

**REPUBLIC OF AZERBAIJAN**

*The right of the manuscript*

**LINGUO-SEMIOTIC FEATURES OF NON-VERBAL MEANS OF  
COMMUNICATION**

Speciality: 5704.01 – Language theory

Field of science: Philology– linguistics

Applicant: **Parvin Shuraddin gizi Bayramova**

of the dissertation for the degree of Doctor of Philosophy

**ABSTRACT**

**Baku – 2022**

The dissertation work was carried out at the Department of Theoretical Linguistics of the Institute of Linguistics named after Nasimi, the Azerbaijan National Academy of Sciences.

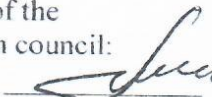
Scientific supervisor: Doctor of Philological Sciences, Professor  
**Fakhraddin Yadigar Veysalli**

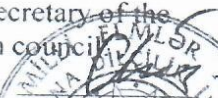
Official opponents: Doctor of Philological Sciences, assoc. prof  
**Aygun Shahnazar Mammadova**

Doctor of Philological Sciences, Professor  
**Azad Yahya Mammadov**

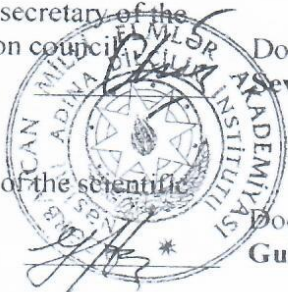
Doctor of Philology in Philology  
**Masma Aliyulla Ismayilova**

ED 1.06 Dissertation Council of the Supreme Attestation Commission at the President of the Republic of Azerbaijan operating under the Institute of Linguistics named after Nasimi, the Azerbaijan National Academy of Sciences

Chairman of the  
Dissertation council:  Doctor of Philological Sciences, Professor  
**Nadir Balaoglan Mammadli**

Scientific secretary of the  
Dissertation council:  Doctor of Philosophy in Philology, assoc. prof.  
**Sevinj Yusif Mammadova**

Chairman of the scientific  
seminar:  Doctor of Philological Sciences, assoc. prof.  
**Gulsum Israfil Huseynova**



## INTRODUCTION

**The actuality and the usage rate of the research work:** The rapid development of science and technology in modern times, and the innovations in society do not go without impact to the process of communication, its characteristic features and essence. Thus, in the existing information society, we are witnessing the certain changes in the delivery and transmission of information during the exchange, and this is continuing dynamically. Such changes are manifested both within a single society and in the in the exchange of interpersonal communication. The process of communication is formed with human from the day of his creation and expands his sphere over time, as a result of which a human needs to look for new ways and means of communication. Since ancient times, people have tried to communicate with each other using various means. Of course, over time, the development of science and technology has led to some changes in the coding and decoding of information by the addressee. Nowadays, with the help of various websites, mobile phones, skype, facebook, times, zoom, etc., it is possible to quickly and operatively communicate and exchange views with any, even the most remote parts of the world. Of course, the exchange of views depends on the desire of the parties, and this forms the mutual communication between the people.

This means that people want to share their ideas or support the others' ideas, as well as intend to contact the other party to criticize. Mutual communication may begin or be completed under the influence of the parties' compulsory or personal wishes and desires.

Undoubtedly, communication is an integral part of human life, because the best way of the self-affirmation is closely linked to proper communication. The importance of the communication process, the existence of approaches to it from different and various aspects makes its research even more urgent in modern times. In a globalizing world, the means of communication are not only a great service to the integration of

societies, but there are also disadvantages. Some people think that the forms of communication such as votsap, skype, facebook and so on, that is, as distance communication increases, people become spiritually distant from each other. As before, he does not want to meet often, and as a result, the close relationship between people is broken.

However, the listed disadvantages of the communication process do not diminish the importance of non-verbal communication, and even the appearance of the new and different symbols, signs and signals makes it even richer. Over time, some non-verbal means of communication lose their use or gain new expressions, are replaced by the new ones, and certain changes occur in their essence and function. All of these lead to the emergence of new views, research, analysis of the study of non-verbal means of communication.

Unconditionally, one of the important aspects of communication is that it is involved in the process of explaining and understanding by all means, because from the moment a person begins to communicate until the end, he communicates his thoughts to the other party by means of non-verbal means and tries to decode the thoughts of the addressee.

According to the characteristics of non-verbal means of communication, it was dominated by a more semiotic approach, however, there is a great need for a systematic approach to the process of non-verbal communication, both semiotically and linguistically, which determines the importance of the topic. The system of signs studied by semiotics can be applied in any area of human life. It should be noted that a non-verbal type of communication process, is a large system, and along with semioticism, it also has linguistic essence, because it transmits any information to the other party with a certain signal, and in result, the existing information is received from the other party without the presence of language. Once the messages are received and decoded, the appropriate response is received, and thus the communication process is established.

It is clear from the above that the study of non-verbal means of communication in linguistics is very important, but in some linguistic studies, the priority is given to the verbal means of communication, and their importance has been highlighted. However, non-verbal means of

communication play a more important role than verbal communication in the transmission and reception of information, in complete and full delivery of information.

The urgency of this issue becomes clear once again when you consider that in modern times, the state has given stimulus to the expansion of fundamental linguistic research and the formation of new scientific schools. The well-known orders of the President Ilham Aliyev on the development of linguistic science set important tasks for linguists and young researchers. From this point of view, the study and systematization of non-verbal means of communication, is one of the most widely studied linguistic directions in the world linguistics, and is one of the urgent and important research issues for Azerbaijani science. It should be noted that such an urgent issue in the Azerbaijani linguistics in a complex way, systematic research has not been a separate research topic, has not been studied separately, but it has only been mentioned in some research. Sometimes it is exaggerated that it is an auxiliary factor in verbal communication, and its separate type of communication, its linguistic importance, has not been put forward. Therefore, there is a need to study and systematize such a topic. It is clear from all of these that this topic is very relevant.

