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## Non-verbal communication in different cultures

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Although nonverbal communication is a universal phenomenon, meanings of nonverbal cues are not universal. As there are differences in meanings of non-verbal communication in different cultures this is, in fact, one of the most vulnerable aspects of doing business.

**1. Head nodding.** In most countries nodding the head means ‘yes’ and shaking the head from side to side means ‘no’. However, in Bulgaria, Turkey, Yugoslavia and Albania for example, the reverse is true and nodding of the head means no.

**2. Eye contact.** Whether or not eye contact is made, who makes it and how long it lasts vary greatly in meaning. In many Asian cultures, avoiding eye contact is seen as a sign of respect. However, those in Latin and North America consider eye contact important for showing equality among individuals.

**3. Touch.** A great number of cultural expressions are achieved through touch. In America, for example, using a firm handshake is considered appropriate to greet a stranger or another business professional. In France, however, it is common to kiss someone you greet on both cheeks. Touching children on the head is fine in North America. Yet in Asia, this is considered highly inappropriate, as the head is considered a sacred part of the body [1]. In Northern Europe, if you accidentally touch someone, you have to apologize. The Japanese though, are culturally most opposed to the touch of a stranger. They greet each other with a bow, not a kiss or handshake.

**4. Gestures.** Gestures can have wildly different meanings.

Individuals in the United States using the “OK” sign mean that something is acceptable. In Japan, the same hand symbol means “money.” Argentinians, Belgians, the French and the Portuguese all use the symbol to mean “zero” or “nothing” [1]. Still other countries in Eastern Europe consider that same sign an offensive swear.

In the UK a thumbs up sign is positive. But in Sardinia, Greece and some Middle Eastern countries, it is an insult. Come here sign is used in the United

States to ask a person to step forward, but in Asia this gesture is not welcome. It should only be used to beckon dogs. If someone does it in the Philippines, he could be arrested. Looking at your watch. In the Middle East a conversation should run its natural way, as it would be very rude to look at your watch during the conversation. In Arabic culture, once communication has started, it must “take its time” [1].

**5. Physical space.** Densely populated countries generally have much less need for personal space than those that are not. The Japanese, for example, are less likely to react strongly to an accidental touch by a stranger than Americans.

British people like to keep a metre from a stranger, 80cm from an acquaintance and just over 50cm from an intimate or close friend.

This is in contrast to Argentinians who keep a 76cm distance for a stranger, 59cm for an acquaintance and 40cm for a friend. Whilst Argentinians have the smallest personal space, Romanians have the largest, preferring to keep 1.3 metres from someone they have just met [1].

**6. Facial expressions.** Various researches have proven that emotions are expressed in similar ways around the globe. These include enjoyment, anger, fear, sadness, disgust, and surprise. The difference is in how much of these expressions people from various places show in public. In China and Japan smiling may mean anger or sadness for which it is not acceptable to show off much. However, in the US smiling is considered to be something that comes naturally when happy or when expressing gladness or plain civility.

Winking is a facial expression particularly varied in meaning. The Yoruba people in Nigeria wink at their children if they want them to leave the room. And the Chinese consider the gesture rude [1].

**7. Posture.** Posture can show power structures, attitudes and levels of civility. Slouching in Taiwan is considered disrespectful, while other parts of the world may not think much of it one way or another. In America standing with hands on the hips may suggest power or pride, but in Argentina, it may suggest anger or a challenge. Many cultures also criticize people for showing the bottom of the shoe. Therefore, sitting with the foot resting on the opposite knee is strongly discouraged in places such as many Arab countries.

**8. Paralanguage.** “Paralanguage” refers to factors of speech such as accent, pitch range, volume or articulation. In Britain, for example, people use volume to express anger, while in India, they use it to command attention. Japanese women make a point of raising the pitch of their voices to differentiate themselves from men. In America voice pitch between genders is comparably the same. Another type of paralanguage is the use of and attitude toward silence. The Greeks use silence as a way to refuse things, while Egyptians use it to consent. Some cultures (such as those in Asia) are generally more comfortable with long bouts of silence than others [2;11].

Neglect and ignorance of these factors can lead to misunderstanding and failures in communication, ruin business relationships and damage billion dollar deals.

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### **О сути понятия оценки в лингвистике**

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Проблема оценки издавна привлекает внимание исследователей разных областей знаний и тем самым определяет междисциплинарный характер ее изучения с философской, логической, психологической и лингвистической точек зрения. В лингвистике понятие «оценка», прежде всего, соотносится с его логической интерпретацией, поскольку логико-философские категории служат понятийной основой языковых категорий. Структура оценочного высказывания восходит к логической структуре операции оценки: субъект, предмет, характер и основание [1, с. 189]. Субъект оценки (лицо или группа лиц) приписывает определенную ценность некоторому предмету, явлению, процессу материального или духовного мира. Предмет оценки можно рассматривать по-разному. В узком понимании к нему относятся только те ценности, которые имеют для субъекта положительное значение. При широкой трактовке данного понятия в него включаются не только положительные, но также нулевые и отрицательные ценности. По характеру оценка может быть абсолютной и сравнительной. Абсолютная оценка представляет собой безотносительное приписывание ценности одному предмету или же классу однородных предметов. Сравнительная оценка выражается через приписывание ценности одному предмету или классу предметов путем сравнения их с аналогичными предметами или классами [2, с. 38]. Основанием оценки является то, с точки зрения чего производится приписывание ценности. Не все эти части находят явное выражение в оценочном высказывании, но это не означает, что они не обязательны. Помимо четырех основных компонентов логической структуры оценки, в лингвистике принято рассматривать шкалу оценок и стереотипы, на которые ориентирована оценка в социальном