

ANALYSIS OF NON-VERBAL MEANS RELATED TO THE PROGRESS OF SCIENCE, TECHNOLOGY AND ECONOMY

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Annotation: This article deals with the contrastive analysis of parallel usage of verbal and non-verbal means in Uzbek, English, Turkish and Russian languages. It is obvious that linguistic and paralinguistic means tend to substitute each other in communication. However, using them depends on the person's practice, knowledge and behavior. So, potential usage of verbal and paralinguistic means is discussed in this article. “

Key words: nonverbal communication, lingua-economy, verbal and nonverbal means, social and economic aim, digital advertisements, para-grapheme.

We cannot envision the development of modern science and education without the exchange of ideas and information among specialists in the field. This exchange of ideas and information occurs both orally and in writing, as well as through verbal and nonverbal communication. Therefore, understanding nonverbal communication (paralinguistic means) related to the progress of science, technology, and production in texts presents a distinct complexity, requiring sufficient knowledge and skills from the learner.

As a result of the rapid development of science and technology, many interdisciplinary fields have emerged across various disciplines, and linguistics is no exception. Promising areas such as psycholinguistics, areal linguistics, sociolinguistics, ecolinguistics, and biolinguistics demonstrate the strong connection between linguistics and fields like philosophy, logic, psychology, social sciences, ecology, and biology. One such emerging area is *linguonomics* (linguo-economics).

It is worth noting that the foundation of scientific, technological, and industrial progress lies in the field of economics, to which linguistics has been making a valuable contribution. Although economics and linguistics are two distinct disciplines, they are unified by human interaction: communication between *producers*, *sellers*, and *buyers*. In this communication, alongside verbal means, the use of nonverbal means is always prominently evident. Studying the phenomenon of using nonverbal means in economic relations undoubtedly helps uncover unexplored aspects of paralinguistics.

A country's economic success depends on the communication culture of its society, the spoken language, and the effective utilization of linguistic phenomena. This issue was addressed in 1965 by American economist J. Marschak, whose research led to the creation of the field known as the "Language of Economics" (*Язык экономики*). Over time, this field developed further and became known as linguonomics or linguo-economics.

In Uzbek linguistics, linguonomics has been studied by several scholars. For instance, A. Nurmonov explored its connections with social, exact, and natural sciences within the framework of external linguistics. Meanwhile, Professor N. Husanov, in his research, shared insights on speech activity in the field of economics, the selection of words and terms for

economic texts, the analysis and editing of texts, and the correct writing and creation of documents related to economics.¹

In Ottoman Turkish linguistics, the term **"language economy" (Dil ekonomisi)** refers to the economization of words in speech. Linguist B. Bekar studied how ethnic Turks living in Germany economize words when expressing their thoughts in both Turkish and German languages². Another linguist, B. Tufekcioglu, studied linguistic economization, such as the omission of words or sounds, and the use of verbal abbreviations in the online world, linking these phenomena to both internal and external linguistics.³

In English-speaking countries, research in the field of linguonomics has primarily been conducted by economists, including its pioneer J. Marschak and his followers⁴. Their studies are categorized into three main groups:

- a) Language and economic status (income),
- b) Analysis of the dynamic development of economic languages, and
- c) Economic approaches to language policy and planning⁵.

The Russian scholar I. Gorelov conducted research on economizing speech by replacing words with nonverbal means in communication. He supported and further developed the theories on speech economization proposed by Russian linguist G. Kolshansky⁶.

Thus, the interrelationship between language and economics has been studied by both linguists and economists within their respective domains. However, linguists have mainly focused on the processes of using economic terminology in language, structuring economic document texts correctly, and achieving speech economization through word reduction (phonological, morphological, and syntactic) or replacing several words with a single nonverbal gesture.

For instance, in Uzbek, speech economization has been studied by R. Saifullaeva and R. Yusubova⁷. They explored syntactic economization in compound sentences, such as omitting the predicate in repeated clauses, and the processes of linguistic economization by reducing redundant repetitive words and sounds in speech⁸.

It is worth noting that the study of economic terminology and the correct structuring of document texts is related to the field of economics. However, speech economization – achieved

¹ Хусанов Н. Иқтисодиёт тили ва матн // Университет ахборотномаси, ГулДУ. № 2, 2019. –Б. 34-37.

