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## NONVERBAL HUMAN BEHAVIOR IN THE GENDER ASPECT

The article considers the gendered nature of nonverbal techniques used in the communication process. The purpose of the given paper is to reveal the essential features of non-verbal communication in the gender aspects, the features of non-linguistic behavior characteristic of male and female individuals and the influence of various factors on body language in a particular culture, individual characteristics of a person, the specifics of the linguistic expression of emotions using nonverbal components of male and female communicants. Comparative analysis of the individual components of non-verbal behavior of men and women is carried out. Gender differences can also show up in non-verbal communication styles. Non-verbal communication is not limited to facial and body movements and gestures but includes touch, space, eye contact and chronemics. Therefore, men and women speak differently because those ways are associated with their gender. Inherited biological factors, socialization on how men and women are raised, and inequalities in social power impact gender differences. The spatial components of communication occupy a special place in interpersonal communication. The distance between interlocutors can be an independent means of nonverbal communication. The study has shown that males prefer to speak at a personal distance while women choose to talk at a social distance. In conversation, women are more likely than men to use nonverbal semiotics and gestures. By studying gender differences in non-verbal communication, we can conclude that gender plays a significant role in gesture communication.

**Key words:** Gender, nonverbal communication, interpretation, facial expression, stereotypes, behavior, feminine, masculine gestures, culture.

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### Гендерлік аспектегі адамның бейвербалды мінез құлқы

Мақалада қарым-қатынас процесінде қолданылатын бейвербалды амалдардың гендерлік сипаты қарастырылады. Мақаланың мақсаты – гендерлік аспектідегі бейвербалды қарым-қатынастың маңызды ерекшелігін, ерлер мен әйелдерге тән тілдік емес әрекеттерінің ерекшеліктерін және әртүрлі жайттардың дене тіліне әсерін, атап айтқанда мәдениеттің, адамның жеке ерекшеліктерін, ер және әйел коммуниканттары эмоцияларының тілдік көрінісінің бейвербалды компоненттерді қолданудағы ерекшелігін анықтау. Ерлер мен әйелдердің бейвербалды әрекеттерінің жекелеген компоненттеріне салыстырмалы талдау жүргізіледі. Гендерлік айырмашылықтар бейвербалды қарым-қатынас стилінде де көрініс табуы мүмкін. Бейвербалды қарым-қатынас тек бет-әлпет, дене қимылдары және ым-ишарамен ғана шектелмейді, сонымен қатар жанасу, проксемика, көз контактісі және хронемикадан тұрады. Ерлер мен әйелдер жынысына байланысты әртүрлі сөйлейді. Шын мәнінде, тұқым қуалайтын биологиялық факторлар, ерлер мен әйелдердің қалай тәрбиеленетініне қатысты әлеуметтену және әлеуметтік биліктегі теңсіздік гендерлік айырмашылықтарға әсер етеді. Қарым-қатынастың кеңістіктік құрамдас бөліктері тұлғааралық қарым-қатынаста ерекше орын алады. Өңгімелесушілер арасындағы қашықтық бейвербалды қарым-қатынастың тәуелсіз құралы бола алады. Зерттеу көрсеткендей, ерлер жеке қашықтықта сөйлескенді ұнатса, ал әйел адамдар әлеуметтік қашықтықта сөйлесуді таңдайды. Қарым-қатынас кезінде әйелдер ерлерге қарағанда бейвербалды амалдарды жиірек қолданады. Жалпы бейвербалды қарым-қатынастағы гендерлік айырмашылықтарды зерттей отырып, ым-ишара қарым-қатынасында гендер өте маңызды рөл атқарады деген қорытындыға келуге болады.

**Түйін сөздер:** Гендер, бейвербалды қарым-қатынас, интерпретация, бет әлпеті, стереотиптер, әрекет, әйел мен ерлер қимылдары, мәдениет.

