

## GENDER FACTOR, DIAGNOSTIC COMMUNICATION AND OTHER PARAMETERS AS EXTRALINGUISTIC-PARALINGUISTIC ELEMENTS OF NON-WORD COMMUNICATION

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**Abstract:** The article is devoted to a number of issues of non-verbal communication. Although it was formed relatively late, the study and clarification of some of its parameters are relevant for our modern era. Gender differences in the expression of non-verbal communication have been touched upon: giving statistical indicators regarding the facial expressions and gestures of women and men, diversity regarding the tone of voice, etc. It has been noted that in some countries, women's language is entirely different from men's, so they do not understand each other's language. For this reason, they build communication relationships only on body language. Diagnostic communication issues are also of interest to the modern business world. Therefore, examples of the conduct of personnel diagnostics in some companies are given, and the historical roots of personnel diagnostics are examined. According to some Hindus, the process of eating is a private process. Even personal life can be hidden from others. Therefore, the eating process should be protected from prying eyes. Then, the "silence" factor is presented as an element of non-verbal communication and analyzed based on interesting examples. Finally, intonation and its components, which are paralinguistic means of non-verbal communication, are discussed, and interesting facts are presented. Descriptive, comparative, historical-comparative, and other methods were used. It shows that searches related to the problems in the article have a particularly informative and scientific load both for modern business life and for the base of the science of non-verbal communication, a relatively young field of linguistics.

**Keywords:** Diagnostic communication, Extralinguistic elements, Female, Gender differences, Male, Non-verbal communication, Paralinguistic means.

### 1 Introduction

In our time, in a century when the whole world is involved in "global communication" through modern technologies, communication issues are attracting the attention of scientists. Naturally, non-verbal communication, which is the "behind the scenes" of this communication, is also the focus of linguists and psychologists as a topical issue. It has also become the research object of specialists in psycholinguistics, sociolinguistics, and other relatively modern sciences [4, 5, 6, 7, 8].

At international scientific, business, political meetings, conferences, and events organized worldwide, non-verbal communication comes to the fore, perhaps more than verbal communication. Because people here usually do not speak their native language, they communicate in a common language through interpreters. In this regard, there is a need to penetrate the subtleties of non-verbal communication in order to make speech more effective and attractive and to have an emotional impact on others. That is why we are moved to address this issue.

The main aim of the research is to show the role of extralinguistic and paralinguistic factors in non-verbal communication, which is more important than speech in the modern technology century. For this purpose, the gender factor, diagnostic communication, time, intonation, its elements, and other factors have been included in the study.

The objectives of the research are to identify and analyze the role of the features and functions of the above-mentioned elements of nonverbal communication in the communication process and business communication. The scientific novelty of the research is to study for the first time in Azerbaijani linguistics, comprehensive scientific gender differences, diagnostic communication, intonation, and its components in the field of business communication.

### 2 Literature Review

In Azerbaijan linguistics H. Ahmadov, A. Hasanov, H. Bayramov, and A. Maharramov (2000), in the textbook named "Pedagogy and Psychology of Management," discusses the relationship of intonation with human character and profession [2]. However, they do not touch on other qualities of intonation and do not give detailed information about it. R. Verdberber and

K. Verdberber (2007), in their study "Psychology of communication," worked on the issues of communication through intonation [12]. Azerbaijan famous linguist M. Adilov (2014) described and studied the differences in communication between men and women on the basis of verbal communication in his book "Entertaining Linguistics" [1]. A. Bernadsky (2015) touched upon the issue of gender differences in non-verbal communication of the opposite gender and analyzed it only from a statistical perspective. In his "New Language of Body Movements," A. Pease (2020) links the facial expressions and gestures of women and men, in general, the differences in non-verbal communication with the functions of their brains [9]. However, he ignores one of the reasons for it — the fact that verbal communication between men and women is different. Psychologist A. Kiryanova (2020), in her work "As a man eats, so he is," analyzes the regularity of business and business life with the behavior observed only during food intake [7].

### 3 Materials and Methods

The comparative and descriptive method takes a leading position in the article. The following components of this method have been used: component, quantitative analysis, sociological, psychological, logical, classification and systematization.

In the process of research, personal observations on facial expressions, gestures, behavior in domestic and official-business situations, researches of local and foreign scientists, linguists, psychologists carried out in this field, units of speech related to official-business styles of Azerbaijani language, examples of monologue and dialogic communication, speech labels have been used as material.

