

NATIONAL AND CULTURAL PECULIARITIES OF VERBAL COMMUNICATION IN KAZAKHSTAN

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Abstract: *communication is an important process in a person's life. While much attention is paid to the nonverbal part of communication, it must be remembered that information is always conveyed orally or in writing, i.e. in the form of verbal communication. Effective verbal communication is dependant on a number of factors. The article examines aspects that affect verbal communication in business communities of Kazakhstan. The conducted research within the framework of this article shows the practical aspects of the investigated topic. In the article, based on the theoretical base, examples are presented that confirm the distinctive features of the verbal communication of the inhabitants of Kazakhstan.*

Key words: *verbal communication, cultural aspect, Kazakhstan, language.*

НАЦИОНАЛЬНО-КУЛЬТУРНЫЕ ОСОБЕННОСТИ ВЕРБАЛЬНОЙ КОММУНИКАЦИИ В КАЗАХСТАНЕ Дидик Е.А. (Республика Казахстан)

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Аннотация: *общение является важным процессом в жизни человека. В то время, когда большое внимание уделяется невербальной части общения, необходимо помнить, что информация всегда передается устно или письменно, т.е. в виде вербального общения. Эффективное словесное общение зависит от ряда факторов. Статья рассматривает аспекты, которые влияют на вербальную коммуникацию в Казахстане. Проведенное исследование в рамках этой статьи показывает практическую сторону изучения данной темы. В статье на основе теоретической базы представлены примеры, подтверждающие отличительные черты вербального общения жителей Казахстана и чем они обусловлены.*

Ключевые слова: *вербальная коммуникация, культурный аспект, Казахстан, язык.*

During the globalization process, people around the world are actively interacting with foreigners. Significant differences in speech etiquette, methods and norms of communicative behavior of people are revealed in the process of communication. Each of the speakers differently perceives the essence of the communicative act and has certain attitudes that can be misunderstood in intercultural communication.

Verbal communication is an interaction built on lexically isolated units (words): oral (verbal) and written (textual). To maintain the adequacy of the expression of thought and the perception of verbal communication, there are a number of requirements that are mandatory for oral and written speech: accuracy, clarity, meaningfulness, availability, clarity of pronunciation, following the rules of grammar, spelling and punctuation for writing and speech culture.

Verbal communication is the main component of the work of professionals such as managers, lawyers, psychologists, businessmen, advertisers, etc. Therefore, possession of communication, verbal and non-verbal communication is necessary for every business person. Communication specialists estimated that a modern business man speaks about 30 thousand words a day, or more than 3 thousand words per hour [1, p. 5].

Whatever we say, we speak in any language. Language serves as a means of communication between people. It expresses, formalizes, and organizes human thought. It performs communicative and thought-forming functions. Language exists only in society, with the help of which some thoughts are expressed, some content is transmitted.

In verbal communication words are not simply signs for designating objects or classes of objects. Speaking, using words in communication, people create entire systems of ideas, beliefs, myths, peculiar to a certain community, a certain culture.

Geert Hofstede in 1980 developed a system for the organization and identification of cultures. The main goal of this research was to identify the existence of universal categories of culture, covering social communities and countries.

The study identified five aspects that apply to cultures around the world: high / low context, distance of power, collectivism / individualism, women's beginning / men's beginning, avoiding uncertainty [2].

Let's focus on high and low context aspect. *Context* refers to those objects or entities which surround a focal event, in these disciplines typically a communicative event, of some kind. Context is a frame that surrounds the event and provides resources for its appropriate interpretation [3, p. 1-2].

In countries with a culture of *low context*, it is common during communication process to call things like they are, immediately move on to discussing the case, expressing their thoughts, trying not to allow their misinterpretation. In business life, a clear negotiating style dominates, if necessary, the parties clearly express their attitude to this or that problem. "Yes" means "Yes; I confirm that; I agree with what you have said". A low context in communications is peculiar to Anglo-Saxon group of countries (Europe, North America, Australia and New Zealand).