Although the psychological literature gives different types of communication system, it focuses more on the two types, the existence of their own means, but, of course, it does not approach the issue from the linguistic point of view.

Although they expressed the certain opinions about the non-verbal communication in ancient Rome and China, it did not carry a systematic character. This process continued in the latest periods. They began the fundamental research on non-verbal communication after the year of 50s of the 20<sup>th</sup> century and entered to the largest research period in its history. They put foundation of the research on kinesis work in the 1950s. Cold War and nuclear issues in the 60s, in connection with the emergence of problems related to the security of mankind research on nonverbal communication was significantly reduced. The greatest steps in the study of nonverbal communication began after the 1970s. This period can also be characterized as the generalization and synthesis of the process of

non-verbal communication. In the following years, a large number of articles, theses, and books on various means of nonverbal communication were published. Although the research on non-verbal communication was first started in the United States, it has been studied in other countries. Numerous books and other scientific works have been written in this field in Turkey and Russia.

**The object and subject of research.** A number of non-verbal means of communication, that have a special role in the communication process form the object of research (body language, clothing, accessories, colors, etc., which serve nonverbal communication and are related to body language). The subject of the study is the linguo-semiotic features of the non-verbal means of communication involved in the study.

**The goal and objectives of research.** The main purpose of the research is to study the non-verbal communication, that is one of the main directions in theoretical linguistics, from the linguo-semiotic point of view and to put it into a certain system. In order to achieve a certain goal, it is necessary to perform a number of tasks. These are:

- draw attention to the need of studying non-verbal communication in Azerbaijani linguistics by studying its research history;
- determine the power of communication as a system to influence a person's social life;
- characterize the verbal and non-verbal types of communication process, to clarify their similarities and differences;
- identify the characteristics of non-verbal communication, to show its strengths and weaknesses than verbal communication;
- develop a model of non-verbal communication and to clarify them by revealing its individual components in detail;
- explain the connection of non-verbal communication with the fields of science such as cognitive linguistics, pragmatics, semiotics, etc.
- discover the role of non-verbal communication in the act of speech based on the theory of the act of speech;
- determine the scope of non-verbal communication.

**Research methods.** The dissertation is based on a systematic approach, analysis and synthesis, induction and deduction, historicity and

logic. Although the research was written on the basis of a descriptive method, they also used the method of comparative-comparison.

**The main provisions of the defense:**

- non-verbal means of communication are activated from the moment a person begins to communicate, ie non-verbal means of communication can transmit certain information to the other party until the process of verbal communication begins;

- non-verbal communication ensures that the verbal information is more vivid, real, comprehensive and noticeable;

- non-verbal communication can lead to further strengthening and at the same time breaking of the existing relations;

- non-verbal communication is distinguished not only by its linguistic features, but also by its semiotic features;

- there are universal factors in the use of non-verbal communication, as well as cultural differences;

- non-verbal communication covers a wide range of possibilities and in this respect does not lag behind the verbal communication;

- just as the verbal communication is a means of expression, the non-verbal communication has its own means of expression;

- non-verbal communication differs from the verbal communication due to its archaism.

**The scientific novelty of the research.** The communication system is a broad and at the same time a comprehensive process. Therefore, the scientific research was conducted on it from different points of view, and it was given extensive explanations from a social, economic, philosophical and psychological point of view. In world linguistics, too, there have been different approaches to communication issue, some of them gave priority to verbal and the others to non-verbal type of it. For the first time in Azerbaijani linguistics, non-verbal means of communication, which play an important role in the communication process, have been theoretically and practically studied and systematized from a linguo-semiotic point of view. These issues can be noted as follows:

- Periodization of the research situation of non-verbal communication and characterization of the peculiarities of each period;

- give a model of non-verbal communication and to explain its semiotics on the basis of meaning and significance;
- approach to non-verbal communication from the point of view of behavioral theory;
- explanation of non-verbal communication against the background of the theory of the act of speech;
- identify the components of non-verbal communication based on pragmatics;
- discover the richness of non-verbal means of communication used in the act of conversation;
- comparative interpretation of body language by verbal means (mostly sentences);
- Conditional analysis of body movements in groups.

**Theoretical and practical significance of the research.** In the dissertation the position of non-verbal communication in intercourse system was discussed, its role in the formation, completion and additional interpretation of the above mentioned system is theoretically presented. At the same time, their linguistic and semiotic aspects were taken into account when theoretically substantiating the issues above mentioned in accordance with the title of the dissertation. From this point of view, the study of the theoretical provisions of the dissertation from the point of view of communication in both linguistics and semiotics, as well as its non-verbal type from the general linguistic aspect is of special theoretical importance.

The practical significance of the research is that it can be important for teaching a number of subjects taught in other faculties of philology, law and social sciences, especially general linguistics, psychology and other subjects related to non-verbal communication. Also, the examples given in the dissertation on non-verbal means of communication, especially the social facts about body language, those are widely discussed in Chapter III, can be of practical importance for every member of society. In addition, the current dissertation is an important source of experience for future scientific and practical seminars on body language and non-verbal communication in general.



**Approbation and application of research.** The main provisions of the research were published in domestic and foreign scientific journals recommended by the CSAC, as well as in collections of materials of national and international scientific conferences.

**Name of the organization where the dissertation work is performed.** The dissertation work was carried out in the Department of Theoretical Linguistics of the Institute of Linguistics named after Nasimi of ANAS.

