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THE INTERACTION OF VERBAL AND NON-VERBAL COMPONENTS IN MODERN ENGLISH INTERNET DISCOURSE

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Communication is a complex and necessary process of interactive communication, which is explained by the desire of speakers to acquire or transmit new knowledge, skills, abilities and feelings. But communication is seen not only as a process of transmitting information but also as a direct emotional interaction between speakers. Today in linguistics there is particular interest of linguists in the problem of interaction of speakers in the process of communication. The communicative process is carried out with the help of verbal and nonverbal components of speech. The relevance of the topic of the research of verbal components of communication in combination with nonverbal components is caused by the general focus of modern linguistic intelligence on studying the functioning of language units in their interaction with different code systems to adequately and effectively transmit information, perception, evaluation and understanding of communicative partners. The purpose of this research is to establish the relationship between verbal and nonverbal components in contemporary English Internet discourse. This determines the following tasks: to carry out the systematic analysis of scientific developments concerning nonverbal communication; to define the verbal and nonverbal components of communication; to establish the principles of interaction of verbal and nonverbal components of communication in English Internet discourse, taking into account the universal, ethnospecific and individually defined aspects of nonverbal components of communication. The object of the study is verbal communicative components, which interact with nonverbal components in English Internet discourse. The subject of the research is a set of discursive regularities of the interaction of verbal and nonverbal components of English Internet communication, as well as features of nominations of nonverbal components of communication in media and social networks.

Keywords: *communication, discourse, Internet, interaction, nonverbal, verbal*

Introduction. In modern English communicative Internet space, there is no doubt that not only verbal means, but also non-verbal ones have an important place, the latter influence the reception of the text, and therefore the decoding of its true semantics and pragmatics. The natural desire of a person constantly to be aware of current events, trends or at least those spheres and branches of knowledge that correspond to his interests that lead to a natural need to find an optimal information resource that can satisfy his needs, fully or partially realize one's intentions.

Communication is a complex and necessary process of interactive communication, which is explained by the desire of speakers to obtain or transfer new knowledge, abilities, skills and feelings. But communication is considered not only as a process of information transfer, direct emotional interaction between speakers.

Today in linguistics there is an interest of linguists in the problem of interaction between speakers in the process of communication. The communicative process is carried out with the help of verbal and non-verbal components of a language.

The relevance of the research topic – the verbal components of communication in combination with non-verbal components is caused by the general focus of modern linguistic research on the study of the functioning of linguistic units in their interaction with various code systems for adequate and effective transmission of information, perception, evaluation and understanding of communicative partners. Considering the inseparability of gestural and voice accompaniment of speech, the study of the forms and functions of non-verbal communicative components and the regularities of their interaction with verbal components in the modern communicative space becomes relevant.

The purpose of this investigation is to establish the relationship between verbal and non-verbal components in modern English discourse.

This requires the following tasks to be performed:

- to carry out a systematic analysis of scientific developments regarding non-verbal communication;
- to define the verbal and non-verbal components of communication;
- to establish the principles of interaction of verbal and non-verbal components of communication in English-language discourse, taking into account

the universal, ethno-specific and individually defined aspects of non-verbal components of communication.

The object of the research is verbal communicative components, which interact with non-verbal components in English discourse.

The subject of the research is a complex of discursive regularities of the interaction of verbal and non-verbal components of English communication, as well as the peculiarities of nominations of non-verbal components of communication in publications and social networks.

The problem setting. The organization of effective activities and interaction of people in modern conditions of existence requires effective communication, establishment of relationships, and coordination of joint activities. An important role in the communication process is played by both verbal (speech) and non-verbal (non-speech) means of communication, which closely interact with each other.

Verbal (lat. *verbalis*, from *verbum* word) communication is a process of mutual exchange of information using language (oral, written, internal), which takes place according to its internal laws, requires active mental activity and is based on a certain system of established norms (Morkotun, 2013). Verbal means of communication (language, speech) form a sign system, the smallest meaningful unit of which is a word (expression) combined with other words according to the rules of this same sign system. As a whole, words and expressions are means of understanding the speaker's thoughts, and at the same time – means of perception (perception based on one's life experience) of the content of thoughts. In communicative practice, a person performs internal and external speech, which constitute a certain unity, which does not exclude the specificity of each form of speech activity (Morkotun, 2013).

Verbal communication uses language as a sign system, the most universal means of human communication, which provides a meaningful aspect of interaction and mutual understanding in the process of joint activity. The accuracy of the listener's understanding of the content of the statement can become clear to the communicator only when there is a change in "communicative roles", i.e. when the recipient becomes the communicator and his statement makes it known how he revealed the content of the information. Communication through verbal means is nothing but the use of the living word in the transmission of information.

