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Master Degree

«Polycode Structure of ‘Body Language’ by Allan and Barbara Pease»

«Полікодова структура «Body Language» Алана і Барбари Піз»

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PREFACE AND ACKNOWLEDGEMENT

Nonverbal communication describes the process of shared cues between people, which goes hand-in-hand with verbal communication. These shared cues which really represent the reflection of our thoughts however, are usually not recognized by communicators; and this in a way, hinders the effectiveness of communication. This is what actually fueled my decision to embark on this research into the impact of body language. This study examines communication and its role in our daily lives, creating impressions, nonverbal cues and body language such as eye contact, frequency of glances, blink rate, gestures, facial expressions, postures, and more. The study goes further to investigate the meanings of various hand signals in different countries and cultures across the globe; as well as commonly used same signals with different meanings.

Communication is a topic that I have become so passionate about due to my honours thesis, and I am hoping to keep pursuing that drive in my future career path. I hope my enthusiasm is evident in reading my paper and that it encourages others to pursue what they are passionate about.

I first want to thank my family and friends who encouraged me and gave me their support from the very beginning. I really appreciate your attention and the views you shared with me concerning this particular topic. I am really grateful for being part of this success.

I also want to thank my department (Department of Stylistics and Lexicology) for giving me the platform to embark on this master's thesis. A special thanks goes to Prof. Коллегаева I. М (The Head of Department) for your approval to write this thesis in English language. I am really grateful for that edge.

Finally, I want to give a special thank you to Prof. Позднеков Д. О, my scientific advisor. I am glad that you shared my passion in nonverbal communication; seeing you

just as fascinated by my research helped encourage me to research more. Thank you for being so available for help and offering all of your time to work with me. I am glad I got the opportunity to work with you one on one over the course of the last year. I appreciate all of the advice you put into my paper. If it were not for you I would probably still be writing my first chapter.

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INTRODUCTION

Communication has always been an integral part of our daily lives since time immemorial. It has been in existence since millions of years ago and has always served as a means of expressing ideas, thoughts, emotions, feelings and other aspects of our beings. As humans, everyone learns how to communicate, whether it be speaking, facial and hand gestures or other body signals. Some learn as babies from watching adults; a baby's first word is normally a milestone event. Others learn as toddlers and continue as they grow older. Some may take classes on language and speech. Normally as one grows older, the spoken word is emphasized but it is not the only way to communicate. What if one knew that what he or she was learning only skimmed the surface of successful communication skills? Body language is the original shared language of communication. Research has found that 93% of our interpersonal communication is nonverbal, leaving only 7% of communication involving actual words. To break it down even further, 55% of nonverbal communication is visual (body language, eye contact) and 38% is vocal (pitch, speed, volume, tone of voice). There are over 1,000 nonverbal factors that contribute to the messages people send in every interaction. Nonverbal communication is any form of communication that does not contain the spoken word such as facial expressions, the way someone is standing or is dressed, a person's movements and mannerisms or vocal pitches and tone.

Body language sends messages to people that are more convincing than just words. These messages are more honest and reliable sources. They are influenced and learned over time by neurological, familial, cultural and individual aspects of a person's life. They are also influenced by biological gender differences that allow

for men and women to communicate differently. For example, men use only one side of their brain at a time; therefore, they absorb one message at a time. Women have more complex connections between both hemispheres of their brain which can absorb more information quicker. Some forms of body language are conscious like standing up straight, smiling and giving handshakes. But no matter how conscious people are of body language, slight slips and leakages are nearly impossible to control. In order for others to believe a person is being truthful body language must be congruent with verbal and nonverbal cues. One cannot hide their body language because it is always constant. A person is still communicating with body language by clothes, stances, facial expressions or silence. However, it can never be based on one signal. One must read several signals that suggest the same thought or emotion to properly assume that that signal is true.

Even though nonverbal communication is the majority of a person's communication, why is it so important? According to Tonya Reiman, author of *The Power of Body Language*, research from Princeton showed that humans make initial judgments about a person's attractiveness, likeability, trustworthiness, competence and aggressiveness within 100 milliseconds or one tenth of one second when meeting someone, and all those initial judgments are based on nonverbal communication signals. Each time someone meets another we take a tiny sample of their life and assume it portrays 100 percent of his or her personality. In 1/10 of a second, people decide whether they can trust them, will like them and if they are competent. People have 1/10 of a second to show using nonverbal communication that they are a decent, friendly, trustworthy person. Seems unfair but even if a person might think of themselves as open minded and unlikely to cast judgments based on superficial facts, they will still judge you. Given this state of affairs, one could argue that it would defy the basic logic of evolutionary biology if people did not form immediate impressions of others. It happens in job interviews often. The first way a person is

identified and judged for a job is by their body language. The interviewer looking to hire a person is immediately judging one to see if their personality will work well in the office. It is not based on their work skills or experience as it used to be. Without proper nonverbal communication, a person can lose a job before they even say a word.

