

2. Hofstede, Geert. The Hofstede Centre. Strategy, Culture, Change. Retrieved 5 March 2016. [Electronic resource]. – Access mode: <http://www.geert-hofstede.com/>.
3. Robert W. Vaagan (Ed.) Communication Across Cultures, Time and Space. A Festschrift in Honor of Professor Robert N. St. Clair, President, IAICS 2013-15. Special issue of Intercultural Communication Studies, 2016 (25). – P. 110-132.
4. Robert W. Vaagan (Ed.) Communication Across Cultures, Time and Space. A Festschrift in Honor of Professor Robert N. St. Clair, President, IAICS 2013-15. Special issue of Intercultural Communication Studies, 2016 (26). – P. 146-175.

**Tanya Kyrylyuk, Tanya Dmytryshyn**

Research supervisor: Elena Konoplytska

Candidate of Philological Sciences, Associate Professor

Language tutor: Tetiana Piatnychka

Candidate of Philological Sciences, Associate Professor

Ternopil National Economic University

## **CULTURAL DIFFERENCES AND NONVERBAL COMMUNICATION**

Communication is a dynamic process with its ever changing roles of sending and receiving information, ideas, and emotions. There are two very important kinds of communication, verbal and non-verbal and relations between them are inseparable. Non-verbal communication keeps the major portion of the periphery occupied and in absence of it communication can never happen. In the era of caveman, just using nonverbal communication could help to understand the other person, but in present society both verbal and non-verbal forms of communication are needed to understand each other completely. We start taking lessons in nonverbal communication from the very beginning of our life, from parents and the society in which we live. There is a very common perception among people that for understanding any oral message we have to concentrate and subsequently be able to understand the nonverbal elements, but in reality nonverbal communication is not as easy to understand as it seems to be. Often it is misinterpreted and because of that wrong message is understood by the receiver. Another widely accepted fact states that by focusing upon the body

language of a person we can predict how he/she feels about any situation. But all that varies from context to context, from culture to culture [4, p. 50].

There is a well-known saying, “actions speak louder than words.” This statement reinforces the significance of nonverbal communication.

Nonverbal communication is very significant and noteworthy in intercultural situations and its importance in our global society is quite evident. In our human relations, two-third of the communication takes place through nonverbal means. Because of the stated fact, the chances of misunderstanding and disagreement regarding nonverbal communication are high due to cultural differences because every culture differs from other. Therefore, successful interactions in such situation depend largely upon a clear understanding of nonverbal messages along with the verbal ones [2, p. 19].

Nonverbal communication is one of the key aspects of communication. It includes functions such as repeating, complementing, and contradicting a verbal message. For example, if a person is saying no to anything and is nodding his head as yes, so in that situation the verbal message is not matching with nonverbal one. As a result, the other person listening will be confused because there is no coordination between verbal and nonverbal means. Apart from this, it also manages our social and professional relations, such as nonverbal cues conveying when we should speak and when we should remain silent. Finally, it can even amend a verbal message through mimics, gestures and facial expressions, particularly when people do not share the same language.

Nonverbal communication is important in any social or professional interaction because people tend to look for nonverbal cues when verbal messages are unclear or ambiguous (especially when different languages are used). “Since nonverbal behavior arises from our cultural common sense, we use different systems of understanding gestures, postures, and silence, emotional expressions, touch, physical appearance, and other nonverbal cues” [3, p. 12].

Language is the most important but sometimes it emerges as a barrier in an intercultural setting. Difficulties with language fall basically into three categories: translation problems, problems in expressing delicate distinctions from language to language, and cultural-based variations among speakers of the same language. In English, for example, the mild difference

between the words "misinterpret" and "misunderstand" can prove significant in a sensitive situation because both words express different meaning and should be used appropriately. Similar example is to be found in words "wedding" and "marriage". The first one is the ceremony and the second symbolizes the bond two people share after their wedding.

