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## PARALINGUISTICS AS AN EXPRESSION OF COMMUNICATIVE BEHAVIOUR

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### ABSTRACT

The objective of this report is to present the communication both as a personal phenomenon and as an interaction with society. The main conception is the following - every individual is a particular personality and with his or her presence in the community occupies a definite position. His or her appearance provokes some changes in the separate groups in spite of the different kind of specific communication used, and namely - verbal or non-verbal. The respective change affects the whole personality as well as the society, whose member it is. The most important emphases of this report are not only the search, the assimilation and the conveying of some specific information, but the ability to analyze the objective laws and components of communication. The instrument for successful communication is not only the competence but also the way in which its mechanism has been worked out.

The research methodology includes: observation, analysis, interactive method, appraisal method.

The individual in the personality is united and co-ordinate entity and not one personal manifestation can not go into isolation, but into correlation between individual-past and individual-personality. So as not to destroy the relation personality-society and not to have the individual isolation, we can use the definite communicable behaviour-verbal or non-verbal. The communication like personal phenomenon and like interaction always is in the limelight of every humane activity.

**Key words:** Individual, Personality, society, verbal, non-verbal.

### INTRODUCTION

In the process of the communication can observe some body-movements and some sound phenomenon which attend to the speech like a working language. These body-movements and sound phenomenon are not the part of the language system but they are an isolated system. For that reason they define like a paralanguage. The language is the main system of the communication but the paralanguage is an auxiliary sound system. The science of the paralanguage or the science of the non-verbal sing means is called paralinguistics.(A. Hill and G. Traiger). It is a part of the semiotics and researches the sing essence of the non-verbal sing means but like a part of the linguistics researches the links between the verbal and non-verbal communicative means. Like a paralinguistic word defines every sing from the paralanguage. For example: the head nodding like a sing of the nod assent; the arch of the eyebrows like a surprise and go on.

In the non-verbal communication the presenter takes a part in the organization of the statement or in the definite speech announcement and has the main role in the presentation.

The ability to express the definite information is a way to influence on the people. This is a whole magnetic packet of abilities, strategies and models, which is as ability for a successful communication.

The individual in the personality is united and co-ordinate entity and not one personal manifestation can not go into isolation (Panayutov D, 2006), but into correlation between individual-past and individual-personality. So as not to destroy the relation personality-society and not to have the individual isolation, we can use the definite communicable behaviour. The communication like personal phenomenon and like interaction always is in the limelight of every humane activity. (Panayutov D, 2006) The most important emphasizes are not the more the

search, the assimilation and the giving of the definite information, the more the ability to analyze the regularities and the components of the communication. The instrument of successful communication is not only the competence but also it is the way which its mechanism develops into. The positive beginning, the confidence in the statements, the provocation to sincere interest in another person, keeping away from the argument can be conducive to removal of barriers to the communication with the partner. The language, the behaviour and the appearance are in the base of the humane communication and they define the cognitive, the internal active and the receptive aspect. These indices are determined, predicted and controlled as the individual personal abilities as well the encirclement.

### **Etiquette of presentation**

The first of all the etiquette of every presentation depends on the skills of the presenter. It is presented by the respect for the audience. The etiquette presenter shows tolerance of the listeners, he or she is tolerant to his or her opponents and can make up a constructive, original speech. (Frank V, 2006) Every day he or she pays attention to the follow characteristics: haircut, make-up, and discreet appearance, smile face affability, sympathy, way of dress; timbre of the voice; adequacy of the audience emotions; language expressions; education.

To present the respect to the audience, the public speaker comes on the time in and greets after the coming as well wants to undertake to give the correct information. The contact the individual-society is realized. And now from the presenter depend on if this connection will be successful or it is will be an unpleasant obligation each other.

**The first contact** (Tozeva A, 2009) determines the beginning of the interaction and provides a possibility in the process of the communication to hold the other people's attention to you. Except for the words which use in the first meeting with a communicative partner we can use our expression of the face, the appearance, the body position, gestures, with the suitable intonation of the voice.

When someone makes an advent, everybody can notice **the sex, the age and the personal appearance**. The most variable from these components is the expression of the face. It can express: strictness, haughtiness, calmness,

tolerance, delicacy and go on. The emotion which is presented with facial muscles helps in the **empathy** (Panayutov D, 2006) – the ability to understand another person's feelings and help them.

The association or the communication do not have to understand like one-sided process because in a conversation take part two partners. The communication can be formal or informal, oral or no-oral, directly or indirectly and it is not a single act but it is an active exchange in which take part two persons. It is important that the partners have influence each other, they change there behavior or they have other intentions.

