

VERBAL AND NON-VERBAL COMMUNICATION, THEIR RELATIONSHIP

Formulation of the problem. The organization of effective activities and interaction of people in modern conditions of existence requires effective communication, establishment of mutual relations, coordination of joint activities. The more effective their interaction, communication and perception, the more their numerous needs are satisfied, the better they feel. The research topic of this problem is important, because effective communication, its culture depends, first of all, on how skillfully the communicator possesses verbal and non-verbal means of communication.

Goal. Analyze the meaning and use of verbal and non-verbal communication. To achieve the following goal, we set the following **tasks**:

- To investigate the essence of verbal and non-verbal aspects of communication.
- To justify the conditions of effective communication using verbal and non-verbal means of communication.

Production statement. Communication is a necessary component of any social interaction, and its outcome depends on the effectiveness and clarity of message transmission. Communication involves the transfer of information between two or more people, and this process can be verbal or non-verbal.

Verbal communication is the process of exchanging information using language means, which involves the use of words, sentences, and sounds. It is the most obvious form of communication, as the transfer of information occurs through language. It can be an oral or written form of communication.

Nonverbal communication is a process of transmitting messages that do not use words, but is based on nonverbal signals, such as gestures, postures, facial expressions, tone of voice, etc. Nonverbal communication can convey a lot of information, such as emotions, mood, subtext, relationships, attitudes, and more.

The ratio between verbal and non-verbal communication can vary depending on the situation. For example, in a real-time conversation, verbal communication can be more effective because it provides an opportunity to immediately answer questions and listen to answers. However, non-verbal cues can complement and reinforce verbal communication, ensuring that the message is fully conveyed. On the contrary, in written communication, verbal communication can be more effective because it avoids misunderstandings related to non-verbal signals. However, even in this case, non-verbal signals can complement the text and help to understand the message more deeply.

It is also important to note that non-verbal communication can vary across cultures and between different people. For example, gestures and facial expressions can have different meanings in different cultures, so you need to be careful when communicating with people from other cultures.

It is also important to pay attention to the fact that verbal and non-verbal communication can have different effects on others people. For example, if your non-verbal cues don't match your words, it can lead to mistrust and disregard for you. Therefore, it is important to balance your verbal and non-verbal communication so that they emphasize each other and help convey a clear message.

In conclusion, verbal and non-verbal communication are important components of any communication. Verbal communication involves the use of language to convey messages, while non-verbal communication conveys messages using non-verbal cues. The relationship between these two types of communication may vary depending on the situation and cultural norms. It is important to ensure balanced and consistent verbal and non-verbal communication in order to ensure the effective transmission of the message and the maintenance of mutual understanding between the interlocutors.

References

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THE INFLUENCE OF CORPORATE IMAGE OF THE ENTERPRISE ON ITS REPUTATION IN INTERNATIONAL MARKETS

Formation of an enterprise's distinctive image is a prerequisite for its successful operation in foreign markets. For this, the enterprise should adhere to the developed strategy, update its brand per the requirements of new markets, and direct efforts to support its positive image and reputation [1].