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### Невербальное поведение человека в гендерном аспекте

В статье рассматривается гендерная характеристика невербальных средств, используемых в процессе общения. Цель данной статьи – выявить важнейшую особенность невербальной коммуникации в гендерном аспекте, особенности неязыкового поведения, характерные для мужского и женского пола, и влияние различных факторов на язык тела, в частности культуры, индивидуальных особенностей человека, специфики языкового выражения эмоций с использованием невербальных компонентов коммуникантов мужского и женского пола. Проведен сравнительный анализ отдельных компонентов невербального поведения мужчин и женщин. Гендерные различия также могут проявляться в невербальных стилях общения. Невербальное общение не ограничивается движениями лица и тела и жестами – а также включает в себя прикосновение, проксемику, визуальный контакт и хронемикку. Мужчины и женщины говорят по-разному, так как это обусловлено разной природой полов. Фактически, унаследованные биологические факторы, социализация в отношении того, как воспитываются мужчины и женщины, и неравенство в социальной власти влияют на гендерные различия. Пространственные компоненты коммуникации занимают особое место в межличностном общении. Дистанция между собеседниками может быть самостоятельным средством невербальной коммуникации. Исследование показало, что мужчины предпочитают говорить на личной дистанции, а женщины – на социальной. В процессе общения женщины чаще, чем мужчины, используют невербальную семиотику и жесты. В целом, изучая гендерные различия в невербальной коммуникации, можно сделать вывод, что пол играет очень важную роль в жестовой коммуникации.

**Ключевые слова:** Гендер, невербальная коммуникация, интерпретация, выражение лица, стереотипы, поведение, женские, мужские жесты, культура.

#### Introduction

One of the important parameters influencing the nature and frequency of the use of non-verbal means of communication is the gender characteristics of the communicants.

Gender is usually understood as a socially and culturally loaded gender, and gender roles are social or cultural expectations about the communicative behavior of the sexes and how these promises are implemented in verbal and non-verbal semiotic interaction.

According to the researchers, the interest in the expression of gender in language originated in antiquity when analyzing the ways of nominating persons of different genders and grammatical gender categories. Since the 70s of the last century, the history of the emergence and formation of gender research in linguistics has been beginning. In this connection, the concept of "gender" and a new branch of linguistics, called gender linguistics, appeared. The term "gender" refers to norms of behavior and attitudes commonly associated with men and women in any society. This term was introduced into scientific use by Robert Stoller, who proved that it was easier to surgically change a person's gender than gender identity (J.S. Robert, 1984:7).

For the first time, the concept of "gender" appeared in the work of Simone de Beauvoir. She used this term to denote the status of a woman in society, claiming that in "sociocultural terms, a woman is completely identical to a man, they are distinguished only by anatomy" (Simone de Beauvoir, 1997:23).

Since the 60s, there have been works in which gender is associated with language. As A.V. Kirillina notes, "gender (social or socio-cultural gender) is not a language category, but its content can be disclosed by analyzing the structures of language, which explains the demand for linguistic competence for studying the cultural representation of sex" (A. V. Kirillina, 2000).

The study of gender issues has a place in psychology, sociology, linguistics, law, philosophy, cultural studies and several other sciences. Sociology, for example, examines how culture and social structure mediate physical differences between men and women.

#### Literature review

Psychoanalyst G. Rubin was one of the first researchers who tried to give a scientific definition of the "gender" concept. Turning to structural anthropology and psychoanalysis methods, G. Rubin investigated the factors of women exchange between

men in primitive societies. The author concludes that the reason for strengthening male power was the exchange in which a woman was considered a biological creature belonging to the family. (G.N. Garkhamanova, 2015: 238).

Interest in the study of non-verbal communication has increased, and knowledge about nonverbal; means of communication allows people to understand each other without using words. There are many studies on non-verbal communication: these are the works of Australian anthropologist Alan Pease, American theorist of intercultural communication Edward Hall, and Russian researchers like V.A. Labunskaya, G.E. Kreidlin, N.I. Gorelov and many others.

Zand S. studied nonverbal behavior in the interpersonal relationships of people from different countries and different sex. (Zand S., 2020). M. LaFrance and Carmen (1980) researched the gendered nature of vocal nonverbal behavior. (M. LaFrance and Carmen, (1980).

In addition, domestic scientists described and studied non-verbal actions from different angles: Beisembayeva S.B., Eshimov M., S. Magzhan, Sh. Z. Zekenova, Z.M. Nurzhanova.

For example, S. Beisembayeva explored the national and cultural characteristics of non-verbal components of communication and highlighted their correlation with phraseology. (Beisembayeva S., 2003).

Sh. Zekenova examined non-verbal means of communication in the national culture of the Kazakh people and determined the semantic field of non-verbal actions, homonymous and synonymous series (Zekenova Sh., 2010).