**The total volume of the dissertation with a sign, indicating the volume of the structural sections of the dissertation separately.** The dissertation consists of an introduction, three chapters, a conclusion and a list of the references. Introduction 7 pages, Chapter I 49 pages, Chapter II 39 pages, Chapter III 47 pages, Conclusion 2 pages, list of used literature 23 pages. The dissertation consists of a total of 169 pages, approximately 241 783 characters.

## MAIN CONTENT OF THE STUDY

The **Introductory** part of the dissertation substantiates the relevance of the topic, the degree of development, defines the object, subject, goals and objectives, methods, main provisions of the defense, the scientific novelty of research, theoretical and practical significance of the research are introduced, and the approbation and application of the research, the name of the organization where the dissertation work is performed, the volume of the structural units of the dissertation separately and the total volume with the sign are presented.

Chapter I of the dissertation, **the Characteristic features of non-verbal communication in modern linguistics** discusses the types of communication, the research situation of non-verbal communication, the model and the semiotic features of non-verbal communication.

Section 1 of the Chapter deals with the communication process and its types. *Communication is derived from the word "communis". "Commun" means common. For this reason, there is a need to find common symbols and concepts in order to communicate. Nowadays, there is no area in which the concept of communication, which is the*

*equivalent to the word "communication" in Western languages, is not included, and it has become an area of our daily lives that we cannot avoid of it”<sup>1</sup>.*

The information is scattered in society. It is the systematization of such scattered information that is addressed in the communication process.

The dissertation discusses the types of communication, verbal and non-verbal means of communication, and counts their similarities and differences.

The second section states that *“the scientific research and involvement of nonverbal communication became more active after the Second World War”<sup>2</sup>*. However, this does not mean that no views on non-verbal communication have been expressed or certain ideas have been formed up to this date. Taking into account the views above, we consider it expedient to conditionally periodize the history of the study of non-verbal means of communication in the scientific environment as follows:

1) The period from ancient times to the second half of the XIX century.

2) The period from the second half of the XIX century to the 50s of the XX century.

3) The period from the 50s of the XX century to the present.

I. It should be noted that in the first period, a systematic study of non-verbal means of communication was not conducted, only certain means of its information were given in one form or another in the works of some researchers.

---

<sup>1</sup> İletişim süreci ve türleri: [Elektronik kaynak] / Milli Eğitim Bakanlığı. – Ankara, 2011. URL: – Ankara, 2011. URL: <http://www.mku.edu.tr/files/1060-e14aaff3-8ca9-4107-80a9-a5a35c55c074.pdf> \_s.2

<sup>2</sup> Knapp, M.L. Nonverbal Communication in Human Interaction [Electronic resource] / – Wadsworth, 2013. 528 p.

URL:

[https://books.google.az/books?id=rWoWAAAAQBAJ&printsec=frontcover&dq=Nonverbal-Communication-Human-Interaction-Knapp&hl=az&sa=X&redir\\_esc=y#v=onepage&q=Nonverbal-Communication-Human-Interaction-Knapp&f=false](https://books.google.az/books?id=rWoWAAAAQBAJ&printsec=frontcover&dq=Nonverbal-Communication-Human-Interaction-Knapp&hl=az&sa=X&redir_esc=y#v=onepage&q=Nonverbal-Communication-Human-Interaction-Knapp&f=false) – s.21

II. In the second half of the 19th century, Darwin's "Expression of Emotions in Human and Animals" work (1872)<sup>3</sup> attracts the attention.

Beginning from the first half of the 20th century, they began to study the physical appearance, especially clothing and facial expressions widely.

E. Neslitürk writes: "Scientific researches related to the description of the body were first reflected in Darwin's book *"Expression of emotions in humans and animals" published in 1872*"<sup>4</sup>.

After Darwin's book, A.M.Bacon's work was published in 1875<sup>5</sup>. This work is considered to be the first and respectable work on gestures.

But in the early stages a little attention was paid to facial expressions, body movements, and their role in the environment, and most of the time when talking about them no systematic research was conducted on them.

III. Serious scientific research on non-verbal communication began in the 1950 s. At that time, R.L.Berdvistel wrote many articles and books on body language (kinesics). In his first book, "Introduction to Kinesics"<sup>6</sup> work, he connects the methodological aspects of the study of body movements with the non-verbal relations of interpersonal communication.

---

<sup>3</sup> Darwin, C. Expression of the emotions in man and animals [Electronic resource] / – London, 1872. – 378 p.

URL:<https://archive.org/details/expressionofemot1872darw/page/n3>

<sup>4</sup> Neslitürk, E. Sözsüz iletişim [Elektronik kaynak] / – İzmir, 2014. – 25 s.

URL:[https://dokupdf.com/download/szsz-letiim-nedir-5a01c3e3d64ab2b9bd6e8f80\\_pdf](https://dokupdf.com/download/szsz-letiim-nedir-5a01c3e3d64ab2b9bd6e8f80_pdf)

<sup>5</sup> Bacon, A. Manual of Gesture, embracing a complete system of notation, together with the principles of interpretation and selections for practice [Electronic resource] / – Chicago, 1875. – 274 p URL: <https://archive.org/details/manualofgesturee00bacorich>

<sup>6</sup> Birdwhistell, R.L. Introduction to Kinesics: An Annotation System for Analysis of Body Motion and Gesture [Electronic resource] / – Washington, 1952. URL: [https://books.google.az/books?id=Ad99AAAAMAAJ&printsec=frontcover&dq=Birdwhistell,+R.L.+Introduction+to+Kinesics&hl=az&sa=X&redir\\_esc=y#v=onepage&q=Birdwhistell%2C%20R.L.%20Introduction%20to%20Kinesics&f=false](https://books.google.az/books?id=Ad99AAAAMAAJ&printsec=frontcover&dq=Birdwhistell,+R.L.+Introduction+to+Kinesics&hl=az&sa=X&redir_esc=y#v=onepage&q=Birdwhistell%2C%20R.L.%20Introduction%20to%20Kinesics&f=false)

– 76 p.