### 4 Results and Discussion

The role of the gender factor as one of the extralinguistic elements of communication, as well as non-verbal communication, should be emphasized. For comparison, a woman can pronounce 6000-8000 words a day, use 8000-10000 gestures and facial expressions without any tension. Men, on the other hand, pronounce 2,000-4,000 words a day and use 2,000-3,000 gestures and facial expressions. Psychologists also taking gestures and facial expressions as words, summarize them and show that women use an average of more than 20,000 "words" per day [5, p. 19-23]. Therefore, when talking about the culture of language and speech, the role of non-verbal elements (gestures, etc.) in the culture of behavior shouldn't be forgotten. From this point of view, the following remarks in J.Jabbarli's play "Sevil" attract the attention:

*Laughter: Father! Take off your hat, it is impolite to sit with a hat on next to dear guests ... [3].*

Men use about 6,900 "words" a day (including facial expressions and gestures, which is much less than women's "performance"). The results of psychologists' researches show that men want to hear a high tone, but women — a low tone.. The tone of a woman's voice is a perfect expression of what she means. Women use 5 tons when talking. Most men understand only three of these. The words that women pronounce reflect less than 10% of the information they want to convey. Because words are not the key in a woman's speech. They convey most of the information through tone of voice, intonation, emphasis, and other elements of expression.

Men, on the other hand, can repeat even less than one-third of women's facial expressions. Men try not to use facial expressions and hide their feelings to protect themselves from the attacks of people around them. When they are surrounded by other people, they look frozen. This is due to the role of manhood given to them by nature. Because they do not want to be victims of anyone or anything. They always want to win and be superior.

But the mask on their faces and the expression on their faces do not indicate that they are emotional. Like women, they are emotionally exposed. But they do not want to show their feelings anywhere and to anyone.

Women usually change their facial expressions 6 times while listening to the interviewer. They understand the content of the conversation through non-verbal signals: tone of voice, volume, timbre, etc. Men do not want to use this method. They think that repeating the facial expressions of the interviewee, often changing facial expressions, is not a quality worthy of men. However, A. Pease rightly points out that this is what it is necessary to do in order to please and gain sympathy of with women [9, p. 275]. Even according to the research of psychologists, if a man repeats the gestures of his wife, it means that he is not the main one at home and has no an effective and powerful "verbal speech", but a woman does.

There are a number of natural languages (Zulu, Yana, etc.) except, for religious and other reasons which have variants of female and male speech. Each variant is distinguished by different lexical, grammatical and phonetic features.

There is always peace and tranquility in the houses of the Tadju people living in the mountains. Because here men and women have different languages and everyone speaks their own language. These languages are also called: "Language use by men", "Language used by women". As a result, husbands and wives often remain silent or use facial expressions and gestures because they do not understand each other's language. In modern times, there are differences between men's and women's speech: girls and women use more diminutive, cherished forms, evaluative and emotionally-expressive expressions. They used less rude expressions than men. The intonation of women's and men's speech also differs.

The English language spoken by English women differs from the language used by English men in its structure and pronunciation. This language is also different in terms of accent and intonation: "*How beautiful it is!*". Such expressions are still learned from school age. These exclamations are used even when there is no real moment of emotion or excitement, but this way of speaking, as the English themselves say, makes a woman look like a real "lady".

Because girls and women are more emotional, they use more tools — interjections, exclamations, and rhetorical questions to increase the power of speech than boys and men. For example: "*Wow; this is so much horrible!*"; "*It was great! This is so important!*"

Studies have shown that the words that women prefer in speech are: "can be", "maybe", etc. Their speech differs from men's speech in terms of mental and aesthetic qualities. Men's and boys' voices are aggressive and "strong". M. Adilov also has interesting views on these issues [1].

In the Central Asian republics — in some regions of the Caucasus, the fact that women did not go along with men, but far behind them, when traveling together, was interpreted as an example of patriarchal-feudal life. However, this custom has a very ancient history. Thus, according to the most ancient way of life of those peoples, during the tribal period, the head of the tribe (man) had to go ahead of his wife to protect his family from the attack of an enemy tribe or wild animals (in the desert). When standing, putting feet at a certain distance from each other is a gesture only for men — power, preference.

#### 4.1 Non-verbal Communication and Diagnostic Communication

Diagnostic communication is a type of communication in which the main purpose is to form a certain idea about the interlocutor or to get some information (communication of the head of the personnel department in the recruitment process, communication between the doctor and the patient, etc.). Here, as in the previous case, the partners are in different positions: one asks, the other

answers. To get a comprehensive answer, the questioner must be able to ask honest questions.

