

# Phenomenology of non-verbal communication as a representation of sports activities

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*The priority of language professional activity in sports is such non-verbal communication as body language.*

**Purpose:** to delete the main aspects of non-verbal communication as a representation of sports activities.

**Material & Methods:** in the study participated members of sports teams, individual athletes, in particular, for such sports: basketball, handball, volleyball, football, hockey, bodybuilding.

**Results:** in the process of research it was revealed that in sports activities such nonverbal communication as gestures, facial expressions, physique, etc., are lapped, and, as a consequence, the position "everything is language" (Lyotard) is embodied.

**Conclusions:** non-verbal communication is one of the most significant forms of communication in sports. Additional means of communication through the "language" of the body help the athletes to realize themselves and self-determination.

**Keywords:** non-verbal communication, gestures, facial expressions, athletes, linguistic and social context.

## Introduction

Body language as the world of symbols assimilated in the human body is one of the most significant forms of expressing the essence of human existence. Telesnost becomes a topical topic of scientific research, one of which is the body language. It is worth noting that world philosophers are arguing about the relationship between sport and corporality, which are mainly viewed from the standpoint of phenomenology and existentialism. The phenomenology of corporeality has become the subject of research by Ukrainian philosophers. In particular, V. Kebuladze turns to the theoretical analysis of bodily experience, A. Gomilko – to the metaphysics of corporality, L. Gaznyuk – to the somatic existence of the personal world of personality [1], V. Kosyak – to the epistemology of human corporeality.

One of the most common types of communication is nonverbal communication of body parts. There is a significant amount of non-verbal units where parts of the body play a role, among which, in particular, gestures. They are internally complex and multifaceted linguistic bodily phenomena. Gestures have not only anthropological, linguistic, psychological and social aspects of research, but also a certain philosophical meaning. By forming a peculiar language of the body, they, together with verbal speech, are a means and an attribute of communication, reflecting social, cultural, ethical and other features. The culture of non-verbal communication of this or that people is a unique unity of historically formed characteristic signs and specific ways of their use in social practice. This, first of all, stereotyped actions, which have a landmark character. Shakespeare said about these signs with the mouth of the main hero of the tragedy "The Type of Andronicus": "From the gestures you need to enclose the alphabet and learn to understand all the thoughts." Gestures fill the semantic content of the concept of "body language".

The gesture, basically, we understand as the expressive move-

ment of the body, mainly accompanies the speech, that is, it is a complement to the verbal actions and more or less depends on the original word, replaces it, or simply acts as a wordless action. That is why different approaches to the analysis of the functional significance of gestures.

Let us dwell first on the gesture as an expression. Gesture as an expression acts primarily as an expressive medium and means for externalizing the inner state of the self, including emotions, reactions and meaning, which the body's speech should communicate to others. It can be said that gesture is an external movement of the body, one of the primary expressions of the senses with which a person is gifted from nature. Nature is conceived here as what is put in the foundation, creates a connection and acts as a symbolic "being for another and being another for it". In this case, the body rises, giving it to the inner world. Due to its primary function – an expression established primarily by the laws of nature, the gesture adds more opportunities to the person in communication, where he can both fulfill the main role, and supplement verbal communication, enriching it and, finally, becomes an integral part of it. Gesture as a sign carries a certain essence, which a person tries to express. The gestural movements form a peculiar body language, is the first sign both in the process of historical and individual development of man. They form a system of cultural-sign orientation, which is a system for organizing interpersonal interactions. These movements have their meaning, and it involves communication.

As we see, each of the forms of human communication, including the means of non-verbal communication, is of a social nature, and therefore, in order to adequately understand the sign language, the subject who perceives them must understand the meaning of these conventional signs.

**Purpose of the study:** to delete the main aspects of non-verbal communication as a representation of sports activities.

**Task:**

- to find out the main sports gestures as determining factors of non-verbal communication of athletes;
- demonstrate sports activities as an existential aspect of the language;
- to determine the virtual-real through the corporeal world of man.

## Material and Methods of the research

The author's methodological research program was developed on the basis of such methods as analysis and generalization, as well as phenomenological and hermeneutic methods.

## Results of the research and their discussion

Analysis of the results of the study allows us to assert that sport presents itself in several planes: as an activity, as anthropotechnology and as training. Language training of specialists in sports and physical culture is related to an important feature: intellectual training, unlike others (for example, humanities, physics and mathematics, etc.), is combined directly with body techniques, which include gestures, facial expressions, etc.

Specificity of sports activities requires mandatory knowledge of official refereeing, coaching and other gestures [2; 5]. Not understanding the meaning of these "linguistic" phenomena, it is impossible to explain their essence.

Almost every sport has its official and unofficial gestures [3].

Among official gestures, a significant part of the judiciary. For example, in the volleyball, the displays of certain situations are transmitted by such gestures: "permission to serve" – "to move the hand, showing the direction of submission"; "Break" – "place the palm of one hand over the fingers of the other, raised vertically like the letter "T"; "The ball is not thrown when performing the serve" – "raise, extend the hand with the palm of the hand".