E.Hall's book "Silent language"<sup>7</sup> published in 1959 emphasizes the importance of time and space (proxemix) factor in the communication process. In 1975, P.Ekman and F.Wallace published the book "Face expressions"<sup>8</sup> for the first time. Later, the book was published in different years, in 2003 and 2015.

In 1982, J. Fast's "Body Language" was published. Here, rightly, non-verbal communication with body language is distinguished from each other. Until now, both words were used as synonyms. The author notes that the science of body language is called kinesics, that includes touch, distance, posture, and so on. interprets the elements of body language<sup>9</sup>. In the 1990s, the research began to cover a wide range of spheres. During this period, M. Argyle's "Communication with the Body" book was published<sup>10</sup>. He used the terms "body language" and "non-verbal communication" in parallel.

A.Pis has published works on body language several times in different years, starting from the 70 s. His book "Body Language"<sup>11</sup>, co-

---

<sup>7</sup> Hall, E.T. Silent language [Electronic resource] /– New York: 1959. URL: [https://monoskop.org/images/5/57/Hall\\_Edward\\_T\\_The\\_Silent\\_Language.pdf](https://monoskop.org/images/5/57/Hall_Edward_T_The_Silent_Language.pdf) – 242 p.

<sup>8</sup> Ekman, P., Friesen W, V. Unmasking the face [Electronic resource] /– Los Altos, 2003. – 212 p.  
URL:

[https://books.google.az/books?id=TukNoJDgMTUC&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.az/books?id=TukNoJDgMTUC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)

<sup>9</sup> Fast, J. Body language [Electronic resource] /– Bungay, 1982. – 190 p. URL: [https://books.google.az/books?id=j7UqmgFsNJYC&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.az/books?id=j7UqmgFsNJYC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)

<sup>10</sup> Argyle, M. Bodily communication [Electronic resource] /– New York, 1990. 2nd edition, – 363 p.

URL:

[URL:https://books.google.az/books?id=79OmujZ09DAC&printsec=frontcover&redir\\_esc=y#v=onepage&q&f=false](https://books.google.az/books?id=79OmujZ09DAC&printsec=frontcover&redir_esc=y#v=onepage&q&f=false)

<sup>11</sup> Pease, A., Pease B. Body language / A.Pease, B.Pease – New York: Bantam Books, – 2004. – 386 p. URL: [https://e-edu.nbu.bg/pluginfile.php/331752/mod\\_resource/content/0/Allan\\_and\\_Barbara\\_Pease\\_-\\_Body\\_Language\\_The\\_Definitive\\_Book.pdf](https://e-edu.nbu.bg/pluginfile.php/331752/mod_resource/content/0/Allan_and_Barbara_Pease_-_Body_Language_The_Definitive_Book.pdf)

authored with B. Pis, provides information on universal gestures, making it easier for children to read body language. His book “Body Language”, co-authored with B.Pis, provides information on universal gestures, making it easier for children to read body language.

Extensive research has been conducted in this area in Turkey. In 1968, D. Cüceloğlu's research entitled "Communication with facial expressions in three different cultures"<sup>12</sup> attracted attention. Here, he touched on both methodological and intercultural issues in the process of studying facial expressions.

In the book “Body language”<sup>13</sup> Z.Baltash and A.Baltash talked about the components of non-verbal communication such as message, source, sender, channel and receiver, and then commented on the means of body language that serve the communication process.

In Russia, non-verbal means of communication have been extensively studied and many translations have been made in this area. V.Glen, K.McClaffli<sup>14</sup>, G.Tokarev<sup>15</sup> and others have research in this area. V.Morozov writes: “*Features of non-verbal communication of speech, as a rule, correspond to the verbal meaning. However, non-verbal communication channels have functional independence than verbal communication*”<sup>16</sup>.

---

<sup>12</sup> Cüceloğlu, D. Üç farklı Kültürde Yüz İfadeleri ile Bildirişim [Elektronik kaynak] / 1968. cilt 6, – s. 49-112. URL: <https://www.acarindex.com/pdfs/63495>

<sup>13</sup> Baltaş, Z. Baltaş A. Bedenin dil / Z.Baltaş, A.Baltaş – İstanbul: Remzi Kitabevi, 49.Basım. – 2014. –167 s.

<sup>14</sup> Гленн, В., Макклафлин К. Язык жестов – путь к успеху: [Электронный ресурс] / Перевела с английского Л. Налтша. – Санкт-Петербург, 2001. – 213 с. URL: <http://esotericpl.narod.ru/bibl1/gest.pdf>

<sup>15</sup> Токарев, Г. Введение в семиотику [Электронный ресурс] /– Москва, 2013. –160 с. URL: <http://www.docme.ru/doc/1352378/vvedenie-v-semiotiku>

<sup>16</sup> Морозов, В. Невербальная коммуникация. Экспериментально-психологические /– Москва, 2011. – 109 с. URL: <https://www.litres.ru/static/trials/09/41/37/09413744.a4.pdf>

M.Povalyaeva and O.Puter's book "Non-verbal means of communication"<sup>17</sup> point out that 75% of the general process of communication is established with the help of non-verbal means. They even say that the human eye can see more than the human ear. In his book "How to read a person"<sup>18</sup>

N.Ravensky<sup>19</sup> showed different shapes of the face, eyes, eyebrows and head.