However, sometimes non-verbal methods of diagnostic communication are more effective. For example, according to the research of psychologists, the way people eat can determine how they behave in business. It is no coincidence that in ancient times, candidates were invited to a dinner table before being hired.

Psychologists explain the regularity between a person's diet and business life as follows: A person will treat his colleagues and work according to how he eats, how he treats food and others: If he eats fast, energetically, with appetite, he enjoys eating. However, if they have a high level of education, understand the culture of food and do certain cultural activities, then such people will be good workers and can be hired.

If a person ate badly and slowly, behaved untidily, and disrespected his employer and other participants in the lunch process, he would not be hired. Because they thought that if a person did not have a culture of eating, or if he ate badly, little, slowly, then he had physical and mental defects. This will not allow him to work well. This is explained by the fact that such people are very energetic and do not like to slow down in business. They are purposeful, it is possible to establish business relations with them (recruitment, etc.).

Sometimes a person covers his food with his hands (because it has long been considered that food is a trophy). When they eat, they become completely addicted to this "process". At that time, do not even think about taking a piece of his food. You will regret his rudeness. Such a person, of course, will be energetic in his business life. But at the same time, he will show selfishness in his life. He will think only and only himself. When he earns money, he becomes so involved in this "process" that he can completely forget others. The interests of collectivism are also forgotten.

People who eat very slowly, without an appetite, are not able to work in a team that requires activity and energy. Most likely, they also have health problems. Because all celebrities write that a normal person (health is meant) should eat with appetite. You can compare it with yourself. If you eat neatly, quickly, with appetite, then your health is in order. If you always feel full after eating a certain amount, then everything is fine and you have no problems with energy metabolism in your body. As a result of research, A. Kiryanova discovered the fact that people who love sweets are not (often) people with a "sweet" personality. On the contrary, they are complex and difficult people. They need kind words, praise, and attention. It is very important for such people to have a positive assessment of their work. It is advisable to use praise and rewards to find a way to the heart of such employees. They must eat dessert and sweets after meals. In business life they want the same: praise, kind words after work [7].

Scientists have long observed a very interesting pattern in children's eating habits: If children ate food they didn't like before and keep what they liked later (for example, sweets, tasty cutlets, etc.), they would more successful in business and life in the future. Because they were able to enjoy it as a child, to keep the most delicious and good things to the next level. But those children who could not stand it, immediately "brought in" the most delicious food, the best parts of the food, and then took away the porridge, the food they did not like, and they faced difficulties in future work and life in general. Even when scientists used to tell these children during the experiment that if they don't eat this cake now, they will be given 2 cakes, but still such children couldn't control themselves, and their desires, they ate the cake immediately. As a result, scholars have advised their parents that if they want their children to succeed in business, they need to work with them, cultivate patience, the ability to listen to those around them, the ability to enjoy, and keep good. One woman turned to a psychologist and said: "*I have no success in my work life. At first, my work is successful and well. Everything is ideal when I start implementing my projects at*

work. Then I immediately lose interest in this work and I do not have the strength to finish the work I started". (She says the same thing happens in her personal life). "I leave my work, my projects, my innovative ideas halfway". The psychologist asks: "Do you like juicy breads?" The woman is very surprised and answers: "Of course I love delicate, soft, light, fragrant smell..." Psychologist: "Tell me, how do you eat it?" The woman said, "Of course, first I eat the tastiest part of it: first – juicy peel, the raisins. Then, if I am in a good mood and have an appetite, I will eat the rest". Psychologist: "From a psychological point of view, it is necessary to eat juicy bread whole. If so, success will return to you".

Of course, this psychologist is right in some ways. So observe yourself and others, people never reveal their character, nature as well as they do when they eat. It is no coincidence that in some "Hindus": Maya, Aztecs, the process of eating is considered only a private process. According to them, even intimate life can be shown to others. It is only necessary to take food alone, to eat alone without outside observers. Therefore, they eat alone or in the company of very close people so that outsiders do not see and know how they eat. Here, is the truth too. It should be remembered that the process of eating opens the inner world of man [7]. So if you want to know your co-workers or colleagues, or if your boss wants to learn about the character of your employees, you need to observe them during meals.

