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HOW TO USE COMMUNICATION STYLES EFFECTIVELY

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. It is a two-way process that involves the following elements: a sender, a message, a medium, a channel, a receiver, a response, and feedback. It is not sufficient to have all these elements, there should be cooperation and understanding between the two parties involved.

In daily life, communication helps to build relationships by allowing us to share our experiences, and needs, and helps us connect to others. It's the essence of life, allowing us to express feelings, pass on information and share thoughts. We all need to communicate. The success of intercultural communication depends not only on knowledge of languages and national characteristics.

Linguists have proposed various definition of the language. Language is a form, not the substance, or a symbol of the sound system. Language is only a prerequisite for communication, an important role in which is played by a sense of style, general mood of communication inherent in a certain culture. A German founder of linguistics Wilhelm von Humboldt was among those philosophers who used language as a tool to study the human mind and interpret human cultural differences. Language is a product of human nature. It is "an involuntary emanation of the mind, no work of nations, but a gift fallen to them by the inner destiny. Language cannot be taught, it can only be awakened in the soul" [1, p. 11].

Communicative style is an individual or collective stable form of communicative behavior of a person (linguistic and cultural community), which is revealed in the process of communication; is determined using characteristic verbal and non-verbal means, depending on the pragmatic instructions of the speakers and

the national specificity of the communicative discourse. The term “style” in this case is not related to the language, but to the person himself/herself, and more broadly, to a certain human (national or ethnic) community that uses an arsenal of verbal and non-verbal communication established and understood in its environment.

The theory of communicative styles was developed by the American William Hudykunst School of Science at the end of the eighties of the twentieth century.

Variations of styles can exist in every culture, but mostly one of them prevails. Direct and indirect communication styles are distinguished based on how directly and openly the speaker expresses his/her intentions. Direct communication style involves the most complete formulation of thoughts and intentions directly using language. It is characteristic of such cultures as American, British, Australian, German, Israeli [2, c.241].

Indirect communication style is characterized by indirect expression of thought, which is formulated mainly by hints, actively using non-verbal means of communication. It is characteristic of East Asian (broad context) cultures, in which politeness and harmony of relations are highly valued. In view of this, there are noticeable differences in the use of the words “yes” and “no” in different parts of the planet.

References:

1. Humboldt. On Language, On the Diversity of Human Language Construction and its Influence on the Mental Development of the Human Species. Edited by Michael Losonsky, Cambridge University Press 1999, pp. 25-64.

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2. Манакін В. М. Мова і міжкультурна комунікація: навч. посіб. / В. М. Манакін. — Київ: Видавничий центр «Академія», 2012. — 288 с. — (Серія «Альма-матер»).