In general, gestures in sports can be distinguished by such parts of the body:

1) head (tilts in the direction of transfer – please "submit" the transmission wider than the boundary of the grid or give a lumbago transmission, tilting the head, agreeing with the received message, etc.);

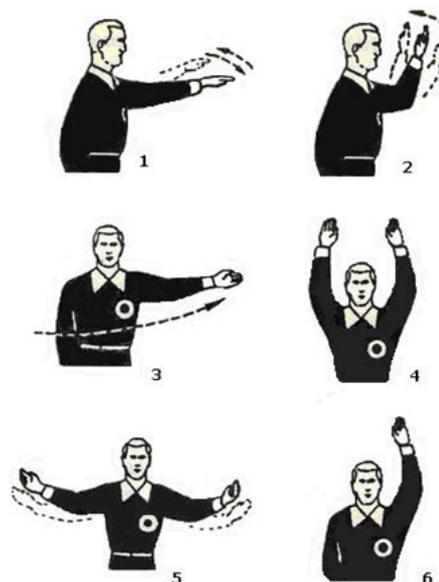
2) with your fingers (for example, the index finger raised upwards – please apply a balanced transmission, the movement of a fist clenched with the hand extended to the side with the thumb – the requirement of a blind transmission, returned downwards – a request to reduce the transfer);

3) hands (most often in basketball and handball: movement by hand indicating the direction of submission – permission to feed);

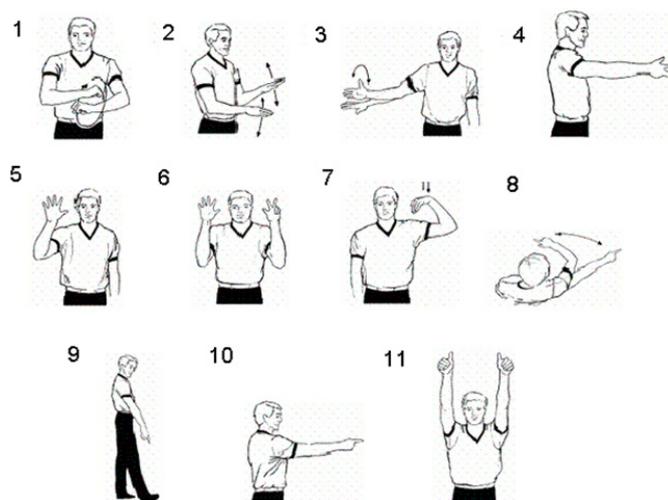
4) forearm (both forearm rises: one in front of the chest, the

rest behind the back followed by a change in the position of the hands) – changing sides of the site.

Almost every sport assumes its own specificity of gesticulation [6]. As an example, we give examples of gestures in football and basketball (Figures 1, 2).



**Figure 1. Gestures of referees on football [9]**



**Figure 2. Gestures of referees on basketball [8]**

Often judges use non-verbal communication with relevant subjects. These can be flags, cards. For example, for incorrect behavior the judge warns the player with a yellow card, and uses red to remove it.

In the volleyball, hand gestures are used less often than in handball and basketball, where they are used to attract the attention of partners who are at a distance. Undoubtedly, the conditions and requirements of the activity influence the choice and specificity of the means of communication. After all, it was in volleyball that gestures would attract the attention of rivals and unmask the intentions of the participants in the interaction.

Another of the most common gestures in the sport is facial

expressions. In particular, we distinguish such movements:

- 1) eyes – a wink as a way of designating a specific combination (used in planning certain attackers' actions), proposing to play together, acknowledging the received message and agreeing with the partner's proposal;
- 2) eyebrows – fast lifting of eyebrows upwards as a signal – the requirement to give a high transfer;
- 3) lips – the position of the lips, as when pronouncing the letter "o". This means "a fraudulent move has been made".

Quite often in practice, gestures are combined with facial expressions (for example, nodding to the side with a simultaneous wink – the requirement to give a cross pass).

Basically, such a gesture is agreed upon by the entire team instructed by the coach, and the player with the first number (this must be an intelligent person) directs this process. Sometimes there is a group, and not a collective arrangement: two players agree among themselves about a particular "language". It is pertinent to note that in each specific game, athletes in different ways can transmit their "language game" with the help of gestures, which helps to deceive the opponent and, at last, significantly influences the positive outcome of fights. Therefore, not only training and other qualities of athletes, but also non-verbal communication can also be a significant, and sometimes decisive factor in achieving the desired results of "non-linguistic" activity.

The use of non-verbal means of communication in sports, mainly gestural-mimic, is due to the need to conceal the transfer of information in conditions of direct contact with the rival, during strong noise, the inability to approach the partner closer, for convenience, disguise, etc.

According to Gardner, bodily speech is closely connected with bodily-kinesthetic intellectuality, on the basis of which the body differentiated and manipulated in ways expresses the intended purpose. Bodily intellectuality implies the art of using the body for both a functional and an emotional purpose. According to Gardner, expressiveness and emotionality are clearly expressed in the activities of dancers and swimmers who develop high skill in the movements of their bodies, achieving improvements in body practice.

