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## FUNCTIONS AND PRINCIPLES OF NONVERBAL COMMUNICATION

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*The article consists main functions of nonverbal interaction, stating that they complement, regulate, substitute and emphasize what we say. It also mentions the principles that underlie non-verbal actions.*

Nonverbal communication can be defined as the process of interaction which is mainly conducted without the aid of words [2].

It is a well known fact that communicators have little or no control over such nonverbal cues as sex, race, body size, age, region of origin, social status, and to a certain degree, emotional state. Whether control is exerted or not, all these elements are part of any face-to-face communication situation, although we are not always aware of them. We often send and receive nonverbal cues unconsciously.

Most nonverbal communication involves several related messages. For example, a particular posture is not itself proof that a person is sad or depressed. A number of other elements would affect our reading of the person's state of mind – downcast eyes, an absence of gestures, and a lack of vitality in general. As we get to know people better, we become more familiar with the way they express themselves nonverbally. Some of the cues we observe in close friends are different from those we observe in strangers. With experience, we become more aware of cues, and nonverbal communication becomes even more complex. How do you show someone else you are frustrated, angry, lonely, or indifferent? How does your best friend express these same emotions? How about your mother and father? When you make comparisons, you will discover that people express the same emotion in a variety of nonverbal ways.

Nonverbal cues *complement* a verbal message when they add to its meaning. When you meet someone for the first time you might say: "I am really glad to meet you. I've heard a lot about you." If you say this with a warm smile and shake his or her hand, you are complementing your verbal message.

Nonverbal cues also *regulate* verbal communication. If you are talking to your boss or one of your teachers, how do they tell you that it's time for the conversation to end? They might get up out of their chair, or they might look pointedly at the clock on the wall – two ways to indicate the conversation is over.

Nonverbal messages can also *substitute* for, or be used in place of, verbal messages. The secretary waves you into the boss's office without telling you to go in. We raise a hand in greeting instead of saying "Hello", or we give someone a hug – a wordless way of saying we like that person.

Often nonverbal messages *emphasize* what we are saying. The politician pounds the lectern to make sure everyone realizes his or her message is important. A mother tells a child he is a bad boy and swats him on the rear end to emphasize the point. Whenever people are communicating something they consider important, they are likely to accent it with a nonverbal message.

Four fundamental principles underline the workings of nonverbal communication. The first is that the nonverbal communication we use is largely that used by other persons in our culture. Second, verbal and nonverbal messages may be in conflict with each other. Third, much of nonverbal communication operates at a

subconscious level – we are not even aware of it. Fourth, our nonverbal communication shows our feelings and attitudes.

Much of our nonverbal behavior is learned in childhood, passed on to us by our parents and others with whom we associate. Through the process of growing up in a particular society, we adopt the traits and mannerisms of our cultural group. Americans, for example, put a high value on eye contact and firm handshakes but do not touch or expect to be touched by strangers. In Poland, however, it is not unusual for man to kiss a woman's hand – even if he is meeting her for the first time.

As well as belonging to a broad cultural group such as a nation, we also belong to cultural subgroups. Hispanic, Chinese, and black children might grow up with a broad American cultural conditioning, but they also belong to subgroups that have nonverbal behaviors of their own. American blacks, for example, have a variety of handshakes they use only with each other. Other groups, formed because their members have something in common other than ethnic or national identity, might have specific ways of dressing or of gesturing that enable members to identify and communicate with one another.

Summing up what has been stated above we can say, that the main functions of nonverbal communication are complementing, regulating, substituting and emphasizing (accenting) what we are saying.

The principles underlying our nonverbal interaction are as follows: all nonverbal acts are culturally determined, they may be in conflict with each other, and they may operate at subconscious level and reveal our feelings and attitudes.

The features outlined above are very important for the study of authentic talking and have to be kept in mind by those who are interested in nonverbal communication.

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#### THE LINGUISTIC GIMMICKS OF ADVERTISING

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*The article deals with the linguistic means of manipulation in press advertisements. The author highlights different types of persuasion used in advertising and main advertising techniques. Manipulation of linguistic means is viewed as a type of foregrounding at different language levels.*

Advertising – is the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards [1].

With the growth of the mass media - increasing number of magazines, newspapers, TV and radio stations - people are bombarded with hundreds of advertising messages daily: services (transport, medical, horoscope etc), clothes, vehicles, soap, even cigarettes. Advertising is important because it creates awareness to the consumers about products available in the market. It helps to create demand for the products. It enables the consumer to choose from a number of products available in the market place.

There are a lot of different types of advertising. The most widely used types of advertising are TV commercials (infomercials and etc.), online advertising, and press advertising. TV commercials are generally considered the most effective mass-market advertising format, as it is reflected by the high prices TV networks charge for commercial airtime during popular TV events, such as, for example, football matches, popular soap operas, etc. *Infomercials* are a variation of TV commercials. Infomercial is a long-format television commercial, typically five minutes or longer. The word “infomercial” is a portmanteau of the words “information” and “commercial”. The main objective of an infomercial is to create an impulse to purchase something immediately. Infomercials describe, display, and often demonstrate products and their features [2, 4].