In Azerbaijan, this field has not been systematically researched, only a few books have addressed it.

Section 3 of the chapter builds a model of nonverbal communication, showing its semiotic features on the basis of factual material. I. Gorelov writes: "*Non-verbal signs indicate emotions and, of course, it is connected with a certain denotation*"<sup>20</sup>

According to existing model, the sender of the information, the recipient of the information, the information itself, its channels and conception-semantic relations are explained in detail from the cognitive, semantic, semiotic and linguistic points of view.

During the communication, the addressee's/reciever's goal is to decode the information the sender wants to convey and respond to it appropriately.

F.Veysalli writes: "*The listener or receiver (addressee) uses his knowledge and experience to listen to the given information and try to understand its meaning (decode or decipher it), as they say, opens the sent information, reacts to it or transmits it on to others*"<sup>21</sup>.

---

<sup>17</sup> Поваляева, М.А. Рутер О.А. Невербальные средства общения [Электронный ресурс] / – Ростов на-Дону, 2004. – 352 с. URL: <http://docplayer.ru/33078736-Nonverbalnye-sredstva-obshcheniya.html>

<sup>18</sup> Yенә orada. s. 6

<sup>19</sup> Равенский, Н. Как читать человека. Черты лица, жесты, позы, мимика [Электронный ресурс] / – Москва, 2007. URL: [http://pr.pstu.ru/wp-content/uploads/2013/11/Как\\_chitat\\_cheloveka.pdf](http://pr.pstu.ru/wp-content/uploads/2013/11/Как_chitat_cheloveka.pdf)

<sup>20</sup> Горелов, И.Н. Невербальные компоненты коммуникации / – Москва, 2009. – 112 с. URL: [neverbalnyye\\_komponenty.pdf](http://neverbalnyye_komponenty.pdf)

<sup>21</sup> Veysalli, F. Semiotika / F.Veysalli – Bakı: Mütərcim, – 2010. s. 25

In the semiotic approach to non-verbal communication, it should be seen primarily as an understanding of meaning. If it does not make sense, the sent signals, messages can not be accepted.

Chapter II of the dissertation, entitled **“Theory of modern speech act and non-verbal communication”**, describes in detail the components of speech act, their linguo-semiotic features and role in speech.

*“Every time a person wants to say something to another, an act of conversation arises”*<sup>22</sup> Trubeskoy writes. This simple definition of speech act actually helps to reveal its essence. The speech act means a process in which there must be a certain time and place for it to take place. The addressed, the information and the addressee are involved in such a process.

It should be noted that the theory of the speech act was put forward by J. Austin. *“J.Austin developed the theory of speech act to explain the meaning of the sentence. Previously, this scholar divided the discourses into two categories: performance (description, confirmation, etc.) and constance (to promise, to agree, to warn, etc.”*<sup>23</sup>

In the process of sending and receiving information, the verbal and non-verbal communication form a unity.

J.Austin and J.Sörl emphasized the role and place of meaning and action in the process of the speech act. The followers of this theory believed that the language is not only used to describe objects, give necessary information about them, but also express objects (things), as well as serves to demonstrate existing actions, and indeed, this allows us to prove that the verbal and nonverbal communication often really work together.

Referring to J.Austin, they interpret and express their attitude to the type of the verbal speech act as locutive act; and the illocutive act of the nonverbal speech act as perlocutive act;

---

<sup>22</sup> Trubeskoy, N.S. Fonologiyanın əsasları / N.S.Trubeskoy – Bakı: Elm və təhsil, – 2011. – s. 6

<sup>23</sup> Veysəlli, F. Dilçiliyin əsasları / F.Veysəlli – Bakı: Mütərcim, – 2013, – s. 288

The second section of the chapter explains the essence of the linguo-semiotic features of the speech act of nonverbals based on pragmatics, and the pragmatics, and its role and functions are brought into attention in linguistics. The speech act is explained as one of the areas of pragmatism. The pragmatic approach intends what meaning the sender expresses through gestures, facial expressions, and with other behaviors from non-verbal, as well as verbal means.

From these considerations, we can conclude that interpersonal relationships play an important role in pragmatics. The human factor and its bilateral role are important in pragmatics. By bilateral role, we mean the speaker and the listener.

The terms of proposition and presupposition are clarified here to make it easier to understand what is being said about the pragmatics:

*“A proposition is an expression of whether something is right or wrong”<sup>24</sup>.*

A presupposition is not a matter of sentence or statement, it concerns to the sender and the receiver of that message.

In short, the main factor that pragmatics is interested in is the study of issues that are not discovered in the first stage of the communication process, but the discovery of it is related to the subconscious factors.

The components of a non-verbal communication act include – the factors such as sender, receiver, message, code, etc. In a non-verbal communication act, the coding factor is important for the sender and the decoding factor for the receiver.

And the main components of nonverbal communication are the addressee (sender) and the addressed (receiver, recipient), because without these two aspects, the existence of others are not important.

The last section of the chapter discusses the role of nonverbal communication in conversation. J.Navvaro writes:

*“The nonverbal communication refers to body language, non-verbal behavior, and forms the transmission and reception of information*

---

<sup>24</sup> URL: [https://en.wikipedia.org/wiki/Proposition\\_\(disambiguation\)](https://en.wikipedia.org/wiki/Proposition_(disambiguation))



*through facial expressions, physical movements, gestures, touch, posture, body decorations (jewelry, clothes, hairstyles, tattoos, etc.)"*<sup>25</sup>.

