



The Role Of Verbal And Non-Verbal Means Of Communication And Their Application In Social Networks

Rahmonova Aziza Ruzikul kizi

Independent-researcher

Karshi State University

Annotation. The article considers the historical aspect emergence of iconographic signs as a means expressions of semantic and connotative meaning when transmitting information, they were compared with modern means of non-verbal communication. Based on analysis non-verbal means of communication and their application in social networks of the Internet in the article rises the problem of systematization and scientific approach to use of non-verbal means to simplify use. As a result of an increase in the number of characters, there are difficulties in choosing and correctly assessing its connotative meaning.

Key words: non-verbal; communication; emoticons; emoji; gestures; signs; kinesics; facial expressions;

Introduction. Increasing needs of society for modern stage cause the branching of modern linguistics into a number of vectors and the development of its various fields, previously did not have an increased social demand and created on the basis of completely new technical means communications. Interest in the non-verbal aspects of reflecting various situational norms of human interaction in a situation communicative interaction and correlation problems non-verbal language codes with natural language also is a consequence of the development of new spheres of life in our society, the influence of world standards of communicative behavior on Russian national continuum, with a general direction towards maximizing communication speed by simplifying means of communication and the use of their new forms, previously not used in communication. The object of the study is non-verbal means communications.

There is an opinion in the scientific community that modern virtual non-verbal means of communication signals have already been used in a more simplified variant in pictography, ideography and other iconic writings in certain periods of historical time. "Elements like emoticons were used in the ancient world, when people drew cartoons on the cave walls and pictograms ... The difference between modern emoticons and wall emoticons pictograms of antiquity only in the fact that the content contained in them information is transmitted immanently (instantaneously) and to large distances" (5, 4). However, this seems to be insufficient for full reflection of the actual state of affairs. If as a mapping of pictograms, ideographic signs to take iconic gestures of communication, then here,

Undoubtedly, there is a direct relationship between them. As is known, in addition to the direct iconic gestures used indirect connection with their referent (for example, in a situation when a person explains something with the help of hand movements), there is gestures are indirectly iconic, displaying their reference when the help of figurative metaphor. These may include such gestures like pointing with two fingers on the shoulder for an image a man in uniform, the edge of the palm, put to the throat, denoting extreme satiety. In graphic displaying these indirectly iconic signs, of course, there is a semantic component, similar to those that had place in the iconic writing of antiquity.

The general designation of the non-verbal means of communication, adopted in everyday speech under term gestures, in the scientific community it is customary to subdivide into three main semiotic class:



- emblems-gestures, acting, if necessary, in communicative act in themselves, apart from speech, and transmitting meaning regardless of the verbal context. For example, a hand clenched into a fist can mean hold on;

— gesture illustrators, the transmission of which depends on meanings of the verbal context that are not used separately from it and show a speech or other fragment of communication (to for example, we point with a finger, depict the size of an object with our hands);

- regulators-gestures, which, by controlling themselves communication process, establish, maintain or complete the communication. For example, gestures showing attitude towards the audience, such as a smile, head nod, glances, purposeful hand movements.

On this basis, G. E. Kreidlin builds a semantic classification of emblematic gestures, in which he distinguishes two basic semantic type of emblematic non-verbal means of communication - communicative and symptomatic (4, 14). Communicative emblematic gestures carry information intentionally transmitted to the addressee directly communicative act, and therefore are gestures dialogic.

There is a situation similar to the use of verbal means of communication. Poor vocabulary of a poorly educated of a person does not allow to fully display the semantics and emotionally expressive assessment of the transmitted information, and the entire huge base of existing funds for this remains unused due to ignorance or inability to use them. On the need to change the status quo in 1980, T.G. Distiller. Apparently she foresaw a situation of discrepancy between traditional forms of communication the ever-accelerating pace of life.

“If the traditional written record of oral statements deprives him of important information indicators live speech - sounding intonation, timbre of voice and facial expressions of gestural accompaniment, then, therefore, someone must take the first step towards bringing in new ways to style colloquial speech; and they either get or don't get a common recognition” (3, 5).

In modern domestic linguoculturology, under the word gesture is commonly understood as a demonstrative expressive movement of the human body or some organ, signaling something (4, 15). The key word here is signaling. By analogy with linguistic units, gestures are also symbolic signs.

An analysis of non-verbal means of communication shows that between sign language and natural language a certain similarity. This became possible due to the fact that deep processes that govern non-verbal and verbal human activities are in significant respects similar and contribute to their parallel existence and interaction in communicative act. The similarity of the processes governing non-verbal and verbal activity, can be traced in the following moments their comparisons:

- a change in space inherent in speech behavior, time and due to changing social, economic and cultural conditions can be fully attributed to the behavior non-verbal;

- gestures of a specific body language quite easily are translated into verbal language and can be translated into gestures foreign language. Problems of translating gestures of one language into gestures of the other are to some extent similar to the problems of verbal language translation.

Conclusion. Summing up all the above, one can to say that we are currently witnessing the emergence of a qualitatively new type of communication associated with the emergence of new technical means of information transmission, and changed in connection with the request of society for the use non-verbal means of communication means to more fully convey the essence of their messages.

In fact, a new language appears in the field of communication, based on the close merger and interchangeability of non-verbal means of communication and verbal means communications. The dynamics of the development of this language indicates a huge the interest of social media



users. Similar development requires the most careful attention and study of it from the side first of all, paralinguistics in close interaction with cyberlinguistics and others necessary for in-depth analysis this phenomenon by the sciences.

References

1. Istoriya komiksov (History of comics), available at: <http://www.ast.ru/news/nnn-m09-y18-istoriya-komiksov>
2. <https://nsportal.ru/ap/library/drugoe/2012/10/26/>
3. Kedrova E. Y. Verbalnoye oboznachenije jestov personajey pri peredache pryamoy rechi v xudojestvennoy rechi; na materiale prozi A.P.Chexova (Verbal designation of characters' gestures when transmitting direct speech in a literary text: based on the material of A.P. Chekhov's prose), candidate's thesis, Rostov-on-Don, 1980, 190 p.
4. Kreidlin G.E. Neverbal'naya semiotika i ee sootnoshenie s verbal'noi (Nonverbal semiotics and its relationship with verbal), Extended abstract of Doctor's thesis, Moscow, 2000, 68 p.
5. Makeev S.N., Zeynalov G.G., Makeev A.N., Makeeva N.N. Sovremennye problemy nauki i obrazovaniya (Modern problems of science and education), 2015, 1-2, available at: <http://www.scienceeducation.ru/ru/article/view?id=20194>
6. Mishin A. V. Neverbalniye sredstva kommunikatsii i ix otrajeniye v xudojestvennom tekste (Non-verbal means of communication and their functioning in a literary text), candidate's thesis, Moscow, 2005, 176 p.
7. Molchanova G. G. Vestnik Moskovskogo universiteta, Ser. 19. Lingvistika i mezhkul'turnaya kommunikatsiya, 2011, No 1, pp. 7-24