

## VERBAL COMMUNICATION

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**Annotation:** This article discusses the picture of the current state of the theory of verbal and non-verbal communication. The connection between verbal and non-verbal means of communication is analyzed.

**Key words:** verbal and non-verbal means, communication, speech, facial expressions, intonation.

**Introduction:** Communication is, first of all, communication, that is, a specific exchange of information of emotional and intellectual content that is significant for the participants in communication. One of the central places in the communication process is occupied by verbal communication. Verbal communication is one of the forms of social communication, plays a major role in the communication process and is one of the most universal ways of transmitting thoughts. Verbal communication is the verbal interaction of the parties and is carried out using sign systems, the main one of which is language. Language as a sign system is the optimal means of expressing human thinking and a means of communication.

The language system finds its implementation in speech, i.e. language is constantly present in us in a state of possibility. The term "speech" is used in two meanings. Firstly, speech is one of the types of human communicative activity: the use of language to communicate with other people. In this sense, speech is a specific human activity, expressed either orally or in writing. Secondly, speech is the result of an activity depending on the conditions and goals of communication (business speech, official speech, etc.). The differences between speech and language are as follows. Firstly, speech is specific, unique, relevant, unfolds in time, and is realized in space. Secondly, speech is active, unlike language, it is less conservative, more dynamic, and mobile. Thirdly, speech reflects the experience of the speaker, is determined by the context and situation, is variable, can be spontaneous and disordered. Each statement in the communication process performs one or another function (establishing contact, attracting attention, transmitting information, etc.). Particular functions of specific utterances can be combined into more general ones, which are called functions of speech.

Communication is an integral part of people's lives. In the last decade, communication has been the subject of research by many scientists both in Russia and abroad. Their interest in verbal and non-verbal communication is due to the fact that

the importance of both is very different - the non-verbal channel of communication is dominant, which means that of the two, it is of the greatest value for research. Non-verbal communication can strengthen, complement or replace verbal communication, and can weaken and contradict it. Non-verbal communication takes place unconsciously. This is what makes the possibility of a detailed study, development and control of it attractive. Verbal communication is a verbal interaction of the parties and is carried out using sign systems, the main among which is the language.

Each statement in the communication process performs a function (establishing contact, attracting attention, transmitting information, etc.). The particular functions of specific utterances can be combined into more general ones called speech functions. The following speech functions are usually distinguished:;) communicative, or representative (representation - representation, image), which is dominant;) appellative (appeal - appeal, appeal, i.e. impact), which is grammatically expressed mainly in the imperative mood and vocative form;) expressive, with which the expressiveness of speech is achieved;) fatal, i.e. contact installation. It affects the area of speech etiquette and is carried out through the exchange of ritual formulas;) metalanguage, i.e. interpretation function, when the speaker or the listener needs to check whether they use the same code when communicating;) is voluntary, i.e. function of expression of will. So, the functions that speech performs in each specific communication situation determine the appearance of the statement, primarily the selection of words and syntactic structures. The dominant function of speech is the communicative function, i.e. service communication process.

The communication process can be considered as the exchange of information between people, and its goal is the awareness and understanding of the transmitted and received information. The information contained in the speech is defined as the verbalized transmission of the already obtained, meaningful and organized facts of objective reality. Intonation is a unity of interconnected components: melodics, intensity, duration, pace of speech and pronunciation timbre. In some studies, pauses are included in the components of intonation. Together with stress, intonation forms the prosodic system of the tongue. Intonation is an important means of forming a statement and revealing its meaning.

In a utterance, intonation performs the following functions: distinguishes between communicative types of utterance - prompting, question, exclamation, narration, implication (implication); distinguishes parts of the statement according to their semantic importance, emphasis; prepares a statement into a single whole, at the same time dividing it into rhythmic groups and syntagmas; expresses specific emotions; reveals the subtext of the statement; characterizes the speaker and the communication situation. The first two functions relate intonation to the language system, the rest are related to the speech sphere. A special role is played by intonation

within the whole text: it colors texts of different styles and genres in different ways, divides the text into semantic parts, at the same time making interphrase communication, is an active factor in the emotional and aesthetic impact on the listener.

In a literary text, intonation performs a pictorial function, drawing some elements of reality: fast and slow movement, large and small characters, the emotional state of characters, the forces of good and evil in fairy tales, etc. Intonema has a plan of expression and a plan of content and is one of the signs of the language. Intonemes form a system of linguistic units of the suprasegmental level of the language. In the intonation system, figures are also distinguished: increasing and decreasing melodic movement in different parts of the phrase (ascending intonation, descending intonation), melodic peaks. By themselves, they do not matter, but they can change the communicative and theme-rhematic characteristics of the utterance. The first highlighted feature of non-verbal messages is their situationality: the tone of voice indicates the current state of the speaker and his attitude to the subject of the conversation, but cannot report his experiences last week; people will knock on the door differently depending on their emotional state and on whose door they knock. The second feature of non-verbal messages is their synthetics. Expressive behavior is difficult to break down into separate units.

The spontaneity, spontaneity of many non-verbal actions is another feature of them. Even if people try to hide their intentions or emotions, for the majority they will express themselves through elusive “expressive habits” or “micro expressions of facial expressions or gestures”. People begin to learn most non-verbal signs from childhood through observation, copying, imitation. Non-verbal means of communication are generally universal. However, in some aspects there are differences in the behavior of people of different cultures, ages, and also in accordance with gender differences.

The function of non-verbal messages is the exchange of information. Using non-verbal messages you can get the following information: Firstly, this is information about the identity of the interlocutor or communicator. It includes information about: temperament; emotional state in a given situation; self-esteem; personality traits and qualities; communicative competence, the ability to enter into interpersonal contact, supports it and leaves it; social status; belonging to a specific group or subculture. Secondly, this is information about the attitude of participants in communication to each other, which includes information about: the expected level of communication (social and emotional proximity or remoteness); the nature of the relationship (dominance - dependence, disposition - non-disposition); the dynamics of relationships (the desire to maintain communication, stop it, the desire to "find out the relationship", etc.). Thirdly, this is information about the attitude of the participants in communication to the situation itself. She has information about involvement in this situation (calmness, interest) or the desire to get out of it (nervousness, impatience, etc.).

Nonverbal and verbal communication, accompanying each other, are in a complex interaction. The function of supplementing non-verbal messages makes speech more expressive, clarify and clarify its content. If you shake the interlocutor's hand with both hands at the moment when you tell him that you are very happy to meet, such a gesture complements your speech message.

Speech is more accurately understood and better remembered if it is supported by gestures. For example, in a store, a person accompanies a request to sell two identical types of goods with a gesture (shows two fingers). Non-verbal signs can be used to enhance the most important points in speech. So, you can attract the attention of the listener by increasing the volume of the voice, pausing before the words or gesturing in a certain way (for example, the index finger raised up - the sign "this is important").

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