In modern linguistic research, describing the specifics of non-verbal communication is among the priority areas of linguistics. Non-verbal communication is an essential component of the interaction process, as it carries much information. With the help of body language, people transmit from 60 to 80% of all information in the process of communication (G.V. Borozdina, 2003).

The problem of gender and gender differences in understanding and interpreting non-verbal behavior is fascinating to researchers. Psychologists emphasize that women are more interested in emotions and feelings than men. Interestingly, representatives of different sexes differ in the frequency of recognition of other emotions. E. D. Khomskaya and N. Ya. Batova note that women are generally more likely to see indignation, resentment, anxiety, sadness and pleasure in photographs than men, while men see

pride, grief, indifference, and tenderness (Ye. D. Khomskaya, N. Ya. Batova, 1998).

Thus, having studied the works of domestic and foreign researchers on the place and contribution of non-verbal communication in linguistics, we determined that non-verbal behavior is a complex problem that has become the object of domestic research.

### Materials and methods

The main material base of the study is taken from various sources, including nonverbal studies in the gender aspect by A. Kirilina; gender studies of chronemics by A. Pease; gender studies of kinesics by H.M Rosenfeld; gender studies of visual behavior by O.A. Voronina, V.B. Beglova; gender studies of tacesics by G. Kreidlin; gender studies of proxemics by M.I. Stankin. A descriptive research method was used to obtain information about the study. The respondent consisted of 20 girls and 20 guys (aged 18-23), and an equal proportion was taken to have accurate data. The method used in gathering data is a questionnaire at Karaganda University. Participants filled out a survey consisting of several questions regarding the non-verbal means of communication (proxemics (personal space), takesics (touch), and kinesics (body and face). The study aimed to find out whether there are gender differences in non-verbal communication and to compare the characteristics of men and women in non-verbal behavior. The study used the following methods: descriptive, comparative and a way of component analysis. The article presents an analysis based on a statistical way compared with nonverbal means used by men and women.

### Results and Discussion.

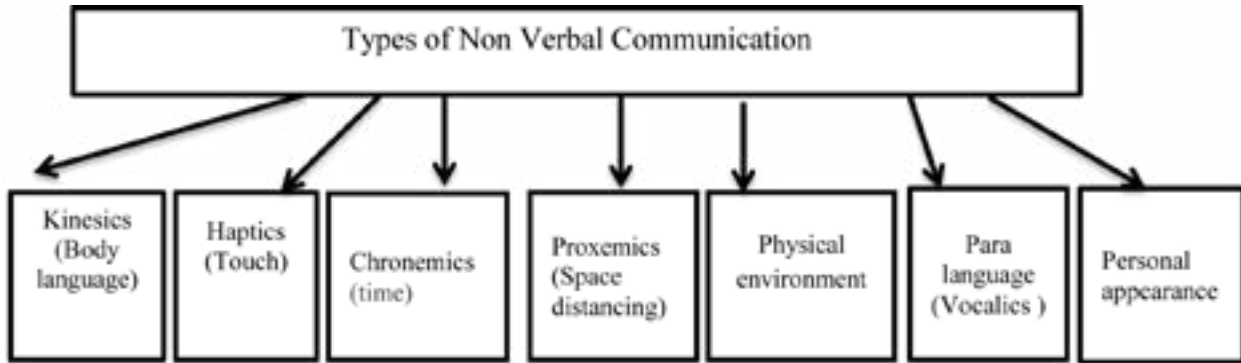
There is a need to determine the main aspects of nonverbal communication to analyze the data. Among gestures, facial expressions, postures and body movements, it is possible to identify kinemas that are more typical for men or women. Gender differences are particularly evident in hand, foot, and head gestures. (A.V. Kirillina, 1999). Researchers of various types of gestures are interested in the frequency of their use in the communication process. However, among researchers, there is no consensus on this issue. According to Hanna, women use fewer gestures than men, but when communicating with the opposite sex, they use more gestures than women (M. S. Hanna, et al. 1998). But according to other researchers, it should be taken into account the

frequency of using gestures and their different types (J.K. Burgoon, et al. 1996).

