Abstract

Subject matter: «Nonverbal Cues In The
Cross – Cultural Communication And Their Effectiveness»

The purpose of my work is studying of nonverbal ways of
communication. Nonverbal communication is an important part of the process of
communication between people. The way you listen, look, move, and react tells the
other person whether or not you care, if you’re being truthful, and how well you’re
listening. When your nonverbal signals match up with the words you’re saying,
they increase trust, clarity, and rapport. When they don’t, they generate tension,
mistrust, and confusion. If you want to become a better communicator, it’s
important to become more sensitive not only to the body language and nonverbal
cues of others, but also to your own.

Language from generation to generation interprets and keeps traditions
of people’s culture. Nonverbal communication works closely with verbal language.
Human beings use non-verbal means to persuade or to control others, to clarify or
embellish things, to stress, complement, regulate and repeat verbal expressions.
They can also be used to substitute verbal expression, as this is the case with
several body gestures. Non-verbal communication is emotionally expressive and
so any discourse appealing to the receiver’s emotions has a persuasive impact.
Many non-verbal means are innate and universal, (i.e. people in different cultures
have a common understanding of these cues), and the contribution of non-verbal
communication to the total meaning of a discourse can be culturally determined
and differ in different countries. That is why the studying of nonverbal ways of
communication is important.