In some Japanese companies, personnel diagnostics are carried out as follows: the president of one of the Japanese companies checks the candidates by cleaning the trout. He tried to determine the character of the candidates based on how they separated the flesh from the bones. The president of another firm was watching the candidates' smoking habits. If a candidate holds a burning cigarette between his thumb and forefinger and breaks it when he puts it out in an ashtray, the president thinks he is indecisive, always dissatisfied with everything, and prone to aggression. If the candidate turned the tip of his cigarette in his hand, in the opinion of the President, it is likely that he is a person who keeps his thoughts and intentions secret. The president, who turned off the cigarette by turning it in an ashtray, considered him a man of divinity.

#### 4.2 Silence as an Element of Non-Verbal Communication

There is an opinion that silence is a sign of consent. However, the Visxram language has its own interesting features. It almost does not serve communication. Vishrams have no need to speak to break the silence. They never miss. In our language, it is clear that conversation is not necessary in comparison with the situation of visiting. The Hindu comes to his friend's house, sits there more or less, and can leave without saying a word. His friend later said: "Someone came to me yesterday". It is fact that the person has suffered when visiting is considered a satisfactory element of communication. If ones does not have a word to say when he (she) goes to someone, the conversation is not necessary.

Silence is also used for various purposes in business. Psychologists cite the following example of the "method of rejection": The method used by the former President of India, Jawaharlal Nehru, to get rid of unwanted ideas and requests was very effective and confused and put out. He was completely silent in such cases. He did not protest, just kept quiet. When his silence was unbearable for the applicant, the applicant repeated his request or opinion in the hope of hearing the word. But, unfortunately, he still heard only what he said. The applicant already wanted to hear at least a rejection from him. And finally ...he achieved his dream: he heard a rejection from J. Nehru. Even then, that person died with a sense of gratitude and respect [11, p. 398].

#### 4.3 Paralinguistic Means of Non-Verbal Communication: Intonation

The most important of the paralinguistic tools is intonation. Timbre, melodicty, rhythm, strength and speed of sound are its

components. In ancient Greece, students who wanted to master the art of acting were handcuffed so that they could excite the audience with the power of intonation. In nineteenth century in France, students were hung with 15 bells tied to a rope to accustom them to the art of acting, so that students could convey their emotions through intonation without the use of gestures.

The study of intonation in linguistics began in the 16<sup>th</sup> century. The first book in this field was developed in 1912 at the Department of Phonetics, University of London. Now it is possible not only to hear the intonation, but also to "see" it. Along with linguists, physicists, mathematicians, other experts are investigating intonation. It gives a variety of information about the speaker: "his mood, attitude to the subject, interlocutor, character and even ... his profession!" Abul Faraj, a well-known scholar of the thirteenth century, also spoke about this feature of intonation: whoever speaks in a low voice, he is undoubtedly very sad; who speaks in a weak voice is very cowardly, timid and fragile, he who speaks in a deafening ringing voice and incoherent is a fool [2].

The scientists who have made special contributions to the study of intonation in Azerbaijan are: A. M. Demirchizade, A. A. Akhundov, F. Y. Veysalli, S. M. Babayev, D. N. Yunusov, F. H. Zeynalov. "Feelings can be conveyed only through the power of intonation, that is, the regulation of sound, speed, loud or slow pronunciation, and the gestures that accompany speech. The same phrase can express many emotions in a speech with thousands of variations" [12]. Psychologists have identified 10 emotional states: joy, fear, surprise, indifference, anger, sadness, hatred, shame, resentment, subtlety. Although the state "respect" has been previously included into this list, it was later analyzed by intonation experts and removed from the list. Because its vocal cords and intonation were considered "non-emotional". Each of the 10 emotional groups mentioned above combines 3-15 types, and has its own intonation. Intonation is called the "salt of speech". It is compared to a wavy sea: Intonation is the surface of the ocean. Here, the delicate waves move up and down. Then the small kernels are followed by the big waves. The philosopher F. Nietzsche explains the connection between language and music very well: It is not the word that is more understood in speech, but the tone, accent, melody and speed of the sound in which the words are pronounced. In short: music hidden behind words; the passion, interest, enthusiasm hidden behind the music; the identity hidden behind passion: that is, everything that cannot be expressed in writing..." They even call music and speech "two servants of one master". Even the first piece of music was written in alphabetical order by the Sumerians before the invention of the note! [10, p. 29].

