

and functioning of various "Englishes": world English, global English, English as a Lingua Franca. It is necessary to distinguish clearly the varieties of English and the area of their functioning. The article contains the main features of English as a lingua franca and its main differences from other varieties of English. The author focuses on the peculiarities of modern trends in the study of English as Lingua Franca. The main scientific methods of research were the method of analysis, synthesis, description and comparison in the study of the problems of development, the functioning of the English language as Lingua Franca. The article highlights the main aspects of the use of English as a lingua franca in the context of globalization and forecasts prospects for further development and transformation of it in the modern world.

Keywords: English, lingua franca, international communication, variability, international language.

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NON-VERBAL MEANS OF COMMUNICATION IN BUSINESS ENGLISH DISCOURSE

Standardization, unification, growth of transnational companies all over the world are, among other things, the typical features of the globalization. The global society today requires quick reaction of its participants to the changes in the situation. We can observe the members of the global society existing in a new context – political, economic, social, cultural, and linguistic. The English language has established itself as the international language number one. The number of people who speak English as their second language prevails today over such of the native speakers.

Recognition of the English language as a global lingua franca as a brand new type of the English language, which is free from national cultural component, does not mean, however, the lack of cultural component and formation of a new identity among people that use the global language to overcome interlingual and intercultural barriers [Gural, Smokotin 2014]. The linguists see it as a part of a new culture – global culture in terms of a global society, globalization, which causes a creation of a new global identity. It should not cause replacement of the local national identities and cultures. On the contrary, it should contribute to multicultural society and multilingual identity. Understanding the rules of communication in the new context along

with focusing on both verbal and non-verbal means in terms of business communication is the aim of our study.

There are many academic pursuits on matters of communication, theory of communication and its types. The Webster's Dictionary claims that communication is the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs. [Webster's Dictionary 2001: 414].

Edward Sapir in his "Communication" (1935) says, "for the building up of society, its units and subdivisions, and the understandings which prevail between its members some processes of communication are needed." In the same article he states that society is not a "static structure" with combined social institutions but rather "a highly intricate network of partial or complete understandings between the members of organizational units of every degree of size and complexity" [Sapir 1935: 78]. Thus, the final result of the interchange of information may be understood differently by different members of global society, even if the speaker intends to deliver the same idea.

G. G. Pocheptsov understands communication as "processes of decoding verbal into non-verbal and non-verbal into verbal spheres." He thinks it was caused historically when a person had to make the other one to complete a certain action. Thus, "for communication the transition between One Person's speaking to Other's doing is crucial." [Pocheptsov 2001: 15]. Professor Pocheptsov focuses on the significance of the non-verbal means of communication because they are especially important in a standard communicative act. Depending on non-verbal communication, the verbal one can be strengthened or weakened [Ibid.: 596]. It is applicable in modern international communication, especially in the situation of temporary pressure – political and diplomatic, between war and peace.

There are a number of ways to classify types of communication – verbal and non-verbal, formal and informal, vertical and horizontal in terms of hierarchical position of the participants as well as diagonal communication that involves people from various positions, levels (departments). Each of the types may be written or oral.

The primary and most common type of communication is, of course, the one connected with the process of literal transferring information via speaking or writing – verbal communication. However, the significance of non-verbal communication should not be minimized or treated lightly. It has been estimated that today approximately 80 – 90 percent of communication is non-verbal. I. Kovalinskaya believes that it is impossible to make a model of communicative systems and intellectual process without understanding how non-verbal communicative activity works and how it correlates with the verbal communication of a person. The ground for unification of different extralinguistic sub-systems is the consolidated semantic language (metalanguage) of non-verbal units and categories. According to I. Kovalinskaya, only such common semantic base makes it possible to achieve internal integrity of non-verbal semiotics and integration of non-verbal

semiotics and linguistics in terms of general theory of communication [Kovalinskaya 2014: 12].