Over the time of one's life people subconsciously develop first impression interpretation skills but some are more accurate than others. Accuracy of first impressions, or AFI, is the ability of people to draw conclusions about strangers based on very little information and how correct that information is. By applying judgment policies based on generalizations of body language as well as stereotypes and folk knowledge learned from the wider society, people are able to make inferences about new people with very little information. Exposure to a person for just a few seconds produces first impressions that are often a remarkable accurate judgment of the other person character. Perceivers are typically extremely accurate at judging prototypical facial expressions of basic emotions such as happiness or sadness even when they are only exposed to that emotional facial expression for a fraction of a second. However, some perceivers who might be better at judging facial expressions may not do as well at judging voice expressions. And even though one might be accurate at perceiving others, most are inaccurate about how others perceive them. AFI can be determined by different testing. It can differ between children and adults as well as male and females. In all likelihood, those individuals that have been identified as higher in AFI based on testing will reap social benefits. They tend to be more popular, less lonely, have higher salaries and obtain more raises. Being able to accurately judge others can be a good indication of your personality. People who were tested with higher AFI were seen by friends as warm, compassionate, considerate and capable of close relationships.

First impressions are subconscious but if one pays close attention to it, it can

be used to one's advantage, especially in situations in the work place. For example the first way a person is identified and judged for a job is by their body language before they even speak. Another form is during presentation and project sales. Just as in a job interview, the audience in a presentation is immediately judging you to see if you are a person the company can work well with not on your work skills. When selling a project not only are you selling the product but you are selling your firm and yourself to gain the trust of the client. Once that first impression is made it can be rather difficult to change.

Examples of first impressions can be seen every day. One example is interior design students at Kent State University. As students are preparing to enter the job force and applying for internships with few jobs available, first impressions are incredibly important. Students are also presenting projects to clients and critics at least once or twice a semester. With creativity at its highest, it is easy to overlook that the project cannot sell itself. Students must sell the project to the client, which means they are selling themselves as well as Kent State University. What if the students proposing a mediocre design project with a great first impression are picked by a client over students with better design solution but a negative first impression? This is where body language and communication skills are important. A student can have the best designed project in the class according to design criteria but if they cannot properly communicate and sell their design the project could be overlooked. Communication all stems back to that first impression and how accurate they are based on body language. People tend to overlook the fact that first impressions are important because some do not feel they are accurate or they can be changed.

But if the first impression is a negative one, no matter how successfully the design might be, a client might not want to work with them. Which leads us to try and determine; what are first impressions of Kent State interior design students based on nonverbal communication and how accurate are they?

The **topicality** of this work lies in the insufficient research in modern theory of communication of the polycode text in context of its encoding body language.

The **purpose** of this work is to analyze and classify polycode messages in the work *Body Language* by Barbara and Alan Pease. Achieving the purpose requires solving specific **tasks**, among which:

- To study the peculiarities of polycode messages;
- To identify the specific features of polycode messages;
- To define the concept of non-verbal communication ;;
- To conduct the classification of polycode messages in the work *Body Language* by Barbara and Alan Pease.
- To analyse their pragmatic functions.

The **object** of the research is polycode messages in the work *Body Language* by Barbara and Alan Pease.

The **subject** of the study is pragmatic functions of polycode messages in the work *Body Language* by Barbara and Alan Pease.

The research **methods** employed are the sampling method, the interpretation method.

The **material** of the study includes 120 polycode messages from *Body Language* by Barbara and Alan Pease.

The **theoretical significance** of the work is due to the elucidation of the specifics of the analysis and classification of polycode messages.

The **practical significance** of work consists in its contribution to theory of communication.

The work consists of an introduction, 4 chapters, conclusions, a list of references and summary (summary).

The introduction refers to the relevance of this work, the goals and objectives of

the study, the theoretical and practical significance of the work.

The results of the work are contained in the conclusions.

The list of used references contains 32 positions.

CONCLUSION

When most people look at others they see the person, but they miss revealing details that are obvious when pointed out. And so it is with body language. Communication through body language has been going on for over a million years but has only been scientifically studied to any extent since the end of the twentieth century. Body language is finally being 'discovered' by people throughout the world and is now a part of formal education and business training everywhere.

