

SECTION 18. PHILOLOGY AND JOURNALISM

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LINGUISTIC COMMUNICATION. SHORT OVERVIEW

Language refers to the main verbal means of communication. With its help, people transmit and perceive information arranged in any text. People's feelings, emotions, relationships are certainly important, but communication involves not only and not so much the transfer of emotional states, but the transfer of information. The content of information is transmitted using language, that is, it takes a verbal form.

The main means of communication is language (verbal), which provides information exchange between individuals, an individual and society, groups of individuals, even auto-communication – communication between a person and himself. Consequently, communication can be linguistic (verbal) [2].

Communication peculiarity is determined by the fact that in communicating process the subjective world of one person is revealed to another. There is a mutual exchange of activities, interests, feelings, etc. In communication, a person is formed and self-determined, showing his individual characteristics. The result of communication is the establishment of certain relationships with other people. Thanks to communication, integration of people is carried out, norms of behaviour and interaction are developed [1].

In addition to language, other (non-verbal) means are also used. Here we can mention the following: facial expressions; gestures; body movements; voice quality, its range, tonality; pace, pauses, various inclusions in the language (crying, laughter, coughing, etc.); Morse code (transformation of letters into combinations of dots and dashes for the needs of telegraphic transmission); Braille for the blind, a manual alphabet for the deaf and dumb, in which the corresponding letters are different finger configurations; maritime signalling, different types of shorthand; different types of secret writing, up to secret intelligence ciphers.

What are the general communicative characteristics of a language? If we consider language from the point of view of communication theory, we can conclude that language is included in a single communicative act and exhibits the following properties:

- ✓ language is part of communicative culture and culture in general;
- ✓ language contributes to the formation of the social role (social identity) of a communicator;
- ✓ with the help of language mutual social recognition of communicators, social meanings are created in speech communication.

Verbal communication occurs as a purposeful process of creating, transmitting and interpreting messages by means of a language (language code). It is embodied in a communicative process, having a complex dynamic nature, a sociolinguistic complex, a continuous interaction of communication participants.

The communicative process as a complex sociolinguistic complex is formed by [2]:

- ✓ communicants;
- ✓ verbal contact;

- ✓ verbal (linguistic) code organized in the form of a message (discourse) taking into account the context;
- ✓ communication resources (communication strategies and tactics);
- ✓ non-verbal (custom) codes.

The main feature of communication as a process is interaction. The process of communication covers the social interaction of society members, their joint activity, interaction and communication itself. Orderliness is achieved with the help of rules and norms that regulate the nature of communication depending on its purpose and means. When communicating, individuals should take into account social norms, customs, traditions that exist in a given society.

We can conclude that verbal communication is the most studied type of human communication. It is also the most universal means of conveying thought.

References:

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2. Semeniuk O. A., Parashchuk V. Yu. (2010). Teoriia movnoi komunikatsii [Linguistic communication theory]: navch. posib. K. : VTs «Akademiia».