

## КУЛЬТУРОЛОГІЯ

**Ishchenko O.M.**

*Associate Professor, Candidate of Philosophical Sciences,  
Taras Shevchenko National University of Kyiv*

### **PERSONALITY AUDIAL BEHAVIOR IN INTERCULTURAL COMMUNICATION ASPECT**

Nowadays, in the scientific community, audio culture is a very relevant, little-studied phenomenon, the main component of which is the study of sound. The latter is known to be defined by fluctuations that are perceived by the human and animal sensory system or interpreted as a physical and auditory object.

Sound is the subject of study in a number of sciences: acoustics, within which the physical parameters of sound are considered; bioacoustics, which deals with the problem of the perception of sounds and studies their meaning in the animal world; psychoacoustics, which focuses on the laws of sound impact on humans. In addition, sound is of considerable interest for musical psychology in the context of the specificity of musical perception of sounds and musical acoustics, which, unlike musical psychology, is aimed at studying the properties of sound. Philosophy considers sound as a means of communication and examines it in relation to the influence on perception and thinking.

Sound is a rather complex term because it is interpreted differently depending on the specifics of the science. For example, in physics, sound is most commonly understood as the oscillatory motion of particles of a resilient medium propagating in the form of waves in a gas, liquid, or solid; in language, sound is regarded as the smallest indivisible unit of speech, which is formed by the apparatus of speech, has a physical nature and performs a specific function there in; in linguistics, sounds determine the differences in the meaning of words in each language. Sound is the smallest structural element of music, having height, power, duration and timbre in the frequency range from 16 to 4500 Hz., it is considered musical. The sources of such sound are the human voice, musical instruments, power generators and more.

Non-verbal semiotics makes a significant contribution to sound research. Analyzing many sign systems: kinesics, oculesics, haptics, olfaction,

paralinguistics, etc. in interpersonal and intercultural communication, non-verbal semiotics refers to a kind of non-verbal communication – *auscultation*. The latter is considered as a section of non-verbal semiotics (subsystem) or science, which studies the auditory perception of sounds and auditory behavior of people in the process of communication (whistling, sounds of applause, knocking, tapping, clicking).

It is known that, along with the language sounds, there is the basic perception of natural, artificial ones, which not only complement the speech communicative act, but also determine the various conditions of its flow (everyday, organizational, business, business-cultural). Audio encoding of messages by a speaker necessarily implies decoding of these messages by the recipient within the socio-cultural plane of the communicators. In other words, knowledge of sound codes within the cultural field facilitates a communicative act between carriers of different communities, ethnicities, and peoples.

The person is immersed in the multicolored *natural sounds*: wind, lightning, dripping water, drops, blizzards, forests; *social sounds*: books, records, keyboards, phones, pencils, alarm clocks, musical instruments; *technical sounds*: weapons, repair, transport, train station, airport, SMS messages – Viber, Whats App, Telegram. Therefore, the person is able to select, structure, filter, comprehend everything he or she hears. This makes it possible to distinguish sounds into important and unimportant ones in the process of perceiving. For example, in the process of interpersonal communication, most of us, when pointing our fingers to our lips, make a «Shh!». Sound when they want to report something important. But when this sound comes from a child's mouth, it is more likely to indicate a desire to reveal some secret. However, an adult with the sound of «Shh» signals a request: «speak quiet!», but sometimes even stop the conversation. Instead, in the American cultural environment, this sound is an expression of disapproval.

The throat cleansing (*kahi-kahi*) is used when the communicator wants to notify his interlocutors of his presence in the room. Without approving any action, denying something when talking sometimes from the interlocutor, you can hear a long click with your tongue, followed by a nod of the head from side to side and raising your eyebrows.

In the process of communication, people are constantly dealing with audio behavior that is habitual, commonplace, but normative. Yes, when a person wants to enter any room, a living room, a waiting room or an office, culturally acceptable behavior is a knock on the door and, accordingly, a pending invitation. However, even such an action is culturally differentiated, that is,

depends on a particular region or national tradition. For example: Slavic cultures knock only once, oriental peoples (Japanese) three times, and here to test the bathroom twice. There is a behavioral taboo among Germans to knock at the door to enter office.

Everyone knows calls before the performances, creative evenings, concerts, cheering and stormy applause from the audience with shouts of «bravo» and whistling. Whistling, stomping is a sign of approval in American society. Such non-verbal signals are most often used in public events, political establishment speeches.

The loud sounds of applause are pertinent in the Ukrainian academic environment after the speaker's presentation at the conference, however, in the German scientific community it is accepted by the applause to express his admiration by tapping his fist on the table.

Especially auscultation finds itself in the music sphere. The combination of different sound codes, their harmonization quite strongly influences the communicative space. The «aesthetic» friendliness of a person also depends on the cultural component (traditions) and national character: different musical preferences are observed in different peoples of the world. Often someone else's music seems boring / fun, loud / quiet, incomprehensible, strange, spooky. Therefore, using it as a convenient background in business negotiations, presentations, receptions is undesirable and inappropriate, as it can not only distract from the substance of the issues discussed, but also cause unwanted associations and related communications experiences.

Music, being an extraordinary way of obtaining information about the world, is an attribute component of the human – an audio. The latter, always enjoys the colorful sounds, constantly listening to the radio, the background perceives television, the artificial sounds of various gadgets. An auditory-type person always whispers, mutters to himself, remembers some things, saying them aloud, and then later displaying them with a musical notation. In other words, the encoding of an audio person's information is most often in the form of sounds and words.

In the course of interpersonal communication, the best position of such a person in relation to the communicator is side by side or sideways to hear better. This communicative behavior of the audio is quite normal and should not surprise, embarrass the interlocutor. In the course of the negotiation process in the aspect of business communication, people of this type never write anything, do not record information on various media, relying solely on their memory and attention. At the first meeting they listen to the speaker's voice. The following

phrases are most often used in their speech: «I listen to you», «Listen to me», «Why are you talking to me in such a tone?», «It sounds tempting», «It sounded like this», «I am moved by what you talk» etc. Therefore, the audio repeatedly appeals to the tone, sound, timbre of the voice.

When talking about something, the audio-interlocutor often mentions not the image, but its sound component. Communicating with him, both on an interpersonal level and in the business and cultural environment, one should use audio words, pay attention to timbre, intonation, speed of his speech, because he remembers not what you say, but how. Visual information in the form of graphs, maps, diagrams, drawings in presentations is irrelevant, because the audio focuses on the factual material, once heard the text he or she remembers it for a long time. Therefore, in order to establish contact and trust with such a speaker at different levels of communicative communication, one should use the tone of one's voice. It is believed that the largest number of audio people are in Austria. This is due to the fact that this country is the center of the world music culture, thanks to the work of famous composers-virtuosos, conductors, violinists: J. Strauss, V. Mozart, F. Schubert, A. Salieri and many others.

In summary, it should be noted that the audio language and audio behavior of people in the communication process is quite diverse and complex. Being constantly in unstable or random acoustic vibrations (noises), a variety of sounds, a person is able to grasp, recognize, understand and analyze them. Sound is not only an important indicator of obtaining information about the world, but also a marker of the emotional and sensual background of the speaker. With the help of audio behavior (applause, whistling as a sign of attention, feet stomping, tongue clicking) in intercultural communication, one is able to express feelings in relation to communicators, events, processes and phenomena of reality. Therefore, one should not underestimate auscultation as a semiotic sign of extracurricular communication.

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