In the process of non-verbal communication, the clothing has its own "language". E.Altıntaş and D.Çamur write about the clothes in their book "Non-verbal communication is body language": "*Clothes reveal a person more than they cover, they reveal more than they cover*"<sup>26</sup> Indeed, with clothing it is possible to obtain sufficient information about a person's character, specialite, social status, profession, and geographical location.

Along with clothing, the accessories also play an important role in determining a person's social status and position. So, the people have their own accessories, and these show their character.

The "language of colors" is also an important issue in communication. Speaking about the role of colors in the process of non-verbal communication, A.Yalçın and S.Adiller note that "*another element among the important elements of non-verbal communication is the sense of color. Its main function is to reduce or increase the impact of communication*"<sup>27</sup>.

The images and diagrams also have a place among non-verbal means of communication. They also play an important role in communication. Therefore, they are touched upon in the dissertation and substantiated by a large number of examples.

The Chapter III of the dissertation is called "**Research of non-verbal communication in the social environment**" Section 1 of this chapter, entitled "Body Movements Accompanying Nonverbal Communication", shows that the body language plays a very important role in the process of nonverbal communication.

---

<sup>25</sup> Navarro, J. What every body is saying [Electronic resource]/– New York, 2008. – p. 3  
URL:<https://www.amazon.com/What-Every-BODY-Saying-SpeedReading/dp/0061438294>

<sup>26</sup> Altıntaş, E. Beden dili, Sözsüz iletişim / E.Altıntaş, D.Çamur – Ankara: Mentis, – 2013. – s. 117

<sup>27</sup> Yalçın, A. Sözsüz iletişim / A.Yalçın, S.Adiller – İstanbul: Mediacat, – 2016. – s. 335

Body language is a very important and inevitable aspect of the communication and relations between the people in modern times. The scope of body language usage is not only wide but also diverse.

Body language has a wide scope, such as family, work, leisure, politics, education and even family upbringing, where the body movements are distinguished by both hidden (implicit) and open (explicit) aspects, as well as conscious and subconscious.

James writes: *“Examining the body language does not make you one who can read people's minds, nor does it give you the ability to learn the deepest, the most secret thoughts from their postures. What body language can teach is to be able to speak with your subconscious, therefore the body language is a very powerful means of communication”*<sup>28</sup>.

It is emphasized that if the means used in verbal communication (words, sentences) sound, on the contrary, the means expressed in body language can be seen, touched, felt and so on. In body language, every gesture or facial expression is the same as the meaning of a word or even a sentence, and just as the word has the ability to express different meanings, so do gestures and facial expressions.

Baltash and A.Baltash note that *“body language is the visual reflection of self-confidence outside, the point we want to convey the sincerity from the inside. The effect of nonverbal messages on people's face-to-face communication is 90%. Nonverbal messages include gestures, facial expressions, contact, body posture, and so on”*<sup>29</sup>.

Z.Ozkan in his work "Earning body language"<sup>30</sup> divides the body language into two parts, they are called conscious and subconscious.

---

<sup>28</sup> James, J. Body language positive image formation / J.James. – Istanbul: ALFA Publishing and Distribution, –2013. - NS. 47

<sup>29</sup> Baltaş, A., Baltaş Z. Beden dili. İletişim becerinizin anahtarı, Sessiz diliniz [Elektronik kaynak] /– s. 3 URL: <https://www.slideserve.com/eli/beden-d-l-ileti-im-becerinizin-anahtar-sessiz-dilin-iz>

<sup>30</sup> Özcan, Z. Kazandıran beden dili/ Z.Özcan. – İstanbul: Hayat Yayıncılık, – 2016, – s. 102-103

In other words, the body language has different meanings, depending on posture, sitting, and simply placing one finger up and down.

This suggests that the nonverbal messages can carry the meaning of a word, an expression, or even an entire sentence.

Section 2 discusses the impact of cultural differences on nonverbal communication. It is noted that there are many non-verbal means of communication in the world and they are universal. This kind of means are of a general nature. Therefore they draw attention in the communication process. For example, like laughing and crying. Based on cultural differences, we consider it appropriate to conditionally divide body movements into 3 groups:

1) Body movements that are understood in the same way in all countries of the world.

2) Body movements, that are understood in the most countries of the world.

3) Body movements with many different meanings among the countries of the world.

Speaking of universal gestures, D.Lambert notes that *“there are at least six facial expressions found in the world, and this is inborn in addition to what they have learned. These are happiness, sorrow, surprise, fear, anger and hatred”*<sup>31</sup>.

Crying is understood in almost every country in the world. Thus, as a result of an accident, tears come from a person's eyes, lips are pulled down, eyebrows are raised, and so on. Even weeping for joy is the same in almost every country in the world.

Greeting styles are both the same and different in the countries of the world. Many of them are commented on.

In Japan, greetings are given or received by bending down with the middle part of the head and waist to the side of the hands.

---

<sup>31</sup> Lambert, D. Body language 101: The Ultimate Guide to Knowing when People Are Lying, How They Are Feeling, what They Are Thinking, and More [Electronic resource]/– New York, –2008. – p. 26

URL:<https://www.amazon.com/Body-Language-101-Ultimate-Thinking/dp/1602392919>

In Thailand and many Eastern countries, people bow their heads slightly as they greet each other, resting their hands on each other including the palms of their hands.

Although a handshake is understood as a greeting in almost every country in the world, it is also known that it expresses consent. Thus, people shake hands when the owners of large companies agree with each other.

Shaking hands, hugging or hugging and kissing is not typical of Japanese or Chinese culture. The Chinese do not like to touch strangers and those people do not like to touch them.

Eye contact also appears in different way between the countries. For example, *“In the West, good eye contact is to be expected. Strong eye contact is significant in Spain, Greece and Arabian countries”*<sup>32</sup>.