Ukrainian researcher in the field of communicative linguistics F. Bacevich emphasizes that the means of communication are codes, that is,

a system of correspondences between the form and meaning of the message, and knowledge of the code is necessary for the transmission of information by all participants of communication.

Among the verbal means, materially expressed explicit units of different levels of language (sound, word, phrase, sentence, text) and implicit materially unexpressed units (rules and regularities of the organization of the language system, rules of communication) are distinguished. Both units are equally important for communication (Morkotun, 2013).

The presentation of the main material. Means of the language system are characterized by such features as specialization, productivity, arbitrariness of language code signs, and the ability to be transmitted, conditioned by culture.

Verbal components are the most important components of the process of interpersonal communication because they are the main carriers of the meanings of messages (of course, if we are not talking about specialized communication, for example, between people with hearing impairments).

Often, verbal means of communication are organically complemented by components of sign systems other than language (graphs, diagrams, drawings, geographical maps, indexes, symbols, etc.), which consist of a set of conventional signs that represent a material-ideal entity, according to which something new is known, which lies beyond its external form, and the rules of their relationship in a certain sphere of human activity.

Verbal communication is contact with a partner and the environment in general with the help of language, as a single, integral complex system of signs that serve as a means of communication. Scholars believe that language is a physical, physiological, anthropological, and social phenomenon at the same time. The condition of its existence is human society (Kusko, 2001).

For a person as a social being, one of the most important needs is the need for communication - interpersonal and intergroup interaction, "the basis of which is knowing each other and exchanging certain results of mental activity (information, thoughts, feelings, evaluations, etc.)" (Serazhym, 2002). According to its material expression, communication is realized not only in the verbal, but also in the non-verbal form.

Modern science has different views on non-verbal means of communication in the context of understanding general programs and methods of human behaviour (J. Hall, A. Friesen, A. Pease, J. Fast, etc.); formal and semantic analysis of non-verbal signs concerning linguistic signs (T. Nikolayeva, K. Scherer); properly linguistic,

sociolinguistic, psycholinguistic and other analytical developments aimed at recognizing psychological and emotional states by verbal and non-verbal signs, researching the national specificity of speech and non-speech behaviour, analysis of ways of displaying non-verbal behaviour in fiction (A. Vezhbytska, P. Ekman, K. Kreidlin, etc.). They widely use the observations of culturologists, ethnologists, and anthropologists to solve problems of nonverbal behaviour.

F. S. Bacevich (2004) notes that "nonverbal means of communication are elements of the communicative code that have a non-linguistic (but symbolic) nature and, together with the means of the language code, serve to create, transmit and receive messages".

Non-verbal means, thus, play a significant role in the communication process. They not only duplicate, reinforce or replace language communication, but also confirm or deny information, supplement the content of the statement, emphasize especially important moments of communication, and control and regulate this process. It is non-verbal means that make it possible to understand the true feelings and thoughts of the interlocutor, since their appearance is due to impulses of the subconscious, and the lack of opportunity to fake these impulses allows you to trust this language more than the verbal channel of communication. According to surveys, the degree of trust in words is 20 %, and in non-verbal means – 30 %. Moreover, non-verbal behaviour makes it possible to get to know a person and shapes our attitude towards him.

Non-verbal communication can also be used as a means of "softening" verbal communication, it is traditional to use non-verbal communication channels in the activities of the most closed organizations of secret services and mystical brotherhoods (Kovbasiuk, 2008).

There are different typologies of non-verbal means of communication, as they are formed and perceived by different sensory systems: vision, hearing, tactile sensations, taste, smell, and the moment when communication takes place is also taken into account. According to F. S. Batevich's classification (2004), for example, non-verbal means of communication are divided into acoustic, optical, tactile-kinesthetic, olfactory, and temporal.

Extralinguistic means of non-verbal communication include pauses, coughing, sighing, laughing and crying; prosodic – the pace of speech, tone, timbre, pitch, manner of speech and method of articulation; kinetic – gestures, facial expressions, body posture, eye contact; to proxemics – the distance between speakers, the influence of territory, influence of orientations, distance, spatial placement of interlocutors; appearance includes physiognomy,

body type and measurements, clothing and its style, jewellery, hairstyle, cosmetics, and personal items (Morkotun, 2013).

Kinetic components play a special role in non-verbal communication. In linguistics, there is such a concept as kinetics. The term "kinetics" is understood as a set of kinems – that is, meaningful gestures, mime and pantomime body movements that convey certain information and are included in communication as non-verbal components during direct communication between communicators. Kinema is understood today in two aspects: firstly, as a meaningful gesture, secondly, as a nomination, a linguistic expression of this gesture. Kinema is a verbal representation in the text of any mime or gestural body of movement expressed by one verbal unit used by the narrator or character. In turn, they form a kinetic system – a set of verbal means that reproduce the non-verbal behaviour of the characters in the work of art, consisting of gestures, facial expressions and body movements. As a rule, kinetic units are not elements that decorate speech, but those that are its organic property.

