

## NONVERBAL COMMUNICATION IN MASS MEDIA

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**Abstract:** The article discusses nonverbal means used in the communication process, their role and function. It is also argued on the basis of examples that in communicative situations, nonverbal means, together with linguistic units, give additional meaning to speech.

**Keywords:** communicative act, nonverbal means, semantization, prosody, kinesics.

The way a person directs his speech in conjunction with certain actions and these actions acquire a specific meaning has always been of equal interest to psychologists, sociologists and linguists and has become the object of their research. Initially, psychologists called nonverbal means “Expressive actions” and studied them in the context of the emotional sphere under the rubric “Expressive behavior”. They emphasize that this was prompted by Ch. Darwin’s work “The Transformation of Emotions in Man and Animals”. Russian psychologists, on the other hand, evaluate “Expressive actions” from the perspective of social and personal factors as nonverbal behavior (behavior), nonverbal communication.

In the forties of the 20th century, psychologist S.L. Rubinstein, commenting on expressive actions, emphasized that “Expressive actions to a certain extent interfere with speech and become a tool for conveying a message and influencing”<sup>2</sup>. Because nonverbal means are a specific object of perception, and from its elements it is possible to find answers to questions such as: What does it express? How does it express? Why does it express? That is, if it is known from the speaker's speech what he is saying, then from his actions in the process of expressing this speech it is clear how he is saying it. After all, in communicative situations, nonverbal means that come mixed into the addressee's speech, together with linguistic units, add additional meaning to the speech. In other words, psychologists recognize that by perceiving, recognizing, and interpreting nonverbal means, it is possible to read their specific semanticization.

It is precisely this specific semanticization of nonverbal means that has always attracted paralinguists, extralinguists, psycholinguists, and sociolinguists and has given rise to a number of studies in linguistics. Although the place, role, meaning, and features of use of nonverbal means in the communicative act have been thoroughly studied by a number of philosophers, psychologists, sociologists, and linguists, the aspects related to the social function of society: profession, craft, are still awaiting their study. Therefore, in revealing the specific features of the communicative behavior of people of various professions, we paid attention to how and how they use nonverbal means that occupy a certain place in this communicative behavior, and to the specific semanticizations that are understood from them.

At this point, it is necessary to briefly dwell on the categories and types of nonverbal means used in communication. Russian psychologist V.A. Labunskaya, in her work “Nonverbal Behavior,” divides nonverbal means performed by people in a communicative act into categories, types, components, and elements. According to her, nonverbal means are initially divided into categories such as extralinguistics, prosody, kinesics, and taketics. The categories, in turn, are

divided into types, namely extralinguistics - types such as pauses, coughs, sighs, laughter, and crying; prosody - types such as pronunciation, voice, tempo, timbre; kinesics - types such as expression, nonverbal movements, and eye gaze; taketics are divided into types such as static and dynamic collisions, and they, in turn, are divided into components and elements.

“Speakers use paralinguistic means that are complementary to and complement speech activity involuntarily. Therefore, it is difficult to control facial expressions, body movements, and gestures and “deceive” them with their help,” says the German linguist B. Sinovac. Based on the scientist’s opinion, it can be said that paralinguistic means express the speaker’s communicative position and his mode. This can be found in all stylistic forms of speech.

In general, nonverbal means have been considered as an additional expressive coloring of speech, and scientists have been dealing with this problem for a long time. After all, nonverbal means show the inner world of the addressee. That is, they are an external manifestation of the inner spiritual world of a person. In other words, nonverbal means can be considered an image, a picture of speech. Consequently, nonverbal means perform the social regulatory function of speech in addition to speech introduced during communication. However, “during a conversation, people express only 7 percent of the thought they want to convey through words, the remaining 38 percent through intonation, and 55 percent through gestures.”

While nonverbal means directly interfere with speech in the process of communication and serve to give it an emotional appearance and expressive “soul”, there are also behaviors characteristic of the communicative behavior of people of various professions that are not included in speech, that is, they are used without the participation of speech. Such behaviors also express special content and meanings in their essence. For example, Russian psycholinguists explain such behaviors in people under the name “nonverbal behavior”. In our study, we also called the Uzbek equivalent of this term “nonverbal behavior”. Nonverbal behaviors characteristic of various professions can be assessed as professional or social nonverbal behaviors. This raises a legitimate question: is it possible to distinguish nonverbal behaviors specific to each social sphere?

Our observations have shown that each society, in accordance with the requirements of its social sphere, performs a certain function and uses nonverbal means related to this function. Many examples can be given: imagine the actions of a traffic police officer regulating the movement of vehicles and pedestrians on a busy street. Each of his actions provides certain information to the participants in the street movement, that is, the traffic police officer communicates with drivers and pedestrians through his own nonverbal behavior. From the actions of the traffic police officer (regulator) regulating the movement, one can understand such semantics as “stop”, “go”, “get ready”. Or the presence of nonverbal means specific to the military sphere can also be observed in the communicative relations of the military. It is well known that they are distinguished by their originality in taking steps, behaving, greeting and addressing. Also, a group of soldiers operating on a mission communicates information with the group leader (commander) using specific nonverbal behaviors, regardless of the distance between them. For example, the commander raising his left hand and making a fist means “stop moving,” clenching his fist in this position means “hide!”, and drawing a circle in the air with his index finger raised up means “surround!”

Thus, a sociologist operating in a certain social sphere uses specific nonverbal behaviors to convey his thoughts to the addressee, and they have a social character. Such nonverbal behaviors occupy a significant place in the communicative behavior of a sociologist and can be called

professional behaviors. After all, professional behaviors cannot be ignored when studying the communicative behavior of people of various professions.

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