In Azerbaijan, waving one's hand in the air means both thanking as well as no, not to do. On the condition that if we raise our hand up and wave it, it means thank you, and if we usually raise it a little and wave it to the right and left, then it means no. This body signal is understood in America only as thank you, and in Latin America as no. Also in Africa, this signal means "thank you". In Greece, it means "go to the hell." In Italy, open hands to the other side have a completely different meaning in other countries. In general, Italians use body language, especially arms, in communication. Americans also use arms and hands extensively in communication.

Although the cross-legged seating is common in American culture, it is considered impolite in the Eastern countries. It is also not well received in Azerbaijan (in social, cultural environment, etc.).

The position of the thumb up and the other fingers closed means that everything is right, excellent and in order in Azerbaijan and English-speaking countries. However, in countries such as Iraq, Iran and Thailand, it is considered rude and indecent.

In Bangladesh, such a signal means everything goes systematically, and in Nigeria and Australia it is understood as swearing and rudeness. In America, it is used in the sense of excellent work.

---

<sup>32</sup> URL: [www.businessinsider.com/body-language-around-the-world-2015-3](http://www.businessinsider.com/body-language-around-the-world-2015-3).

In Germany and Japan, it expresses the number 1 (one). Interestingly, the use of such a sign in Palestine is understood as a person who is a supporter and sympathizer of Hezbollah. In Mexico, it is understood as an invitation to sexual intercourse.

The movement of the index finger back and forth by bending it in the middle is understood as calling someone in Azerbaijan, as well as in America. In contrary to this, in Japan, it is understood as rudeness and, in Singapore an invitation to death. In many countries, especially in the Philippines, it is used to call animals, therefore when they use it to call people it is received angrily.

In all countries of the world, raising the index finger and pointing the head at the neck is a signal that the other side is a fool. In the Netherlands, on the other hand, it is used to show that the other side is a very intelligent person.

Section 3 of this chapter, that entitled “The Usage Sphere of Nonverbal Communication”, is systematized in the form of the use of body language in praying, official speeches and business life:

1. The use of body language in praying is the use of body language by people during pray.

Looking right and left over people's shoulders is understood as greeting of the angels. Putting the forehead over the land shows that a person is helpless before God. Raising one's hands to heaven means prayer in praying.

It is also pointed out that the clothing has a special role in terms of non-verbal communication in praying. For example, the Muslim men wear special hats when they pray, as well as Jews wear hats during praying. The women cover their heads in mosques and churches, and so on.

2. The use of nonverbal communication in official speeches means the use of non-verbal means in the speeches of politicians. It is known that during the election campaign and other speeches, the politicians try to use body language properly to influence the masses. So, their actions, clothes, accessories and so on. is built thoughtfully. We noted that the non-verbal communication is divided into two groups: conscious and subconscious. The politicians also use body language consciously. "*Body*

*language is the most important tool for influencing and convincing the masses. The leaders who use body language correctly are more comfortable, effective and persuasive when speaking in public*”<sup>33</sup>.

Building communication in the political system is the greatest means of a leader's self-affirmation. The rise or fall of a person's prestige in the political arena strongly depends on the proper organization of the communication process.

National leader of the Azerbaijani people, Heydar Aliyev is one of the most influential leaders in the world. He is one of the few politicians who uses body language appropriately and skillfully. Just as the Great Leader had beautiful speech and oratory skills, he had also the ability to use nonverbal communication skillfully.

The dissertation provides some pictures of Heydar Aliyev's meetings with Russian President Vladimir Putin, the former US President George W. Bush and the former French President Jacques Chirac, and how he skillfully used non-verbal means during his meetings with the famous politicians. It is also pointed that Heydar Aliyev was always one of the politicians distinguished by his cheerful clothes, eye color, upright posture, gaze and gait.

Ilham Aliyev, a worthy successor of the national leader, is also a politician who is able to use non-verbal means of communication appropriately. The linguo-semiotic commentary is given on the non-verbal means he uses by giving a large number of pictures from his meetings with a number of politicians.

In addition to the above-mentioned politicians, the views of politicians such as M.Ataturk, A.Hitler, R.Erdogan, B Obama and D.Trump on body language are reflected in the dissertation with reference to concrete facts.

3. The use of nonverbal means of communication is very important in helping to restore the lost relationships in business life, to maintain the existing relationships, or to build strong new relationships.

The factors such as a person's clothing, posture, sitting style, hairstyle, and so on. do not pass unnoticed in his working life.

---

<sup>33</sup> URL: <http://www.umitunker.com/genel/> siyasal iletişim açısından beden dili.

People who go to business meetings prefer serious clothes, hairstyles and body language convey a lot of information to the other party before they switch to verbal communication.

The following results were obtained in the dissertation:

Summarizing all the statements in the dissertation, we can note the following **results**:

- Non-verbal means of communication join the process before the communication and precedes verbal communication.

- Internal communication is more sincere than the other types of communication.

- The nonverbal communication differs from the verbal communication with the richness and variety of expressive possibilities. Thus, the verbal communication, if it can be expressed only in words, the non-verbal communication can send various and numerous messages to the other party by all means other than words (body language, clothing, tone of voice, smell, image, graphics, etc.).

- There are also semantic aspects of non-verbal communication. Thus, each signal sent has a specific meaning. The meaning also underlies the semantics. The confirmation and denial of the sent messages give grounds to say that they have meaning.

- The process of non-verbal communication includes the stages of sender (addressee), coding, message, channel, receiver (addressed, recipient) and decoding, that reveals its semiotic features.

- Non-verbal communication is closely connected with many fields of science in our time. This includes anthropology, psychology, information theory, sociology, cognitive linguistics, etc.