Non-verbal means of communication are able to deliver the speaker's attitude to the message, the addressee, the situation etc. Verbal and non-verbal means always act in complex cooperation with each other. In business environment it is necessary to study rules and standards of non-verbal communication appropriate for certain local area – national, communal, religious, and cultural features should be considered.

Six types of non-verbal communication may be distinguished [Andrews, Baird 1995: 141].

Kinesics includes body movements (posture, gestures, facial expressions, eyes expressions). For example, when people try to persuade someone they tend to use more gestures and head nods than others. If the gestures follow the rhythm of their speech, they seem to receive more listeners' understanding and attention. This approach is widely used by the leaders (political and business) along with the open body position (uncrossed arms and legs, leaning forward posture). Too many hectic gestures, however, like playing with hair or jewelry, is perceived as signs of nervousness or discomfort. Eye contact may show aggression, interest, approval or support. For example, a direct look of the head of department at his manager during the meeting means the latter should be ready with the answer or presentation. The eye and facial expressions from his colleagues will show approval (direct eye contact, nodding) or dissatisfaction (lack of eye contact, no smile). However, in some cultures direct eye contact will signal disrespect and privacy intrusion (for example, Japan).

Vocalics, or paralanguage, includes all aspects of the voice – volume (loud or quiet), rhythm (pauses and emphasis), rate (speed), and pitch (high or low). The way the words are spoken is as (and sometimes even more) important as the message delivered. A number of various fillers (“*um*”, “*er*”, “*uh*”, “*like*”, “*you know*”) may be interpreted by the audience as a sign of speaker's incompetence on the matter.

Chronemics is how people use and perceive time. There is monochronic and polychronic time orientation. In the USA time means money, so there is great emphasis put on deadlines and schedules. In terms of monochronic time perspective, arriving ten minutes late with a presentation for a tender or to the job interview may show that you care not interested in the campaign or you are not reliable as a potential employee. Latin American, Arab countries operate in polychronic time perspective, in which being 20 or 30 minutes late is considered normal, and it does not show lack of interest or polite attitude. Time perception is more relaxed here. This should also be considered in communication.

Proxemics studies how people use space and distance and how they communicate in this space. Working on same problem or in a team implies sitting or standing close to each other. However, people often prefer to work on their own if they have an individual task. Men and women behave

differently in close space. Men prefer working and meeting in larger rooms while women are likely to sit closer to each other and prefer smaller meeting rooms. Different cultures have different preferences of the correct distances for intimate, personal, social and public meetings. For example, Italians, Arabs, Latin Americans tend to closer to their addressee while North Americans and North Europeans want to have some bigger space.

Haptics, or touching behavior can communicate a number of messages. Among different functions, we should mention two of them in the frame of business organization – showing support and claiming dominance. The most basic expression of touching in business is a handshake. However, in some cultures men and women cannot exchange handshakes (e.g., Iran). It is forbidden to touch strangers in Japan. Such differences may cause problem with interaction. The Japanese may be considered distant and cold while Latin Americans or Italians may be perceived as pushy and even aggressive. Tolerance to different cultural rules and awareness of certain sensitive points are vitally important when people of different cultural backgrounds work together.

Other non-verbal cues include clothes that can have a connotation of prestige, success, belonging to a certain group (uniform); colors (different codes in different cultures); accessories (watches, electronic gadgets, jewelry); general appearance (make-up, hair, tattoos).

Sapir summed it up, saying that the main message expressed in written form or orally may deliver absolutely opposite sense of the message that is expressed by means of gestures, movements of the hands and head, intonations of the voice etc. The first message (verbal) may be entirely conscious, the second (non-verbal) are entirely unconscious. “Linguistic, as opposed to gesture, communication tends to be the official and socially accredited one; hence one may intuitively interpret the relatively unconscious symbolisms of gesture as psychologically more significant in given context than the words actually used. In such cases as these we have a conflict between explicit and implicit communications in the growth of the individual's social experience” [Sapir 1935: 79].