² Bekar B. Dil Ekonomisi ve Almanya Türklerindeki Örnekleri (İsim çekiminde)// Dil ve Edebiyat Araştırmaları Dergisi, 2016. № 5. –S. 9-17.

³ Tufekcioglu B. Dilsel değişmelerin dil ekonomisi bağlamında Internet ortamındaki yazışmalara yansımaları // International Journal of Social Science Volume 3 Issue 2, 2010, –P 23-32.

⁴ Dustmann C., Fabbri F. Language Proficiency and Labour Market Performance of Immigrants in the UK// The Economic Journal, № 113. Oxford University Press, 2003; Grin F. L'enseignement des langues étrangères comme politique publique//Rapport établi à la demande du Haut Conseil de l'évaluation de l'école, 2005.

⁵ Dustmann C., Fabbri F. Language Proficiency and Labour Market Performance of Immigrants in the UK// The Economic Journal, № 113. Oxford University Press, 2003; Grin F. L'enseignement des langues étrangères comme politique publique//Rapport établi à la demande du Haut Conseil de l'évaluation de l'école, 2005.

⁶ Горелов И. Невербальные компоненты коммуникации. 4-е изд –М.: "Либроком", 2009. –С. 12.

⁷ Сайфуллаева Р. Ҳозирги ўзбек тилида қўшма гапларнинг субстанционал (зотий) талқини. –Т.: Фан нашриёти, 2007.

⁸ Юсубова Р. Принципы лингвистической экономии и избыточности в поэтических методах/Молодой учёный, № 7 (18), 2010. – С. 174-176.

by shortening words or replacing them with nonverbal means has little direct connection to the field of economics. While there have been several studies on the relationship between economics and nonverbal communication (means), these have not been explored from the perspective of linguonomics⁹.

For example, economist T. Shklyar interpreted nonverbal means as a psychological process and described it as a form of business communication. Commercial advertising, too, has not been thoroughly analyzed within the domain of linguonomics¹⁰. The role of nonverbal means in advertising is partially addressed in the works of M. Remland, C. Huntington, and others, who conducted analyses on advertising language, text, and business communication mechanisms. In Uzbek linguistics, studies on nonverbal means in advertising language and business communication in the context of economics have only recently begun. These studies are mainly evaluated in terms of their social phenomenon, using perspectives from journalism, psychology, social sciences, and exact sciences¹¹.

In our opinion, in modern linguistics linguo-economics should be understood in a broader sense. For instance, the history of the origin of economic terms, word reduction, and document management in economics, along with nonverbal means in advertising language and nonverbal communication between the seller and the buyer, should also be included. This is because nearly all sectors of the economy, including the banking and credit sector, household services, and other commercial institutions, are closely linked to the level of income, which is influenced by the proper organization of customer service. In this context, the effectiveness of nonverbal communication and interaction with customers, either directly or through advertising, holds significant importance.

It is well-known that advertising (from the Latin *reclamo* – to shout, to protest loudly, to publicize) is one of the main elements of marketing. It aims to ensure the stable sale of products by spreading information about a company and its products among customers through mass media, specialized print materials, and posters. Advertising serves both commercial and social purposes. Both types of advertising can be viewed as efforts to disseminate information to a wide audience and embed it into people's consciousness¹².

Observations show that today commercial advertisements are used to disseminate information about manufacturing companies and their products to customers, as well as to promote service activities. Proper use of advertising offers the company the "key to success," ensuring the competitiveness of its products in the market. It has been found that advertisements primarily utilize paralinguistic means in graphic, kinesic, and prosodic forms, as well as their components.

It is worth noting that people have become so immersed in verbal communication in advertising that attention to verbal (word-based) advertisements has diminished. This is because

⁹ Пиз А. Язык телодвижений. – М.: Эксмо-през, 2010; Ребус Б. Психологические основы делового общения. Илекса, 2002; Березуцкая Ю. Психология делового общения: Невербальные средства процесса делового общения. – Барнаул: 2002.