- The speech act and pragmatics play an important role in the process of verbal communication, as well as in the process of non-verbal communication. It is known that when one person wants to say something to another, a speech act occurs, and in pragmatics, the relationship between the people is important. The non-verbal communication plays non-substitutive role in the comprehensive establishment of such an attitude.

- Body language is especially important in the process of non-verbal communication. Therefore, the researchers often refer to body

language when talking about the non-verbal communication, but we must not forget that the body language is only one of the means of non-verbal communication.

- The individual components of body language are actively involved in the process of nonverbal communication. The components of body language such as hands, head, fingers, toes, arms, lips and eyes, etc. can sometimes replace an entire sentence by sending any information.

- The cultural differences are a major factor in the process of the non-verbal communication, and this leads to the severance of communication and sometimes the formation of completely wrong ideas. It is true that many non-verbal means (tears when crying, pulling the lips down, pulling the lips towards the cheeks when laughing, pulling the shoulders up when I mean I don't know, etc.) are universal, but the cultural differences are inevitable.

- The scope of non-verbal communication is also wide.

-Thus, starting from our daily lives up to the political system, the use of non-verbal communication is an inevitable process.

The main provisions of the dissertation are reflected in a number of scientific journals and conference proceedings in the form of *scientific articles and theses*:

1. Ünsiyyət və onun xüsusiyyətləri // – Bakı: Azərbaycanca Xarici Dillər, – 2014. №3, – s. 28-32

2. Qeyri-verbal ünsiyyət və sosial mühit // Bakı: Filologiya məsələləri, – 2015. № 10, – s. 125-131

3. Verbal və qeyri-verbal ünsiyyət / “Bəxtiyar Vahabzadə və Azərbaycan Filologiyasının aktual problemləri” mövzusunda Beynəlxalq elmi konfransın materialları, – Bakı: – 29 oktyabr, – 2015, – s. 378-381

4. Danışqda istifadə olunan sözlü və sözsüz vasitələr / Akademik Tofiq Hacıyevin 80 illik yubileyinə həsr edilmiş respublika elmi konfransının materialları, – Bakı: – 2016, – s. 152-155

5. Danışq aktı və onun komponentləri // – Bakı: Təfəkkür, – 2016. №2, – s. 94-99

6. Sözsüz ünsiyyət vasitələri // – Bakı: Mədəniyyət.Az. – 2016. №12, – s. 85-88



7. Sözsüz ünsiyyətin modeli / Azərbaycan xalqının Ümimmili Lideri Heydər Əliyevin anadan olmasının 93 illiyinə hədr edilmiş Gənc Tədqiqatçıların IV Beynəlxalq elmi konfransının materialları, – Bakı: – 29-30 aprel, – 2016, – s. 856-857

8. Об исследовании невербальной коммуникации // – Киев: Язык и Культура. (Научный журнал). Издаваемый дим Дмитра Бураго, – 2017, Выпуск 19, Том IV (184), – с. 78-86

9. Danışiq aktında istifadə olunan sözsüz ünsiyyətin komponentləri // Bakı: Dil və Ədəbiyyat. Beynəlxalq elmi-nəzəri jurnal. – 2017. №4 (104), – s. 109-112

10. Sözsüz ünsiyyət prosesində kişi və qadınların bədən hərəkətlərində fərqlər / “Elm, mədəniyyət və təhsil: XXI əsrdə elmin inkişafının aktual məsələləri” mövzusunda Beynəlxalq elmi-praktik konfransın materialları, – Türkiyə, Kars: Qafqaz Universiteti, – 2019, – s. 121-124

11. Mədəni fərqlərin sözsüz ünsiyyət prosesinə təsiri / “Elm və təhsilin aktual problemləri” mövzusunda I Beynəlxalq Elmi Konfransın materialları, – Bakı: – 2019, – s. 437-443

12. Ünsiyyət prosesinin iştirakçıları // – Bakı: Dil və Ədəbiyyat. Beynəlxalq elmi-nəzəri jurnal, – 2020. № 1 (113), – s. 164-166

13. Heydər Əliyevin nitqində qeyri-verbal ünsiyyət vasitələrindən istifadə / Ümummilli Lider Heydər Əliyevin anadan olmasının 98-ci ildönümünə həsr olunmuş “Heydər Əliyevin azərbaycançılıq ideologiyası filoloji fikir kontekstində” mövzusunda respublika konfransının materialları, – Bakı: – 17 may – 2021, – s. 32-35

14. Türkiyə və Azərbaycan liderlərinin konuşmalarında beden dili / V. Uluslararası Türklerin Dünyası Sosyal Bilimler Sempozyumunun Bildiri Özetleri. – Bakı: – 05 avqust – 2021, – s. 117-118

The defense will be held on 22<sup>th</sup> February 2022 in 11<sup>00</sup> at the meeting of the Dissertation council – ED 1.06 of Supreme Attestation Commission under the President of the Republic of Azerbaijan operating at Azerbaijan National Academy of Sciences, the Institute of Linguistics named after Nasimi.

**Address:** Baku, AZ 1143, The avenue H.Javid 115, V floor, ANAS, The Institute of Linguistics named after Nasimi.

Dissertation is accessible at the Library of Azerbaijan National Academy of Sciences, The Institute of Linguistics named after Nasimi.

Electronic versions of dissertation and its abstract are available on the official website of the Institute of Linguistics named after Nasimi, Azerbaijan National Academy of Sciences.

Abstract was sent to the required addresses on the 21<sup>th</sup> of January in 2022

Signed for print: .19.01.2022

Paper format: 60x84.16<sup>1</sup>

Volume: 42 213

Number of hard copies: 20