It is important to study the functions of non-verbal means, or non-verbal cues, to understand how they influence the communication between people. In teaching English as a foreign language, a great deal of importance is given to verbal means of communication while the non-verbal cues are left without much attention. Businesspeople can assess the business situation correctly if they are able to combine verbal and non-verbal cues in certain business and cultural context (applying for a job, making a presentation, participating in negotiations, working on a regular basis in a multicultural environment).

Thus, teaching students non-verbal expressive means together with verbal forms and structures of a foreign language is crucially important for their successful operation in the global society. These skills can be trained at the classes of language and culture of the country whose language is studied

and during Business English, Interpersonal Communication and Business Communication courses.

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Ищук А. А. Невербальні засоби комунікації в діловому англomовному дискурсі

У статті йдеться про проблему використання невербальних засобів спілкування у діловому дискурсі в рамках глобального суспільства. Глобалізація створює новий лінгвістичний та культурний контекст, який впливає на поведінку всіх учасників комунікативного процесу. Наголошується роль англійської мови як міжнародної мови бізнесу, та вивчаються шість типів невербальної комунікації, що можуть істотно змінити або вплинути на процес чи результат ділових переговорів, так само як і на повсякденні робочі ситуації в полікультурному діловому середовищі. Зазначається, що вербальним засобам зазвичай приділяється більше уваги під час вивчення мови чи культури, тоді як невербальним засобам відводиться лише другорядна роль. Автор фокусується на тому, що найповніше розуміння контексту (особливо ділового дискурсу) можливе лише за урахуванням як вербальних, так і невербальних засобів комунікації у комплексі. Через це необхідним є чітке висвітлення функцій невербальних засобів комунікації з урахуванням національних (регіональних) культурних особливостей під час курсів з вивчення англійської мови як іноземної та/або англійської мови за професійним спрямуванням (ділова мова, ділове спілкування тощо).

Ключові слова: невербальні засоби, комунікація, глобалізація, ділове спілкування.

Ищук А. А. Невербальные средства коммуникации в деловом англоязычном дискурсе

В статье рассматривается проблема использования невербальных средств коммуникации в деловом дискурсе в рамках глобального общества. Акцентируется внимание на роли английского языка как международного языка бизнеса, а также изучаются шесть типов невербальной коммуникации, которые могут существенно изменить или повлиять на процесс или результат деловых переговоров, равно как и на ежедневные рабочие ситуации в поликультурной деловой среде общения. Отмечается, что вербальным средствам уделяется больше внимания во время изучения иностранного языка или культуры, в то время как невербальным средствам отводится второстепенная роль. Автор утверждает, что наиболее полное понимание контекста (особенно делового дискурса) возможно только с равным учетом вербальных и невербальных средств коммуникации. Именно поэтому необходимым является четкое представление функций невербальных средств коммуникации с учетом национальных (региональных) культурных особенностей во время преподавания курсов по изучению английского языка как иностранного и/или английского языка профессиональной направленности (деловой язык, деловое общение и пр.).

Ключевые слова: невербальные средства, коммуникация, глобализация, деловое общение.

Ishchuk A. A. Non-verbal means of communication in Business English discourse

The article focuses on the problem of importance of non-verbal means of communication in the global society. Globalization creates a new linguistic and cultural context, which influences the behavior of all the participants of the communication process. The author emphasizes the role of the English language as the international language for business and examines six types of non-verbal communication, which can significantly change or influence the process and outcome of business negotiations as well as regular working operations in multicultural business environment. It is mentioned that verbal signs often receive more attention from the teachers and learners while non-verbal signs receive a secondary role. Complete understanding is only possible though if both verbal and non-verbal signs are equally taken into consideration. The author proves the necessity to pay attention to non-verbal means of communication during teaching and studying English as a foreign language and/or English for professional use (Business, Interpersonal Communication etc.). Complex approach to studying a foreign culture with local peculiarities and cultural features will improve communication (especially with business purpose).

Key words: non-verbal means, communication, globalization, business communication.

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