¹⁰ Шкляр Т.Л. Невербальное общение, как вариант деловых коммуникаций//Экономика и современный менеджмент: теория и практика, № 4(48). Часть II. – Новосибирск: СибАК, 2015.

¹¹ Remland M. Nonverbal communication in everyday life. 4-th edition. – California: SAGE Publications, 2016; Huntington C. Black social dance in Television Advertising: An analytical History. North Carolina: Mc Farland Co., 2011.

¹² Борисов А. Большой экономический словарь. –М.: Книжный мир, 1999. –С. 628.

the content of advertisements is based on several factors, and the purpose and tasks aimed at influencing individuals dictate the choice of appropriate methods, which are adjusted to meet the demands of the time. In this image, it is evident that over 121 years, the external design of "The Coca-Cola" product packaging has evolved. Modern advertising representatives of the company focus on original and individual methods, emphasizing the graphic form of paralinguistic means, such as the use of various attractive fonts, pictograms, Latin script elements, photomontage, painted applications, and symbols. Additionally, verbal elements are transformed into nonverbal components in the advertisement.

By way of comparison, it can be noted that until the 1950s, *The Coca-Cola* company was selling five times more products than its close competitor, *Pepsi-Cola*. In 1950, *Pepsi-Cola* initially updated its logo, changed its colors to blue and red, and in 1960 removed the word "Cola" from its product packaging to compete effectively under the *Pepsi* brand, thus expanding its audience. As a result, in 1974, *PepsiCo* was one of the first companies to enter the former Soviet Union (now the CIS) countries¹³.

It is clear that changes in the company's logo, the glint of its colors, and the modifications to its text provided it with significant financial gains. Modern advertising agencies are attempting to replace verbal elements in advertisements with nonverbal means using similar methods. From a linguistic perspective, in this situation, verbal (written) means perform a secondary function compared to nonverbal communication and act as the object of the graphic section of paralinguistic means.

At the same time, instead of listing the various services of a company or organization in one language and translating them into different languages, effective advertising can be achieved by simply providing a relevant image, displaying the organization's logo, or expressing verbal means in an unconventional manner. In the example of the *Uzbekistan Airways* advertisement, the company's services, convenient conditions, and logo brand are reflected, and nonverbal means have been successfully employed to present the information in a simple, convenient, and understandable way for all people.

Marketing expert T. Eshbekov divides the process of preparing international advertising into three parts: market audience, selecting mass media (MM), and including advertising texts. From a linguistic perspective, communicants belong to the market audience, information media are selected for MM, and verbal and nonverbal communication are integrated into the advertising text¹⁴.

It is worth noting that advertising in our country has not yet reached the level of development seen in countries such as England, the USA, Russia, Turkey, or European nations. The level and audience of advertising are gradually increasing, primarily due to joint ventures or national companies with experience abroad. Typically, advertising is created based on each country's national mentality and interest. Factors such as the country's language, national culture, ethnopsychology, effective advertising types (TV, radio, print media, or social media), needs, and interests are among these. Global practice shows that international advertising is created based on principles of common understanding that are suitable for all peoples. In this case, a company's brand logo is selected, eliminating the need for translation into other languages. In

¹³ URL: <https://vc.ru/marketing/20725-drinks-war> (мурожаат санаси: 07.05.2020)

¹⁴ Эшбеков Т. Жамоатчилик билан алоқалар ва реклама. Ўқув қўлланма. URL: <http://uchildiz.uz/> (мурожаат санаси: 12.05.2020)

terms of market visibility, convenience, simplicity, and time efficiency, information is delivered to the customer while ensuring cost-effectiveness.

In general, advertising not only aims to transmit information to people but also seeks to influence them psychologically and evoke positive thoughts about the organization. This psychological impact is specifically achieved through nonverbal means. According to A. Piz's analysis, sellers achieve more effective results by greeting customers with a handshake, highlighting the importance of nonverbal communication in establishing rapport and trust¹⁵. According to our opinion, sellers can significantly influence a person's mind through effective gestures, body language, and the correct choice of distance. This is why staged advertisements in commercial contexts, such as television, the internet, and other platforms, have become widely popular. According to research conducted by psychologists, 80% of the information humans receive is through observation (visual), highlighting the power of visual stimuli in communication and advertising effectiveness¹⁶. In this case, the kinesic form of paralinguistic devices plays a crucial role, as it is through the characters' movements in advertisements that information about the quality of the service or product is skillfully conveyed. For example, in an advertisement, after the character tastes a sweet, the process of closing their eyes and then slowly opening them after a brief pause conveys that the sweet is "incredibly sweet" and has an "irreplaceable taste," effectively expressing the product's qualities through nonverbal actions.

