

A COMPARATIVE ANALYSIS OF KINESICS IN ENGLISH AND RUSSIAN LANGUAGE CULTURE

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Annotation: Stereotypes and kinesics, the study of body language, play a significant role in intercultural communication. Understanding how these elements are interpreted in different language cultures, such as English and Russian, can shed light on the complexity of human interaction. This article aims to explore the classification of stereotypes in the interpretation of kinesics within the context of English and Russian language culture.

Key words: stereotype, language, kinesics, culture, explore, language.

The stereotype as a concept is significant not only for the language but also the culture in general, in recent years it has become an object of cultural studies, which focuses on speech and mental stereotypes, forming the "image" of national cultures and ethnic and cultural identity.

Every language in its own way divides the world and has its own way of its conceptualization. Every nation has its own ideas about the world, about people and other cultures. There are certain stereotypes both about themselves, about the behavior and traditions within their cultural space, and about the representatives of the other linguistic and cultural space. The relevance of the topic is caused by the interest of researchers in the interaction of language, culture and psychology of the people. Researchers draw much attention to the phenomenon and the concept of "stereotype", many scientists are studying the problem. The novelty of the study is that the phenomenon of stereotype is considered in the broadest sense – as a concept, which includes submission of one nation about the culture of another nation. The purpose is to investigate the interaction of concepts and intercultural character stereotype.

There are auto stereotypes, reflecting what people think about their own people, and heterostereotypes, relating to other people. Both these types of ethnic and cultural stereotypes are formed and become rooted in society as well-known traditional views.

Auto stereotypes is an important part of national identity. With their help common standards of behavior are formed which are to be followed by a person as a representative of his nation. It promotes unity and self-affirmation of the people. On the one hand, conforming to autostereotype nation in some way idealizes itself and arrogates to itself some positive traits (diligence, courage, mutual aid, etc.). On the other hand, through autostereotypes people try to justify disadvantages of their

lifestyle. Experts of ethnic psychology, who is studying ethnocultural stereotypes, note that the nations with a higher level of economic development, tend to emphasize such their advantages as intelligence, initiative, efficiency, while the nation with more backward economies tend to emphasize such their traits as kindness, warmth, humanity and hospitality. Heterostereotypes are much more critical than auto stereotypes. They often serve as a source of national prejudices and preconceptions. While meeting with representatives of another nation, people have a natural tendency to perceive their behavior from the standpoint of their culture. Misunderstanding of their language, gestures symbolism, mimicry and other elements of their behavior during the communication leads to a distorted interpretation of the meaning of their actions, which can easily produce a number of negative feelings – apprehension, contempt, hostility. "They do not like us" – they behave differently, strange, absurd, i.e. bad.

Stereotypes are often emotionally colored by likes and dislikes depending on which the same behavior receives different assessment. One people see mind manifestation, in what other people find cunning demonstration. What one in relation to himself calls persistence, is regarded as obstinacy by a "stranger". Conversely, for many people, a critical attitude to their own national culture and a positive assessment of foreign is typical. In the process of communication between different cultures stereotypical views occupy a significant place. The ethno-cultural stereotype is understood as a general idea of typical features that characterize a people. Man has created templates for unfamiliar areas of life. With the name of one or another country we have a certain associative array consisting of sights, main dishes or prominent figures of this state. America? – the Statue of Liberty, the hamburger, New York, the yellow taxi. France? – the Eiffel Tower, perfume, frogs. This list is endless. The existence of such representations is an undoubted fact. There are templates even in case of people – foreigners and their character. "German accuracy", "French gallantry", "Russian helter-skelter," "Chinese ceremonies", "African temperament" – in these popular expressions common ethno-cultural stereotypes are embodied. Stereotyped opinions on temper of Italians, coldness of English, Finnish stubbornness, hospitality of Georgians, stealth of Latvians, generosity of spirit, kindness of Russian. Stereotypes are understood as the characteristics of the people in general, but at the same time they usually apply to any representative of the people and determine the image of their personality.

Stereotypes and Kinesics

Stereotypes are preconceived notions or beliefs about individuals or groups based on their membership in a particular social category. In the realm of kinesics, these stereotypes can manifest in the interpretation of nonverbal cues, such as gestures, facial expressions, and body movements. Both English and Russian language cultures have

their own set of stereotypes and interpretations of kinesics, which often influence interpersonal dynamics and communication.

Classification of Stereotypes in Kinesics

In understanding the classification of stereotypes in kinesics, it is imperative to examine how specific gestures or body language are perceived in each culture. For example, the "thumbs up" gesture is generally considered positive and affirming in English-speaking countries, while in Russian culture, it may carry a different connotation due to historical or social influences. Similarly, facial expressions, such as smiling, can be interpreted differently in the two cultures, reflecting distinct emotional norms and social expectations.

Cultural Influences on Kinesics

The interpretation of kinesics is deeply intertwined with cultural norms and values. In English culture, for instance, maintaining eye contact during a conversation is often perceived as a sign of attentiveness and honesty. In contrast, Russian cultural norms may dictate different expectations regarding eye contact, signaling respect and authority in specific contexts. Understanding these cultural nuances is crucial in cross-cultural communication, as misinterpretations of kinesics can lead to misunderstandings and conflicts.

Impact on Communication

The influence of stereotypes and cultural interpretations of kinesics extends to various facets of communication, including interpersonal relationships, business interactions, and public speaking. Misalignments in the interpretation of nonverbal cues can create barriers to effective communication and rapport-building. Awareness of these differences is essential for intercultural communication competence, as it enables individuals to navigate cultural nuances with sensitivity and understanding.

In conclusion, stereotypes and their classification in the interpretation of kinesics in English and Russian language culture have a profound impact on intercultural communication. By acknowledging the influence of stereotypes and cultural norms on the interpretation of nonverbal cues, individuals can cultivate greater cultural intelligence and bridge communication gaps. This heightened awareness fosters mutual understanding and appreciation of diverse cultural perspectives, ultimately enriching interpersonal and intercultural dynamics in our globalized world.

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