

IMPACT OF NON-VERBAL RULES ON AUDIENCE PSYCHOLOGY

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Abstract: *The importance of influencing the audience through the use of non-verbal rules by a journalist, the intentional utilization of gestures and facial expressions in capturing the audience's attention, and the role of non-verbal, verbal, and psychological elements in journalism are discussed.*

Key words: *Non-verbal, verbal, journalist, psychology, information, journalist's temperament, manipulation, communication.*

The essence of human life is formed in the communication process with its intricacies and nuances. When talking about the understanding of communication, the first thing that comes to mind is verbal communication, the use of words, and the tone of voice. However, communication can also be established through non-verbal means, beyond verbal expression and language. Such communication is referred to as non-verbal communication. Indeed, when face-to-face communication is limited with others, gestures and facial expressions can convey internal emotions. The rules of non-verbal communication are not only applicable from the perspective of journalists, but have been actively used by people for years from various walks of life. People often use these rules even without being aware of them. Specifically, they aim to shape the reputation of others through these rules. Journalists, in particular, employ manipulation techniques to obtain necessary information effectively.

Non-verbal communication is often considered alongside verbal communication. Numerous studies have been conducted on this type of communication, and one of them is associated with B.F. Lomov, who believes that problems in interpersonal relationships are essentially psychological problems. According to E. Orlova, "non-verbal impact rules are silent, languageless rules that manifest themselves during the conversation process. Non-verbal impact rules

include mimics, gestures, posture, gaze, distance, etiquette, manipulation with objects, and paralinguistic rules" [1, p. 6].

Such a set of rules can reveal a lot about the communicator: their temperament, preferences, emotional state during the conversation, social status, and how they accept certain information. This complexity contributes to the difficulty of establishing effective communication and requires a certain level of skill in controlling the information flow and managing necessary details during the conversation process.

Non-verbal communication possesses a greater variety of nuances compared to verbal communication. Among them, the most revealing are the internal sensations and psychological states of the communicator throughout the information exchange process. Moreover, on a personal level, while individuals can control their words and tone, it is not always possible to have complete control over non-verbal actions. Therefore, during the information exchange with the respondent, it is essential for the journalist to pay separate attention to non-verbal communication and the respondent's body language. This allows the journalist to discern whether the respondent is conveying accurate or inaccurate information and to detect any subtleties in their body movements. These observations enable the journalist to gauge whether the respondent is presenting information truthfully or misleadingly. Such insights provide a direct connection between non-verbal and verbal communication. Various gestures, facial expressions, and pantomimic actions can either reinforce or alter the meanings conveyed by words.

According to experts, individuals naturally establish personal boundaries for themselves. These boundaries are classified based on the following zones:

Public: In public interactions, conversations occur at a significant distance.

Social: Distances maintained in formal relationships.

Personal: Intimate distances that individuals feel comfortable with in one-on-one conversations.

Intimate: The close space reserved for interactions with very close individuals.

An individual's personal boundaries contribute to the effectiveness of communication in terms of the individual's receptiveness to information, the ease of creating an accommodating environment, and the overall effectiveness of interpersonal relationships [4].

Non-verbal impact rules can also be manipulative. With their assistance, it is possible to influence individuals to perform specific actions and to shape the reception of information. Indeed, gestures, facial expressions, and gaze can have a significant impact on an individual or an audience psychologically.

The specific types of non-verbal communication include:

Kinesics: Involves body movements, with key elements being facial expressions, gestures, posture, and gaze.

Tactile cues: Involves the use of physical gestures to achieve specific communication objectives during a conversation.

Proxemics: Deals with the impact of interpersonal distances, both close and far, on communication dynamics and territorial influence.

Chronemics: Focuses on the utilization of time in non-verbal communication.

Paraverbal communication: Involves the modulation of rhythm, intonation, and tone by the communicator.

All types of non-verbal communication play a significant role in enhancing the effectiveness of interpersonal interactions and expanding the scope of received information. Each type of non-verbal communication is closely interconnected. They complement and counteract each other, making the understanding of these interactions complex. The absence of such non-verbal communication nuances can result in misinterpretation. We, as humans, learn and absorb information through observation, listening, feeling, understanding, and interpreting. If separated from the non-verbal cues acquired through this process, external influences, and the nuances of information, may not be fully comprehended. The importance of non-verbal communication becomes especially apparent in the lives of children, who communicate their needs and emotions before they can articulate them verbally.

Journalists can convey a wealth of information about themselves through

their non-verbal communication, including their demeanor, posture, and facial expressions. Analyzing these cues can reveal the accuracy or inaccuracy of the information presented. Such purposeful communication can influence the psychology of the target audience and contribute to the retention of information in the audience's memory. As stated, "the way information is presented has its own benefits, and the person receiving it makes judgments based on their own attitudes" [3, p. 24]. Therefore, for a journalist, the importance of non-verbal communication extends beyond information gathering to the assessment of the authenticity of respondents' information and requires special attention to the non-verbal actions of respondents.

Non-verbal communication rules are equally important as verbal ones. Consequently, journalists should not only master their verbal skills but also cultivate the ability to manage non-verbal actions effectively. Utilizing these communication rules in journalism is crucial for maintaining professional integrity and exerting intentional psychological influence on the target audience.

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