### **Human voice**

The one of the components of the non-verbal communication is the **voice**. The human voice has different dimensions and can characterize the person by different qualities or features. Its qualities like height of the voice, the timbre, the ascents or the diction, the rate and the rhythm as well as the phonation or filling the pauses with the determine sounds; make the definite presenter's characterization.

It is improved by different observations that the height of they voice determines by the number of the vibrations of the vocal chords for one second. If the number of the vibrations increases, it can increase the height of the voice. By the more emotional conversations or like the person gives very important information, the height of the voice exchanges.

The **timbre** or the determinate voice's specifics can have influence on the receptivity, the rationalization, the perception, as well as the recreation of definite information. To avoid the undesired conflict, to keep away from uncomfortable situation, the calm well-balanced tone directs the attention of the listener to another direction and determinates the result of the meeting. (Sloy P, 1999)

The **ascents** are the divorce of a part of the word from another and the strong expression. The incorrect ascents or the unsuitable pronunciation can be a bad adviser in the business relationships. Between the partners have an invisible barrier, which can not wipe out differences? In some cases to remove the entire barrier, the partners can use interlinguistics, in which can make different languages as Esperanto, information

languages, Global English, but they are not the best alternative in a business meetings.

The **manner of the pronunciation** or the diction must be clean, plain and clear (Sloy P, 1999). The speech of the presenter or the speaker exchanges depending on speaking conditions. In the different way it can sound in a public utterance, in a business meeting or in a conversation between some friends. In the Bulgarian literary language have the follow styles of the pronunciation: refined in the public utterance and conversations, colloquialness in the informal conversations. The incorrect diction is a repulsive component in the oral communication and it is not suitable to public expressions.

### Speed of the speech

The speed of the speech which consists of the quantity syllables is definite as rate or rhythm of the voice. The speed is changing quickly. By the more emotional conversations the presenter can not make an articulate speech and this emotional state destroy the public relationships between the communicators. This is a moment when we can pass from verbal to non-verbal communication. The speaker uses the **phonation**—e-e-e-rrrrr, ohhhhhhhhhhh, ahhhhhhhhh and ect. (Stoicov L 2009). Expression and emotion are connected to diction. The emotion has to link with the speaker's thoughts. It is connected with the expressing thoughts.

The components of the voice all definite the non-verbal means in the communication. The most comfortable and effective form of the communication with non-verbal means is the expression of the face. In a normal conversation between two or more communicators 10 % is the effect of the information, 40% is the pronunciation and 60% is the way of the pronunciation. The expression of the face has to be connected with the intentions or the purpose of the speaker. Every movement of the mimic muscle can exchange the businesslike conversation. The effective communication demands to make a connection with the eyes because the recipient get more information than from the words.

The expression of the face helps us to understand the other speakers when we make a conversation. The face and the eyes are the most noticeable parts of the body but they are difficult to understand. It is not possible to

describe the number of the expressions which we can use in a conversation. The expression of the face is changing very quickly and momentarily in a conversation, but the listener can understand the announcements which he or she get.

### Expression of face

From some observations we determine that by the expression of the face can increase or decrease the distance between the lecturer and the audience. There is some variety:

- The severe look of the face: (Hybels S, 1989) This is very powerful influence in the speaking but it is not very fruitful. In this case the voice is very expressive. The communication is in an informal communicative circle and we use the literary form of the language. If the strong tone and the cold expression of the face are continue very for long, the first effect is lost. The audience draws back and the lecturer can not control the situation or he or she is not the leader.
- The gentle smile face can make very comfortable atmosphere in which the communication has another dimensions. The distance is short and the relationship: communicator-recipient is in an informal communicative situation. The height of the voice is decreasing and the lecturer can use different laconic jokes without sarcasm or irony.
- The calm but not indifferently expression of the face provoke respect and demand more tolerance and obligation from the listeners. The self-control of the public speaking is very important and the contents of the speech have to be with a lot of arguments. There is clear and correct diction which helps in the understanding and the learning. (Hybels S, 1989).

### Contact with Listeners

The realization of the contact with the listeners is connected to appearance and construction of the first impression for the lecturer. When the audience is unknown, the speaker must give short information for me. The presentation can make in different way but everyone prefers the short information. The orators prefer to begin with the important information because they want to attract the attention of the listeners. It is important what greeting or appeal the presenter will use in the beginning: 'Ladies and gentlemen' or 'Dear ladies and gentlemen', sometime in the business circles

the speaker can begin without appeal or with the words: 'Excuse me'. The most difficult task for the speaker is to predispose the listeners to myself in the beginning and make the grade in the end. This success can achieve with non-verbal communication. The position of the body is also very important. The body has to take up the needed space. Instead of we try to shrink into the corner, we can drop our arms without to stoop. The stand body suggests respect and authority. We can have a sense of self-confidence and self-control which are connected with the personal qualities of the orator. The audience accepts this calm behavior very quickly. If the listeners are very calm, still and listen carefully, this means that the orator wills successes to engage their attention.