The cultures of *high context* include all countries of the East without exception. Representatives of high context culture in communication do not tend to describe the situation in detail, nor do they tend to specify what their interest is. In the East, to call a spade a spade is not accepted. The ability to speak diplomatically is highly valued. "Yes" means "I would say "no", but I don't want to make you feel uncomfortable that is why I prefer to say "yes". People from cultures with a high level of context expect that others will understand the hidden feelings and hints expressed by gestures that people from cultures with low context do not even catch. As a result, there are often misunderstandings.

Kazakhstan is the culture of high context. It means that representatives of this country provide a large amount of information and there is an absence of an open expression of discontent. Direct answers in Kazakh business culture are not used as often as we sometimes think. Instead of saying "no" to a business partner or friend, people from Kazakhstan tend to say: "Yes, but ..." - and then we say the reason, which can interfere with the embodiment of our promise in life. Moreover, the comment related to "but" rather clearly tells the partner that the "yes" is just a polite "no" [4].

Within the framework of this article, a study was conducted to identify the distinctive features of verbal communication among residents of Kazakhstan. The number of participants in the study was 20 people: 10 men and 10 women. They are all representatives of different professions - from creative to technical ones. The study was conducted in the form of an interview. Respondents were asked questions about the topic of speech activity. The answers were recorded. Then they were analyzed for verbal features of speech, which are described below.

Gisbert Braunig's rules for the successful verbal communication were used for the theoretical basis of the study. According to the first rule, it is necessary to create an understandable and not cumbersome construction of the sentence. In the sum of the answers of all respondents, the ratio of simple sentences to complex ones is 73% to 27%. The study found that men often use simple sentences than women. Complex sentences are typical for people whose work is related to the humanities. Listener in order to understand complex sentences needs concentration and attention. In addition, such sentences make it difficult to understand the question; the meaning is often lost in subordinate clauses.

The second rule says that the average sentence should consist of 8-15 words. The study shows that number of words of all 20 participants exceeds this rule. The average number of words in one sentence is 19.

The usage of specific parts of speech plays an important role. Gisbert Braunig recommends to use more verbs in speech. Verbs help to form a specific picture of a vague idea. The study shows that men tend to use more verbs rather than women; ratio is 68% to 32%. On the other hand, women are inclined to use sufficient number of adjectives rather than men with ratio of 79% to 21%.

Another rule is as follows: minimize the use of a sentence with conjunctive mood. "Я бы сказал..." ("I would say..."), "Я бы посоветовал..." ("I would suggest..."), etc. does not express a decisive act, but rather creates a distance between the interlocutors. Only 6 people out of 20 used such sentences.

13 participants noted that it is hard for them to express their thoughts orally. It is one of the common problems in verbal communication and it is an obstacle to successful communication between people.

Respondents used professional terms in their answers when they were asked about their professional occupation. 16 people gave an explanation of these terms, thereby giving themselves a report that their interlocutor probably does not know what that or another word means.

All participants showed full concentration of attention. Races or ruptures of thoughts, logical contradictions were not noted.

Back to high context aspect, all 20 participants were not able to respond clear "no" answer to given situation. They were trying to "cover" this answer with "maybe next time" kind of sentences. For instance, "Я не могу помочь тебе сегодня, но давай посмотрим как завтра будет со временем?" ("I can not help you today, but let's see, maybe I will have time tomorrow").

The study showed that the majority of verbal communication peculiarities in Kazakhstan relates to gender, cultural aspect and the type of job. Cultural features are expressed in the length of sentences, the ambiguity of what has been said and avoiding a direct answer.

The study of the communication of people, their colloquial customs and cultural norms significantly improves the understanding of linguistic phenomena and reduces the chance to be misunderstood throughout the conversation with a representative of the linguistic and cultural community. Being aware of the differences in

variety of spheres, people can achieve the most comfortable conditions for communicating with foreigners, and therefore the study of communicative customs should be given as much time as possible.

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