Nonverbal communication is an unconscious habit that the majority of people take for granted even though it is over 93 % of our overall communication. If people focused on nonverbal signals they would become more observant of all relationships in their life. The key to body language is that it is subconscious, but becoming conscious of it will add benefits to one's life.

Body language sends messages to people that are more convincing than just words. These messages are more honest and reliable sources. They are influenced and learned over time by neurological, familial, cultural and individual aspects of a person's life. They are also influenced by biological gender differences that allow for men and women to communicate differently. For example, men use only one side of their brain at a time; therefore, they absorb one message at a time. Women have more complex connections between both hemispheres of their brain which can absorb more information quicker. Some forms of body language are conscious like standing up straight, smiling and giving handshakes. But no matter how conscious people are of body language, slight slips and leakages are nearly impossible to control. In order for others to believe a person is being truthful body language must be congruent with verbal and nonverbal cues. One cannot hide their body language because it is always constant. A person is still communicating with body language by clothes, stances, facial expressions or silence. However, it can never be based on

one signal. One must read several signals that suggest the same thought or emotion to properly assume that that signal is true.

Studies on Facial Expressions and Physiognomy date back to the early Aristotelian era (4th century BC). Physiognomy is the assessment of a person's character or personality from their outer appearance, especially the face. But over the years, while the interest in Physiognomy has been waxing and waning, the study of facial expressions has consistently been an active topic. Facial expressions is a form of non-verbal communication whereby the movement of the muscles beneath the skin of the face, conveys the emotional state of an individual to observers. Psychological research has classified six facial expressions which correspond to distinct universal emotions: disgust, sadness, happiness, fear, anger, surprise. It is interesting however, to note that four out of these six are negative emotions.

The hand is the most powerful part of the body which is often seen in support of various parts of the head in many occasions. This collaboration usually brings out many different gestures, some of which depict lying, taking a decision, procrastinating and the reveal of some other emotions.

It is interesting to know however, that some body language expressions cut across different cultures with the same or similar implications. Facial expressions and smiles register the same meanings to people almost everywhere. Paul Ekman of the University of California, San Francisco, showed photographs of the emotions of happiness, anger, fear, sadness, disgust and surprise to people in 21 different cultures and found that in every case, the majority in each country agreed about the pictures that showed happiness, sadness and disgust. There was agreement by the majority in 20 out of the 21 countries for the surprise expressions, for fear on 19 out of 21 agreed and for anger, 18 out of 21 agreed. The only significant cultural difference was with

the Japanese who described the fear photograph as surprise.

This gives a clear understanding with respect to the commonness of some body languages across the globe with similar meanings or implications. The biggest cultural differences exist mainly in relation to territorial space, eye contact, touch frequency and insult gestures. The regions that have the greatest number of different local signals are Arab countries, parts of Asia and Japan. All in all, Understanding cultural differences with regards to body language is a very broad area to be covered, and needs much attention in education.

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РЕЗЮМЕ

Спілкування через мову тіла триває понад мільйон років, але лише з кінця XX століття воно було науково вивчено в повній мірі. Мова тіла нарешті "відкривається" людям у всьому світі, і тепер вона є частиною формальної освіти та бізнес-тренінгів.

Невербальне спілкування - це несвідома звичка, яку більшість людей визнає як належне, хоча воно становить понад 93% загального спілкування. Якщо б люди зосередили увагу на невербальних сигналах, вони стали би більш уважними до всіх відносин у своєму житті.

Мова тіла надсилає повідомлення людям ще більш переконливо ніж просто слова. Ці повідомлення є більш чесними та надійними джерелами інформації. На них впливають психологічні, сімейні, культурні та індивідуальні аспекти життя людини. На них також впливають гендерні відмінності, які дозволяють чоловікам та жінкам спілкуватися по-різному. Наприклад, чоловіки одночасно використовують лише одну сторону свого мозку; отже, вони декодують одне повідомлення за один раз. Жінки мають більш складні зв'язки між півкулями головного мозку, що дозволяє їм засвоювати більше інформації.

Дослідження, що стосуються виразів обличчя та фізіогномії, відносяться до ранньої Аристотелівської епохи (4 ст до н.е.). Психологічне дослідження класифікує шість виразів обличчя, що відповідають різним універсальним емоціям: відроза, смуток, щастя, страх, гнів, здивування. Цікаво, однак, відзначити, що чотири з цих шести є негативними емоціями.

Деякі вирази мови тіла мають однакове або близьке значення в різних культурах. Посмішка інтерпретується однаково майже всіма культурами. Вираз таких емоцій як щастя, гніву, страху, смутку, огиди і здивування в більшості випадків співпадає у всіх країнах світу.