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## THE ROLE OF NONVERBAL DEVICES IN HUMAN COMMUNICATION AND THE IMPORTANCE OF NON-VERBAL COMMUNICATION IN THE WORLD OF BUSINESS

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**Shokhobiddinova Shokhista**

Graduate Student Of Master's Degree Uzbekistan State World Languages University, Uzbekistan

### ABSTRACT

This thesis is revealed that what kind of influence of non-verbal communicational devices have in human interaction. The categories of non-verbal devices are distinguished according to their cradle features and functions. It also asserted the importance of non-verbal communication in the world of business counting the types of the non-verbal tools that are useful and effective in business negotiation.

### KEYWORDS

Non-verbal communication, non-verbal devices, eye contact, kinesics, haptics, oculesia, proxemic, chronemia, paraverbal communication, facial expressions, gestures, intonation, business negotiation.

### INTRODUCTION

When they ask how people communicate, any person answers - with the help of verbal language. However, all devices of communication are divided into two large groups: verbal and non-verbal. At first glance, nonverbal language may not seem as important as verbal language. But this is far from the truth. In

addition to words and phrases, we also send signs to the interlocutor with our body through gestures, facial expressions, looks, posture. Even the distance during the conversation is of great importance for understanding particular person. Scientists James Borg claimed that most researchers accepted that

information expressed with the help of words while non-verbals conveys attitude, feeling and emotion [Borg, J. (2013). Body Language, 3rd Edition. chapter1.p-8.].

It has long been proven that most of the information comes from non-verbal sources rather than the verbal side of our communication. How our interlocutor stands, where his gaze is directed, which muscles are tense during the conversation - by looking at these aspects, we can better "read" a person and understand how to interact with him. It should be noted that words convey logical information to us whilst gestures, facial expressions, voice and other non-verbal devices complement and fulfill this information. Although non-verbal communication is often an unconscious process, it is now well understood and can be successfully controlled to achieve the desired result.

### **THE MAIN RESULTS AND FINDINGS**

Some parts of non-verbal language are universal, all babies for instance, cry and laugh in the same way. Other parts, such as gestures, differ from culture to culture. Non-verbal communication is usually spontaneous. In other words, we usually formulate our thoughts in the form of words, but in addition to our consciousness, our posture, facial expressions and gestures also appear unconsciously. Since non-verbal communication is not as highly structured as verbal communication, there is no universally accepted

vocabulary and order (grammar) of gestures, facial expressions, intonations, with the help of which we can clearly convey our feelings. However, according to most psychologists and scholars a wide range of the information transmitted during emotional communication passes through non-verbal communication channels. With a blink of an eye, a nod or a hand wave we deliver our feelings faster and better than words to listeners. Professor Birdwhistell, a pioneer scientist who researched on non-verbal communication, for instance, came to a very similar conclusion, finding that verbal communication takes up less than 35% of the time in a conversation, and more than 65% of information is conveyed through non-verbal devices [Birdwhistell R.L. (1955). Background to kinesics. ETC 13 10-18].

As mentioned above non-verbal language is also used during a verbal communication. During verbal interactions various non-verbal devices help people to:

- confirm, clarify or deny information communicated verbally;
- transmit information consciously or unconsciously;
- express feelings and emotions;
- regulate the flow of the conversation;
- control and influence addressees and so on

By controlling non-verbal language, people can evoke the image they want in the listeners' minds. As a good

speaker, for example, they need to suggest the image of a competent, self-confident specialist when presenting a speech in front of the audience. If a speaker slouch on the stage, his voice is muffled, and the words are slurred, he cannot persuade listeners to accept his idea, no one will believe their opinion. In addition, listeners make their impression about them in the first seconds of their discourse.

A scholar N. Vijai asserted that followings are considered the main types of non-verbal communication:

- Kinesics is the set of body movements, gestures, and positions used to complete expressive communication. The main elements of kinesics are facial expressions, postures, gestures and attitudes of physiological or socio-cultural origin. It is noticeable that the use of gestures must be understood unambiguously, because unpleasant situations can arise if the gestures are misinterpreted [Birdwhistell R. L. (1970). Kinesics and context];
- Haptics - it is known that when communicating, all people use different touches to the interlocutors who are close to them. Different types of touch are of different natures and have different effectiveness and importance. Tactile behavior can be conditionally divided into the following types: professional, ritual, and friendly and love. Each type of touch is

- necessary for a person to weaken or strengthen the communication process. However, there are certainly a number of factors to consider, as non-verbal elements have different meanings in different cultures;
- Proxemia - a type of non-verbal communication based on the use of spatial relations. This type of communication implies the direct influence of distances and territories on the manifestation of interpersonal relations between people. As a result of some studies, four zones of non-verbal communication of the spatial type were identified: intimate, personal, social and public;
- Chronemia - this type refers to the use of time in non-verbal communication;
- Paraverbal communication - the meaning of communication depends on the manifestation of the level of rhythm, intonation and timbre used for direct speech;
- Oculasia- the interaction of eye movements: eye contact, gaze, glance frequency, eye blinking [Vijai N Giri. (2009). Nonverbal Communication Theories].

As explained above, non- verbal communicational devices are inseparable essential parts of communication, and obviously they also have a vital impact on business communication. Using and understanding nonverbal techniques of

communication can help business owners achieve more success in relationship with their customers, business allies or partners and colleagues. In order to develop their business ambitious business owners and managers use the right non-verbal tools noticing the importance of non-verbal communication skills are one of the essential tools in the world of business.

In business communication following non-verbal communicative devices, which lead to make effective speech and reach to victorious negotiation, can be used:

- Facial expressions
- Handshakes
- Mimicking body language, pose
- Eye contact, gaze
- Walking, direction of travel
- Pause
- Intonation
- Gestures
- Orientation
- Loudness
- Tone
- Even appearance, clothes and others.

[K. Hogan. (2008). The secret of business. How to read anyone in 3 seconds].

## CONCLUSION

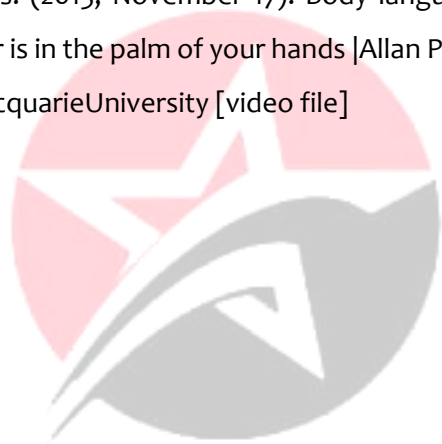
We can say that nonverbal communications have an indispensable impact on businesses since it is a fundamental part of communication. It should be emphasized that knowing the language of non-verbal communication is necessary in order to effectively establish business relations with partners in the modern dynamic world and not to forget the joy of communicating with any person.

In general, using the nonverbal communicational tools in business help increase sales, develop customer satisfaction and make better business negotiations. Hence, business owners are advised to teach nonverbal communication skills to their employees understanding the importance of nonverbal communication in that world. If they will invest particular money to increase employee's skills, they will gain lots of noticeable results in their business.

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