication has thus become quite prominent in today's society.

What is communication?

When we hear the word communication, we are likely to think of ways of interactions among human and non-human beings. It is obvious that the number of definitions for this word is immense. The Oxford Advanced Learner's Dictionary of Current English (2004) defines communication as the activity or process of expressing ideas and feelings or of giving people information. According to Lunenberg (2010), communication originated from the Latin word *communis*. However, he asserts that it means 'common', which suggests that there must be a common understanding of the message between the source and the receiver concerning the message being communicated.

Communication usually involves a sender (source) and a receiver. It involves the interlocutors exchanging signals. These signals could be verbal or graphic, it could be gestural or visual (photographic) (Craig, R. T. 2000). In essence, communication includes using codes that are done with the eyes, body movement or sounds made with the voice. Whichever way is done, there is always a process in which someone initiates a meaning intent that is passed to the interlocutor (receiver). Daniel (2016) asserts that it is when feedback, which involves the receiver responding to the signal by initiating another circle of meaning exchange, has been sent to the sender (source) that the communication process has gone full circle and become complete.

Types of communication

Depending on the media used or the manner in which information is transmitted, there are numerous sorts and varieties of communication. Communication can be accomplished in a variety of ways, including the internet, telephones, speaking, singing, dancing, sign language, touch and eye contact, body language, and even the way one wears. All of these factors influence the many forms of communication that exist. Teaching is also a sort of communication since a teacher communicates with students in a variety of ways, including face-to-

face in the classroom, through speech, visual aids, and experiments, through written notes, and on the internet via Skype, video conferencing, or blogging. There is also human (verbal, non-verbal, business, or written) and non-human (between animals, plants, fungus, and microbes) communication. However, we are going to focus on mostly verbal and non-verbal communication in this article.

Verbal communication: This, as the name implies, is communicating using words. This includes sounds, words, language and speaking. Speaking is an effective way of communicating: it is classified into interpersonal communication and public speaking (Aarti, 2011). Interpersonal communication occurs when one person speaks directly to another. Here, communication would be informal: one can say what one really feels, though this is bound by the social norms guiding the sender and the receiver. Public speaking occurs when one person speaks to a large group. In this case, communication is formal; rule bound and centred more on the speaker getting some kind of result. Verbal communication can also be referred to as oral or spoken. It can make use of visual aids and non-verbal elements to facilitate meaning and enhance rapport and achieve high level of understanding by removing ambiguity and garnering immediate feedback. The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation. In the case of the verbal communication, the feedback is immediate since there is a simultaneous transmission and receipt of the message by the sender and receiver respectively. (Christine Sievers, Thibaud Gruber, 2017)

Non-verbal communication: Non-verbal communication is the process of conveying meaning in the form of non-word messages. It covers all information, messages and ideas we convey without using words; making use of physical communication such as tone of voice, touch, smell and body motion. Non-verbal communication includes music, dance, painting, drama and sculpture. Symbols and sign language are also included (Daniel, 2016). This is because body language, facial expressions, clearing of the throat, physical contact and dress convey a lot of information. A good example of non-verbal communication is sign language, which can be used by anyone at anytime. A non-verbal sign such as bell ringing is a common sign which one can understand. By itself, ringing of a bell means nothing. However, in recognized contexts, it may mean “time for school”, “change of lesson”, “is somebody at home”, “end of lesson”, or “second hand goods for sale.” According to Wilson (1972), not only can almost anything be used as a sign, but almost every sign can be used to communicate several different things. He explains further that everything depends on agreement about and understanding of the ways in which we use signs. To him, the significance of any sign depends on the context in which it is used.