The poet A. Block also mentioned great importance of intonation and harmony and wrote: "The poet is a child of harmony and takes his rightful place in world culture: he is entrusted with three things: first, to separate the necessary sounds from native, eternal nature; second, to shape these sounds; finally, to present that harmony to the world" [Block: 1971, p. 12]. These thoughts of A. Block are the facts proving that the sounds of nature are the same as the sounds of language, that speech is derived from the sounds of nature.

Linguists have determined that even the simplest sentence can be pronounced in more than 20 intonations. The word "intonation" comes from the Latin word "inpare", which means to pronounce aloud. But this does not mean that the word should be pronounced loudly and aggressively. Intonation is the main means of expression. In some studies, its essence is weakened; it is written as an increase or decrease in volume. Such simplification is not true; all shades, colors, changes in the sound are related to intonation. To put it mildly, a person's joy, sorrow, love, anger, hatred, and mood as a whole are reflected in the intonation. If it is possible to say so, intonation is an external indicator of a person's inner world. He states the purpose of the speaker. Oral speech is more specific than written speech because of its intonation.

The real meaning is not in words, but in how they are pronounced. Ch. Andronnikov, who writes stories for oral reading on the radio, distinguishing between spoken written words and shows that the word can be pronounced in dry, indifferent, sarcastic, arrogant, flattering, fragmentary, kind, biased, bitter and 100 other shades [13, p.236].

Intonation expresses oral speech, giving it a unique individuality. Such an event should be paid attention. One of the founders of geochemistry, a specialist in mineralogy, Fersman was giving a report about Mendeleev. Academician Kedrov took part in this report. He wrote: *"The speaker (Fersman) stood up, bowed to those sitting in the hall and ... began to speak. He spoke the first words about how Engels valued Mendeleev's scientific heroism. And then... Then suddenly the words disappeared. The expressions sounded like music, joining the flow of the general harmony of the sentences, filling the whole hall with the sounds of music. The audience did not even breathe. They, the ceiling and the walls, the pulpit, and even the speaker himself, seemed to have disappeared. The thoughts and ideas of the speaker, presented to the audience in a very expressive way, were born in front of everyone's eyes, "came to life"...* The speaker finished his speech. There was silence in the hall. It was as if everyone was enchanted. The audience was amazed by this unusual speech, which resembled poetry. The participants decided that this report should be published. Academician Kedrov was given a written version of the report. He describes his memories: *"I was horrified when I started reading it. The words were those words, but pale, ordinary ... See what it means to isolate words from sound, intonation, and stress! All this can not be copied on paper. Therefore, the music of the words disappears. I am very saddened by this ..."* [13, p. 236].

Intonation is called a "special type of speech", a "special language", a "musical word", a difficult area of human life. Each language has its own intonation. Therefore, learners of a foreign language are advised to master its intonation first.

In ancient China, 5 types of intonation were shown. It is noted that the musical notes are based on Greek punctuation marks (arcs, dots, lines).

The intonation models of native language should be mastered before sounds, words and sentences. Due to this function, the ear is also considered a "member of speech". Therefore, the speaker should try to express his feelings according to the tone of his speech. Of course, it is necessary to speak in a cheerful voice about happy news, sadly — about the sad event.

The speaker's mood does not always correspond to the content of the speech. This, of course, is reflected in his voice. Experiments have shown that if the speaker's intonation does not match the content of the speech, the audience will not be able to absorb up to 30% of the information they are interested in.

It should also be noted that the right ear hears the sound better and the left ear hears the music better. Therefore, in noisy situations, it is advisable to turn your right ear to the interview. It is also possible to pronounce the words "yes" and "no" in different forms with the help of punctuation marks, for example: *Yes. Yeah? Yeah! Yeah?!...* As it is seen, here are some pronunciation variants of an inscription.

Researchers show that talking on the phone is an art in itself. Since the interlocutors do not see each other, intonation is the main tool in the conversation. It is recommended that telephone conversations end with an optimistic (positive) intonation.

## 5 Conclusion

Non-verbal communication between men and women is fundamentally different. However, in these differences, the customs and traditions of other peoples should be taken as a priority.

Elements that play an important role in diagnostic communication are classified as objective and subjective. Of these, objective reasons (for example, food intake) are more reliable than subjective reasons (personal diagnosis of the head of the department) because this method has been successfully tested for centuries. Harmony and intonation are the most important attributes of speech. Elements of non-verbal communication that cannot be covered in this article will be the subject and object of further research.

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## Primary Paper Section: A

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