### **The position of the body**

The position of the body can definite of other considerations. (Panayutov D, 2006). In a business discussion or in a business meeting the chairperson or the orator sits down on the central seat so that everyone can see him or her. In advance it determines two positions of the behaviour:

- Master of behaviour or a man who aspires to control the situation and wants to dominate.
- Subordinate side or a dependent person who is in a state of subordination.

The lecturer can stand up when he or she is in front of a big audience of listeners. He or she is in the limelight and stand behind the desk. The standing position has some advantages:

- Everyone can see him or her and can form a clear view of the chairman.
- The chairman can observe the other partners of the communication.
- The standing position makes him or her severe with severe look and big exactingness.
- The voice travels everywhere and has an effect on the audience.
- It is quite possible to change the distance between the participants in a communication.

### **Lecturer's appearance**

The lecturer's appearance determines the attention of the listeners to him or her. Individual choice of clothing characterizes the person and gives a right idea of the speaker. The word "Individual" comes from Latin word "individuum" which means indivisible.

(Adler, A.) This is an idea of a person as an individual in the personality is united. The different person's qualities, the sex, the age, the education, the upbringing are very important. The person is a phenomenon which owns these components, but which component will show in a situation dependent on the inside factors. The social belonging of an individual determine the choice of the clothing. The most preferable and most receptive clothing is the formal which means respect and can be conducive to business. It is enough to put on a tie with a suit to pose a bigger obligation, a severity and an official character of a meeting.

It is possible the orator underestimates the situation or according to his or her estimation to come on the meeting with a daily clothing i. e. negligee, which means that the listeners can lose the attention. It is found that the communication is more successful when the lecture's clothing is suitable to the situation. If the clothing is very formal this means that the speaker plays off and the audience may draw back i. e. it does not take an interest in him or her. Therefore the clothing is very important thing in the communication and can help to make a right decided.

### **Non-verbal components**

The non-verbal components are also: hands' gestures, head's gestures and body's gestures. (Pirova B, 2000). The language of the gestures helps to understand, learn and rethink of the correct information. By some gestures may overtake the distance between the speaker and listeners. Their usage is found in definite social group – for example the drivers do not have a chance to communicate face to face and the verbal communication is not possible. The two participants have understood that there is a barrier between them, and they use some suitable gestures, mimics or sings to make a conversation.

The gestures are very important part of the person's behaviour and they can stand for different things in the different nationalities. For example for Bulgarians the nodding with a head means: 'Yes!' This is a positive answer or this is a greeting: 'Good afternoon!' In Russian this gesture means: 'No!' This variety can explain with the different way of understanding the world.

There are a lot of gestures and mimics which are using in different nationalities. The

common gestures and mimics get over the barriers between the nationalities and decrease the distance. Also the bow is a very important part of greeting someone in Japanese. The Japanese do not shake hands because bowing the head is a mark of respect. The first bow of the day should be lower than other. In Thailand people clasp their hands together and lower their hands or eyes when they greet someone. It is difficult to accept the more formal manners because there are some nationalities which prefer to be casual and more informal. Americans sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public. (Ramshaw N, 1999)

### **Gestures**

Depending on using of different parts of the body there are the following gestures: hands' gestures, head's gestures and body's gestures. The hands' gestures have used very often because they can help to make a conversation very quickly. They also 'help' to express the words exactly and clearly. But the rude, incorrect or arrogant gestures which present in some social group are very unsuitable. There is some linguistics, logical describing movements which can help by understanding the scientific material.

The same gestures can use from different persons in typical situation. Gestures put words together into a sentence or associate some sentences but they are not connected with emotions. Gestures do not have paralinguistics functions but they can illustrate some information. For example when we point the inside part of the hand it means: 'Enough!' The movements of the left hand on the left and on the right: 'Goodbye' ect. The nonverbal signs have definite aim. We can express politeness as shaking hands, tip on back, smiling ect.

We can ask: How to use the non-verbal signs to express the sentence? They are connected to understanding of the sentences. The mechanism of their understanding depends on the intuition, the intelligence and the abilities of the communicator. Their analysis in the context of the whole behaviour, the cultural traditions, and the intelligence is able to understand them.

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