Non-verbal elements of the speakers' behaviour during the dialogue become one of its most important components and perform a communicative function – one of the main functions of communication modelled by the author of the work. In the situation of a real live dialogue, all non-verbal means of communication – gestures, facial expressions, body movements – are used to convey certain information. During communication, people exchange information using speech means, however, the non-verbal can be superimposed on the verbal, run parallel to it, or precede or replace it, acting as a means of conveying implicit information.

Thus, based on the presented material, it can be considered proven that:

1) non-verbal communication is an integral and full-fledged component of oral communication, in particular, intercultural communication;

2) non-verbal means are closely related to verbal means and can both illustrate and replace them in a special way inherent in a specific linguistic culture;

3) verbal and non-verbal communication is specific to each linguistic culture and needs interpretation in intercultural communication.

The interaction of verbal and non-verbal components of communication in modern English discourse can be cited as an example of expressions of praise in literary publications taken from electronic sources.

Hence, a text containing a large number of agentless and pseudo-agentive constructions is perceived as a truth-representing message, even if it is not a message in the literal sense. In other

words, it is a powerful tool for manipulating the reader's mind.

The use of agentless and pseudo-agentive constructions makes the message uninformative, but from a manipulative point of view, this is not a minus, but a plus: the addressee perceives this part of the message as stating the facts.

Conclusion. The relationship between verbal and nonverbal components in modern English Internet discourse was established. During the development, a systematic analysis of scientific developments on nonverbal communication was carried out; the definition of verbal and nonverbal components of communication is obtained; the principles of interaction of verbal and nonverbal components of communication in English Internet discourse are established, taking into account universal, ethnospecific and individually defined aspects of

nonverbal components of communication. Verbal communication is a process of mutual exchange of information through language (oral, written, internal). Nonverbal communication is a system of signs used in the process of communication and differs from verbal means and forms of detection. Electronic communication – communicative interaction in the global computer network the Internet. The analysis of various forms of communication on the Internet showed that in modern English Internet communication, in addition to verbal, non-verbal means of communication are widely used, which are denoted by such terms as "smiley" or "emoticon". These tools consist of letters, mathematical symbols, and punctuation marks, according to their meaning, structure or origin are divided into certain groups and are widely used by Internet users to express feelings, and emotions or to denote certain actions.

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ВЗАЄМОДІЯ ВЕРБАЛЬНОГО І НЕВЕРБАЛЬНОГО КОМПОНЕНТІВ У СУЧАСНОМУ АНГЛІЙСЬКОМУ ІНТЕРНЕТ-ДИСКУРСІ

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Комунікація – складний і необхідний процес інтерактивного спілкування, який пояснюється прагненням мовців отримати або передати нові знання, уміння, навички та почуття. Але спілкування розглядається не тільки як процес передачі інформації, а й як безпосередня емоційна взаємодія між мовцями. Сьогодні в лінгвістиці спостерігається особливий інтерес лінгвістів до проблеми взаємодії мовців у процесі спілкування. Комунікативний процес здійснюється за допомогою вербальних і невербальних компонентів мовлення. Актуальність теми дослідження вербальних компонентів комунікації в поєднанні з невербальними зумовлена загальною спрямованістю сучасного лінгвістичного інтелекту на вивчення функціонування мовних одиниць у їх взаємодії з різними кодовими системами для адекватної та ефективної передачі інформації, сприйняття, оцінка та розуміння комунікативних партнерів. Метою дослідження є встановлення співвідношення вербальних і невербальних компонентів у сучасному англомовному інтернет-дискурсі. Це визначає наступні завдання: здійснити системний аналіз наукових розробок щодо невербальної комунікації; визначити вербальні та невербальні компоненти спілкування; встановити принципи взаємодії вербальних і невербальних компонентів спілкування в англомовному Інтернет дискурсі з урахуванням універсальних, етноспецифічних та індивідуально визначених аспектів невербальних компонентів спілкування. Об'єктом дослідження є вербальні комунікативні компоненти, які взаємодіють з невербальними компонентами англомовного Інтернет-дискурсу. Предметом дослідження є сукупність дискурсивних закономірностей взаємодії вербальних і невербальних компонентів англомовної Інтернет комунікації, а також особливості номінацій невербальних компонентів комунікації в медіа та соціальних мережах.

Ключові слова: комунікація, дискурс, Інтернет, взаємодія, невербальне, вербальне.