

WHAT SHOULD WE COMPREHEND IN NONVERBAL COMMUNICATION?

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The problems of intercultural communication in a world of total globalization have to be pushed to the sidelines due to the boundary erase between different cultures and their representatives. However, these hopes have failed. Despite numerous assertions that the local cultures disappear a behavior within one cultural space differs from another. Under such circumstances a certain misunderstanding in various spheres of public and private life, connected with cross-cultural communication, appears.

There are enough examples of such misunderstandings: according to statistics, a work of a half of American managers working abroad is estimated as unsatisfactory or insufficient. The cause is a lack of understanding of ethnic and cultural features of the countries which they work in. German specialists also have many difficulties. Sometimes their straightforwardness is misinterpreted as aggressiveness and a lack of tact. Time and again many representatives of other cultures and languages get into tragicomic situations of false realias interpretation.

Misunderstanding arises when people try to improve the quality of communication nonverbally by gestures, certain head or body motions. Thus, for example, one runs the danger nodding in confirmation to his Greek or Bulgarian mate, since Greeks and Bulgarians interpret a nod as a denial. Therefore, an intercultural communication remains a history of misunderstanding.

The range of cultural linguistics interests is quite wide today. Culture linguistic theory compares abstract units, so-called "culturemes" that manifest themselves in different cultures, with different frequency, in different communicative situations [1, 31]. Undoubtedly a negation refers to these culturemes. A negation is not only cultureme but a universal linguistic category.

A negation is a pragmatic category. This status consolidates due to its universal ability to satisfy the communicative requirements in realization of such speech acts as a failure, rejection, protest, dissent, denial.

Taking into account the richness and diversity of negation linguistic means, it would seem that the nonverbal aspect of negation relates to its periphery. However, it is well known that much of information (also negative) is grasped during communication through sign language, voice tone. Including 55% of the messages we apprehend through facial expressions, gestures, head and body motility, 38% - through tone, and

only 7% of the information comes in the form of articulated words. The list of nonverbal signs and signals consists of more than 1000 units. It is nonverbal negation that can sometimes adopt the main communication functions, especially in the dialogue.

A sign language has a large palette of tools to implement negation “per se” – in the pure state – or in one of its communicative pragmatic variants. The easiest way to refuse nonverbally is, for example, a sharp movement with the hand. A clenched fist can signal a ban. In many European countries a gesture of a turned down hand, that describes the motion from left to right at the throat, indicates an unwillingness to continue the communication. The negative emotional reactions of nervousness and fear are expressed by hands. For instance:

Avice Crichton was dabbing her palms nervously with a handkerchief: “Pleased to meet you Mrs. Lambert. It’s kind of you to call on me (2, 130).

A hand gesture (*wringing his hands, wave arms excitedly*) can express such emotional reaction as a despair.

A visual contact is rarely consciously controlled, but, undoubtedly, it belongs to the important components of communication. The wide eyes, for example, may sign a disagreement, disapproval, rejection.

“It’s more that he was a Germany spy during the war”. One of the men held up his eyes in the negative (3, 74).

The easiest way to deny, using not language tools but head or body motility, is to shake a head.

“Are you OK?” “No”, she said shaking her head (4, 24).

The nonverbal communication components can be generic or ethnospecific. A separate gesture may have some interpretation in one nation, but it can be quite differently interpreted by other nations. These nonverbal negative means are the peripheral elements of the negation category. As a rule in the communication they go together with the explicit linguistic units. It is not known whether human interaction would be complete without these means. The knowing of nonverbal communication units directly affects the quality of intercultural communication. Sometimes even the most perfect knowledge of a foreign language does not allow its informant to adapt fully to the language environment, since he does not have the skills of nonverbal communication. And vice versa, a skillful use of nonverbal communication elements can provide a high-quality cross-cultural communication and avoid misunderstanding.

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