

## EXPRESSING COMMUNICATIVE COMPETENCE BY DIFFERENT GESTURES

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**Abstract:** *This article clearly explains how important role the communicative competence by different gestures (nonverbal communication) plays in all walks of life: at work or even during giving formal speech to the public and the conversation with a friend.*

**Key words:** *nonverbal language, pose, facial expressions, communication, competence, reaction, eye contact, acoustic, tactile.*

Communication is a broader process than conversation. Communication is the process of transmitting information to someone and communication methods that allow you to transmit and receive a variety of information. The purpose of communication is to provide an understanding of the information received and transmitted. Communicative competence is the ability to communicate, quickly and clearly establish business and friendly contacts with people, good awareness in the field of communication and the ability to put knowledge into practice.<sup>1</sup> Communicative competence is defined as the effectiveness of communication: the ability and real readiness for speech communication, adequate to the goals, spheres and situations of communication, the ability to speech interaction and speech action and includes:

- knowledge of speech norms, functional use of language
- speech skills and abilities;
- proper-communicative skills: the choice of a language norm, according to the situation; skills of verbal communication, taking into account with whom, when and for what purpose we are talking.

Nonverbal communication is communication through non-verbal sign systems. Nonverbal communication is usually represented by the following systems: visual, acoustic, tactile, olfactory. The visual communication system includes:

- gestures;
- facial expressions, poses;
- skin reactions (redness, paleness, sweating);
- spatial and temporal organization of communication;
- eye contact (visual contact);

<sup>1</sup> <https://www.frontiersin.org>

· auxiliary means of communication, including emphasizing or hiding the features of the physique (these are signs of gender, age, race), the use of means of transforming the natural physique (clothing, hairstyle, cosmetics, glasses, beard, small objects in the hands), etc.

The acoustic system is divided into the following aspects:

- paralinguistic system (vocalization system, i.e. the tempo of the voice, its range, tonality);
- extralinguistic system (including pauses, coughing, laughing, crying, speech tempo). Tactile system - touching, shaking hands, hugs, kisses. Olfactory system - pleasant and unpleasant odors of the environment, natural and artificial human odors.

The following main functions of nonverbal communication are distinguished:

- expression of interpersonal relationships;
- expression of feelings and emotions;
- management of verbal communication processes (conversation);
- exchange of rituals;
- regulation of self-declarations.

The peculiarity of nonverbal language is that its appearance is caused by the impulses of the human subconscious, and a person who does not know how to control his nonverbal means of expression cannot fake these impulses, which allows others to trust this language more than the usual verbal communication channel. It is believed that it is almost impossible to fake or copy gestures and other non-verbal signs, since for a long time it is impossible to control their entire totality and at the same time also the spoken words. The general motor skills of various parts of the body reflect the emotional reactions of a person, thanks to which communication acquires new nuances. Knowledge of nonverbal language allows you not only to better understand the interlocutor, but also (more importantly) to anticipate what reaction will cause what you say, even before the interlocutor designates it in words, to feel the need for changes to achieve the desired result. Nonverbal communication allows you to show that you understand the signals sent by others and the responses to them; check your own assumptions about the signals of others; give feedback signals.

There are a number of factors that affect nonverbal language and its individual elements:

- nationality (the same gestures may not mean the same thing for different peoples);
- state of health (a person in a painful state changes the look, sound of voice, gestures are usually more sluggish, although there are diseases accompanied by increased excitability, emotionality);
- a person's profession (a weak handshake is not always a sign of weakness: maybe the profession requires taking care of your fingers);

- the level of culture that affects the set of gestures, the idea of etiquette, about proper upbringing;
- the status of a person (the higher he stands on the hierarchical ladder, the more stingy he is with gestures, using words more; his gestures become more refined);
- belonging to a group (group traditions, norms, rules can significantly modify the pantomime of a group member);
- acting skills (many are able to play not only with words, but also with non-verbal signs);
- age (in young years, the same condition can be expressed by different gestures; in addition, the age factor often plays the same role as status; the speed of movement may decrease with age);
- a combination of nonverbal signs (usually the state is transmitted not by one, but by several elements of pantomime; if the harmony between these elements is violated, the impression of insincerity is formed; the same applies to the coordination of words and gestures);
- the ability to manifest and perceive nonverbal means of communication (a physical barrier between partners makes it difficult to fully perceive them, such as when talking on the phone).