Unlike dancers and athletes who use their body as a "clean" object, representatives of other sports use their body, especially their hands, head to manipulate, systematize and transform objects in the world.

As you can see, nonverbal communication is one of the most significant forms of communication in sports. Additional means of communication through the "language" of the body help the athletes to realize themselves and self-determination. Body language includes the intention of the principle possibility of man, his creativity, self-sufficiency, involvement in others, etc. The question arises of the multiplicity of socio-cultural specialist practices and their representations. The intensified attention to language in its various human modes indicates the presence of the linguistic-social context, that is, the subject of educational reality, in its various manifestations, is considered first of all as a man manifested in the language, and, moreover, manifested in the language. This situation also

occurs in the educational and professional activities of physical culture and sports, which includes training, work on a specialty, professional competence and culture, education. That is why the analysis of the linguistic representation of educational and professional activities becomes important not only as evidence of the intellectual maturity of a specialist, but also its ability to create this language.

Emphasizing these guidelines, we consider it necessary to focus on another very important aspect: the existential cut of the tongue. Nonverbal language is associated with a certain activity, with a certain time and space, with a certain form of life, and it can not be evaluated by criteria for other life forms. Sport is a special sociocultural specialized practice, anthropotechnics. The experience of presence in it presupposes a certain existential participation, an existential pattern. Sports competitions as a special kind of cultural practice represent a lot of emotional states both of the participants in these competitions and of the subjects themselves. It is during the competition that the athlete demonstrates his body of many people.

Important for research and discussion of this topic is that this or that state of educational and professional actions, events can be expressed in language in different ways, and thus, as A. Yarosh notes [7, p. 193], each such statement has only inherent properties that create a unique configuration, such as "object-language-subject".

So, it can be confidently asserted that in sports educational and professional activity there is such a direction as the philosophy of sport, but its component – the speech of sports sociocultural practice, sport as a special kind of human activity – has not been sufficiently explored yet. Language becomes meaningful only in the practical context of activity, and in this sense, it is important for J. Lacan's thesis that man is a linguo-social deterministic individual [4].

Through the body language, sports activities are represented, including sports such as bodybuilding (bodybuilding) or bodybuilding (culturisme, English Physical culture – body culture) – the process of building and developing muscles during classes physical exercises with weights, high-energy nutrition with increased protein content, sufficient for hypertrophy of muscle fibers. Modern athletic trends also demonstrate such bodybuilding nominations as bodyfitness (accentuates aesthetics – beautiful in combination with an athletic build), a mens physicist (competitions among men with a preference for moderate muscle mass, athletic and aesthetic build), bikini (demonstration by women of athletic and aesthetic beautiful physique), etc.

Over the years, sport has been shaping the person physically perfect. A feature of the body language of sports professionals is that it demonstrates visibility to a certain type of activity, and this is achieved for education, is one of the tasks of educational reality.

In the sports game reveals the human's physical world, its physiological strength and beauty.

Discussion for today is the question of the virtual reality of body language as non-verbal communication. If before non-verbal communication was transmitted by classical means (gestures, facial expressions), today it acquires virtual signs.

For virtual reality, there is a lack of physical representation and a number of other features, one of which is the anonymity of participants, sometimes based on delusion, manipulation, falsity. Thanks to computer technology, a person can represent himself by modifying the body. In sport, a person demonstrates his body directly in action, and on the Internet, with the help of media technologies, a virtual image is created that is distributed through the Internet and the media. Today, it is common to transfer the female to the male, and the male to the female. And this is one of the directions, which leads to the emergence of new strategies related to body language. A change in the physiology of a person causes a change in the body language. It is no accident that at the exhibitions of abstract art such a change in the physiology and language of the body of subjects is designated as "it". There is a transformation of the corporeality itself, and from here the body language also changes. In the body language, its modifications are made, which are achieved by surgical, genetic, plastic, biological correction, besides, such types of modifications as tattoo, tattoo and piercing look like the least traumatic. Such aspects reflect new trends in the transformation of both the body and its language.

## Conclusions

The data of the analysis made allow us to conclude that one

of the means of representing a professional activity is the language. Therefore, the appeal to the analysis of language in sports activities, as an indicator of the level of education, becomes a significant problem of modern vocational education. The experience of work in the sphere of education allows to distinguish language features in sports activities. They appear often enough in such an aspect as non-verbal communication, denoting the realities of the sports industry, and at the same time outlining the state of speech culture. The priority of linguistic professional activity in sports is such non-verbal communication as the language of the body. Here the position "everything is a language" (Lyotar) is most vividly embodied: gaze, gesture, flashing, physique, laughter, sight, tears. The body always represents the unity of the word, image and action.

If before non-verbal communication was transmitted by gestures, mimicry, then today it acquires virtual signs. The body language is transformed. Thanks to the capabilities of modern media and communication media, non-classical body language presentation tools are distributed.

In the **future**, further research is planned to expand the study of speech reality, in which language is presented as an activity, as a producer of information and knowledge.

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