Dialectical differences within the same language often create gross errors. The example of how variations within a single language can affect business occurred when a USA deodorant manufacturer sent a Spanish translation of its slogan to their Mexican operations. The slogan was "if you use our deodorant, you won't be embarrassed." The Mexican-based English-speaking employees used the term "embarazada" to translate "embarrassed." It was an amusement to the Mexican market, as "embarazada" means "pregnant" in Mexican Spanish [5, p. 333].

Human beings draw closer to one another by their common nature but habits and customs keep them apart (Confucius). Intercultural communication is a form of communication that aims to share information across different cultures and social groups. It is used to describe the wide range of communication processes and problems that naturally appear within an organization made up of individuals from different religious, social, ethnic, and educational backgrounds. In this sense it is worth to understand how people from different countries and cultures act, communicate and perceive the world around them. It also involves understanding different cultures, languages and customs of people from other countries. Intercultural communication plays a very significant role in social sciences such as anthropology, cultural studies, and linguistics, psychology and communication skills. Now as a fact, widespread population migrations have changed the demographics of several nations and new cultural identities and communities have been born. All civilization depends upon each other for different reasons [1, p. 165]. Therefore, the better our intercultural communication skills, the easier it will be for us to take and mark our place in international global society. Naturally that emphasis is always focused on verbal communication rather than nonverbal one. Unfortunately, as a result people make great efforts to improvise their vocabulary but neglect nonverbal communication cues. Therefore, it is important to pay attention to the nonverbal accents in the process of intercultural communication.

### ***References:***

1. Hall, E. T. (1959) *The Silent Language*, (New York: Doubleday), 1959. – P.165-166.
2. Knapp, M. L., & J. A., Hall *Nonverbal Communication in human Interaction* (5th Ed. Harcourt Brace Jovanovich, New York), 2010. – P.18-20.
3. LeBaron, M. *Cross-cultural communication: Beyond Intractability*. Eds. G. Boulder. Retrieved August 1, 2013. – P.11-13.
4. Shi-Xu *Critical pedagogy and intercultural communication: creating discourses of diversity, equality, common goals and rational-moral motivation*, 2015. – P. 50.
5. Terence Brake. *Doing Business Internationally: The Guide to Cross-Cultural Success* / Terence Brake, Danielle Medina Walker, Thomas Walker // McGraw-Hill, 2013. – P. 333.

**Artur Lewtschak**

Wissenschaftliche Betreuerin: Dr.paed. Alla Bychok  
Dozentin des Lehrstuhls für Fremdsprachen  
Nationale Wirtschaftsuniversität

### **DIE WICHTIGEN ASPEKTE BEIM FREMDSPRACHELERNEN**

Heutzutage spielen Fremdsprachkenntnissen eine grosse Rolle und um einige Fremdsprache zu lernen, muss man die wichtigsten Aspekten beobachten. Und über diese Aspekten mochte ich Ihnen erzählen.

Die Linguokultur ist auch einer der Hauptaspekte des Fremdsprachlernen. Das ist eine wissenschaftliche Disziplin des Synthesetyps, die die Grenze zwischen den Kulturwissenschaften und der Philologie (Linguistik) ist, und nicht der Aspekt des Sprachunterrichts als Linguistik ist.

Ein berühmter ukrainischer Schriftsteller Taras Schewtschenko hat gesagt: «Der Mensch ist so viele Male Mensch, wie viele Fremdsprachen er kennt». Für mich ist diese Aussage sehr genau, weil je mehr Menschen sich entwickeln, desto haben sie mehr Chancen, um gute Arbeit zu finden und eine Professionalle zu werden [1]. Jetzt studiere ich Jura und in der Zukunft möchte ich Rechtsanwalt werden, um Leute zu schützen. Durch die Berufswahl ist es wichtig für mich, mit Menschen gut kontaktieren, darum lerne ich eine Fremdsprache, um sich selbst und seine Umgebung besser zu verstehen.