Each specific culture has a strong imprint on nonverbal means of communication, so there are no norms in this case. The nonverbal language of another country has to be taught in the same way as the verbal one. Nonverbal signs, in particular gestures, cannot be considered in isolation, since one gesture may have several meanings; another may not mean anything at all at the moment; the third may be false. Therefore, they must be read in a system where each complements, clarifies, coordinates the others. Nonverbal signs may or may not correspond to the words of the person they accompany. If there is a correspondence, they enhance verbal information, and if there is no correspondence, you need to focus on non-verbal signs, since their informativeness is about five times higher than words.

In addition to the correspondence between words and body movements, it is necessary to take into account the situation (for example, the poses of a frozen, tired, critical person to the interlocutor are about the same), the features of clothing that can restrict freedom of movement and posture. A judgment should be made only when several "body signals" indicate the same thing. There should be not just a few of them, but a number of them related to different forms of communication. Only part of the information is transferred from one person to another consciously, in order to communicate something to a partner.

From this point of view, nonverbal signs are divided as follows:

- intentional - specially produced for the transmission of information;
- unintentional - unintentionally giving out this information.



Signs of emotions that a person would sometimes like to hide (redness of the face, trembling of the hands, voice) can act as non-intentional signs. Non-intentional signs may also contain speech (for example, reservations characterizing the emotional state of the speaker, accent and pronunciation features indicating the person's place of residence). Since these signs speak about the person himself, his immediate, spontaneous reactions, it is very important to learn to notice them and evaluate them correctly. Of great importance for the correct interpretation and understanding of body signals is the fundamental ambiguity of all expressive features. The same mimic phenomenon can have completely different origins. For example, horizontal wrinkles on the forehead, formed with the eyes as wide as possible, are typical for fright, surprise, helplessness, as well as for the expression of sudden understanding. If someone is interested in news that seemed extremely important to him, then he resorts to the same facial expressions as an arrogant person who, in the same pose, looks from the side at the people he despises.

The sources of such facial expressions are horizontal folds on the forehead, and therefore, interpretations are possible from here. A correct understanding can never be deduced from a separate mimic image. This can be understood only from a holistic situation and a general idea of a person with his manners and abilities, behavior taken together. Those who do not learn this will, in fact, engage only in the primitive interpretation of signs, simplifying the relationship - this is the greatest danger for the practical interpretation of body language. Quite special, extremely important for the correct understanding of sign language are numerous little things, i.e. expressive subtle manifestations. The one who demonstrates them is not aware of this.

Since people's subconscious works automatically, regardless of them, nonverbal signs can "give out with their heads", therefore, in order to hide their thoughts, it is advisable:

- specially work out a set of gestures that give credibility to what has been said;
- make greater use of positive nonverbal signs that attract others, and, if possible, get rid of negative ones;
- keep a distance from the interlocutor so that micro-signs (blush, pupil changes, etc.) and the pose in general are not visible.

To establish mutual understanding with partners, to strengthen the influence of words, the following techniques should be used:

- adopt poses similar to the poses of the interlocutor (explicit copying can be regarded as mimicking, which will lead to loss of contact);
- synchronize the gestures and rhythm of your movements with the gestures and rhythm of the movements of the interlocutor;

- use similar volume, intonation of voice, and tempo of speech in your speech.

Thus, all systems of nonverbal communication significantly complement the speech effect, both strengthening and weakening it.

In addition, it is nonverbal means of communication that provide more accurate information about the state of mind, the mood of the interlocutor, about his attitude to the partner and to the problem under discussion than spoken words, help to identify such an essential parameter of business communication as the intentions of partners.

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