Cultural specificities in verbal and non-verbal communication

Cultural specificities in communication refer to the differences in how communicators exchange information with one another that are induced by cultural differences. These differences show up in the way each communicator thinks and acts, altering the conversation and its outcomes. Over time, every social group in the world has established its own set of beliefs, habits, and behavioural conventions. Culture influences people's thinking and, as a result, their actions. Something that feels pleasant to an American, such as making eye contact or making a supportive hand gesture, may be interpreted differently in another nation. For different people, pitch, volume, and tempo of speech take on diverse forms. (Goman C.K. 2008)

Shaking hands is a traditional greeting in the United States. A firm handshake is regarded as a favourable trait. A non-contact greeting, such as a bow or placing both hands together in front of us as if in prayer, is preferred in many Asian and African cultures. Asians and Middle Easterners prefer a soft handshake versus the usual American hard grip. In America, the 'A-OK' hand sign (thumb to index finger) is a compliment, however in many European countries, it is an insult. (Goman C.K. 2008)

Making direct eye contact with everyone is a show of respect and honesty in America. Making such kind of eye contact with those in charge or one's elders is considered impolite in Asia. Face emotions are regarded as positive by Westerners. In the East, a grin does not always imply happiness. It could be an indication that you've been misunderstood or that you're trying to hide your humiliation.

If they've been taught their etiquette, people from Anglo-Saxon countries, it is better to wait their turn to speak. Interrupting someone is considered impolite. Interrupting is not only acceptable but expected in many Latin cultures. The wait-your-turn norm is typically taken to extremes in Asian cultures, with people pausing before

answering. Pitch and loudness differ by culture as well. For example, Americans often speak at a low pitch and only raise their voices in anger or enthusiasm, but the Portuguese converse at higher pitches and loudness. Conclusion. As is stated above, communication is a means of interacting with people in all societies over the world regardless its types. Of all types of communication, verbal communication allows for the most immediate feedback and clarification of words while non-verbal communication is a great contribution that make us able to understand the message without words. However, no matter the code, type, level and style of communication, the important thing is for a message to be sent through an acceptable channel and for it to be decoded and understood correctly. It is only after the sender's intended meaning has been correctly decoded by the receiver and the expected feedback given that one can boldly say that the communication process has been effective.

References

1. Aarti,R. (2012).“Four Types of Communication”.<http://www.buzzle.com/articles>.
2. Aranguren, J. L. 1967. *Human Communication*. New York: McGraw-Hill
3. Craig, R. T. (2000). “Communication.”In *Encyclopaedia of Rhetoric*, 3/9/00 version. Oxford University Press.
4. Daniel, I.O. (2011). *Introductory Phonetics and phonology of English*. Newcastle upon Tyne: Cambridge Scholars Publishing
5. Davis, E. (2011). “Information, from drums to Wikipedia” <http://www.the-tls.co.uk/tls/public/article760768.ece>
6. Daniel, I.O.A. (2013). Communi ation as socio-cultural meaning exchange. The example of Richard Wright's Black Boy. *International Journal of Applied Linguistic and English Literature*, 2,5:173-177
7. Edward B. Tylor, 1871, “Primitive Culture.”. NewmYork: Orbis
8. Goman C K. (2008)The Nonverbal Advantage: Secrets and Science of Body Language, chapter 2,p.21.
9. Kraft, C. H. 1979. *Christianity in Culture: A Study in Dynamic Biblical Theologizing in Cross-Cultural Perspective*. NewmYork: Orbis..
10. Rahskopf, H. G. 1965. *Basic Speech Improvement*. New York: Harper & Row.
11. Ramsey, S. J. 1979. „Nonverbal Behavior: An Intercultural Perspective,” in Molefi Kete Asante, Eileen Newmark, and Cecil A. Blake, eds. *Handbook of Intercultural Communication*. Beverly Hills: Sage Publications
12. Ray L Birdwhistell “Introduction to Kinesics” An annotation system for analysis of body motion and gesture. (1952)
13. Online Business Dictionary. (2010).Communication. <http://www.BusinessDictionary.comonline>
14. *Oxford Advanced Learner's Dictionary of Current English*. 2004. Oxford: Oxford University Press.
15. The Importance of Communication. <http://prezi.com/7wwis6vnlsuj/the-importance-of-communication/>