Influencing customers positively can be achieved not only through graphic or kinesic forms but also by effectively utilizing the phonetic components of nonverbal communication. For example, S. Bernadskiy has outlined several methods for influencing customers through nonverbal means in advertisements. These include the use of tone, pitch, rhythm, and tempo of voice, which can evoke specific emotions and perceptions, thus enhancing the overall effectiveness of the advertising message and creating a stronger impact on the audience¹⁷. Indeed, when working directly with customers, choosing the correct intonation in speech can significantly increase their interest in the organization's service or product. In this case, paralinguistic components such as voice tone, speech speed, volume, pauses, and breathing patterns play a crucial role in achieving the desired goals. For instance, the phrase "Of course, you know what real quality is!" can be pronounced in three different tones in Uzbek, Ottoman Turkish, English, and Russian.

While the meaning of the phrase remains the same in all languages, the customer's attitude towards this phrase will be expressed in three different ways, depending on the tone used. This demonstrates how intonation can subtly influence the emotional response of the listener and enhance the persuasive power of communication. Absolutely, voice tone plays a significant role in conveying the intended meaning of a word or phrase, and it can indicate various forms of expression, such as a question, command, confirmation, interruption, or request. For example, in Russian, the commonly used word "извините" can have multiple meanings depending on the

¹⁵ Пиз А. Язык телодвижений. –М.: Эксмо, 2003. –С. 16.

¹⁶ Амири Л. Элементы паралингвистики как средство визуальной трансформации кириллического слова в рамках рекламного дискурса// Славянские языки и культуры в современном мире: II Междунар. научн. симпозиум: Труды и материалы. М.: Изд-во МГУ, 2012. С. 197-198.

¹⁷ Бернадский С. Продающие тексты. Как превратить читателя в покупателя. –М.: Манн, Иванов и Фербер, 2012.

tone of delivery, ranging from an apology to irritation, surprise, or even mockery. Similarly, in Uzbek, this word can imply different meanings such as *kechirim*, *murojaat*, *tushunmovchilik*, *xayratlanish*, *achchiqlanish*, *kesatish*, or *masxara qilish* based on the tone used. In English, equivalent phrases like "excuse me," "sorry," "pardon," "forgive me," or "apologize" would be employed according to the intended emotion or situation. This demonstrates how intonation influences the emotional nuance and meaning of a word, highlighting the power of nonverbal communication in human interaction.

Indeed, the use of emotional markers in speech, such as rising and falling intonations, contrasts with written texts where nonverbal elements are expressed through graphic features like punctuation marks, typography, and visual emphasis. While intonation in spoken language can directly convey emotional tone, written language relies on visual tools such as bold or italicized text, underlining, and varying font sizes or colors to reflect these emotions.

For instance, in the advertisement for "Eco Market," the use of different graphic features like bold, underlined, and italicized text, as well as varied colors, helps emphasize particular elements of the message, guiding the reader's focus and emotional response. This form of graphical emphasis serves to underline the significance of specific words or phrases, similar to how tone of voice functions in speech.

The contrast between spoken and written communication in advertising becomes evident when analyzing how both verbal and nonverbal elements influence the audience. In spoken advertisements, intonation and body language work together to create a more dynamic and emotionally resonant message, whereas in written advertisements, the use of typography and graphic design compensates for the lack of vocal tone and physical gestures. The study of nonverbal features in written communication, such as paragraph markers or punctuation (referred to as *paragrafemika*), has become a critical focus for researchers examining how these tools function in advertising language.

In summary, while spoken advertisements benefit from a rich blend of vocal tone and gestures, written ads rely on visual markers to convey emotional nuances and direct attention, reflecting how both modes of communication shape the effectiveness of marketing strategies.

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