There are various types of nonverbal communication. Judee Burgoon (J.K. Burgoon, 1996) distin-

guishes seven types of nonverbal communication: Kinesics; Vocalics; Personal appearance; Physical environment; Proxemics; Haptics Chronemics. (Table 1)

**Table 1** – Types of gestures by Judee Burgoon



G.E. Kreidlin refers to non-verbal semiotic subsystems such non-verbal means as paralinguistics (voice and tone), kinesics, oculistics, proxemics, olfaction, auscultation, haptics, and chronemics (Kreidlin 2001 )

In this article, we will consider haptics, kinesics and proxemics in the gender aspect. There are both male and female postures, gestures and gait. We will consider their most characteristic based on the studies of A. Pease, G. E. Kreidlin. ( A.Pease, 1992, G. E. Kreidlin, 2002).

In nonverbal behavior, gender differences have led to gestures being evaluated as more feminine and more masculine.(Kreidlin 2001). However, it cannot be argued that women cannot use male gestures and men cannot use female gestures. Here it is necessary to note various types of masculinities and femininities. For example, the "thumbs in belt" gesture is a male-aggressive gesture that women have adopted recently. (Fig. 1)



**Figure 1** – Thumbs- in- belt

According to G.E. Kreidlin, there are male hand gestures and male gait, for example: standing with legs apart, punching a fist on the table, rubbing one's hands, rubbing one's chin, sitting leaning back with the whole body, stroking beard. (Kreidlin 2001)

Female kinetic gestures such as: slapping in the face, doing up hair, tilting the head slightly, clamping one's knees, and swaying one's hips. (Fletcher, 2001)

There are disagreements among scholars regarding tactile gestures. One research suggests that women use fewer tactile motions (M. S. Hanna, et al. 1998.). At the same time, other research studies have revealed that women use tactile motions more often than men and are more likely to get a response (J.K. Burgoon, et al. 1996).

It is considered tactile gestures to be more appropriate for women than for men. At the same time, using tactile gestures depends not only on gender but also on communicants' intentions and ages. The age factor plays a vital role in tactile communication; to touch the first is allowed to the elder. In a communication situation between a man and a woman, a man has the right the first to touch. (Ya. Khirdman, 1991).

Gender differences are also observed in the mimic components of non-verbal communication. Z.Nurzhanova notes that women have more expressive facial expressions than men because of their natural intuition, and role in the upbringing of children; women can notice minor details, hence their ability to recognize non-verbal signals. (Z.Nurzhanova, 2006).

Men's smiles mean positive feelings and the feminine- gratitude and friendliness (Bartol, Martin, 1986; Carli, 1991; Johnson, 1993). According to another study, a woman's smile reflects happiness, greeting, peace and approval. (M. Argyle, 1967, H.M. Rosenfeld, 1996.). Most researchers say that women smile more often than men. (Bartol, Martin, 1986; Carli, 1991; Johnson, 1993;). O.V. Voronina associates this fact with the social weakness of women and an irresistible desire to get approval from the dominant male. ( O.A. Voronina, 2002).

The gaze takes an essential place in the gender social behavior of a person since it is not only a means of perception of the surroundings but also a non-verbal signal. It is a communicative nonverbal sign that performs a communicative function. With the help of a glance, it is possible to transmit and receive certain social information. (V.B.Beglova, 1997:46).

According to A. Pease, a woman is the keeper of the hearth. Therefore women have more expansive

peripheral vision than men allowing them to see a sector of at least 45 degrees on each side of the head to the right-left, up-down. (A.Pease, 1992).

E.A.Zemskaya believes that the frequency of gaze depends on the specific conditions of communication (so an increase in the distance between partners is compensated by an increase in the frequency of glances) and the nature of the social roles performed. Women use direct gaze much more than men – they look at the interlocutor more often and their gaze lasts longer. This is explained by woman's social role as a teacher of children –the look is used as a means of communication to establish psychological contact with a child who cannot speak yet. (E.A.Zemskaya, 2004).

Analyzing the eye behavior of men and women G.E.Kreidlin identifies the following gender properties: a) women look more at someone they like the most, b) men usually do not look more at someone they like the most, do not look less at a person they like the least; c) men look most at the "cold" male interviewer, that is, at the one who speaks, smiles and looks at them a little; d) women look more at other women in friendly meetings, and men look more at men in unfriendly contacts and dialogues; e) in a situation of communication with unfamiliar partners, men, as a rule, consider those women more attractive who look at them, on the contrary, women often believe that unfamiliar men who stare at them, while keeping their eyes, behave cheekily and they are less attractive; (G.E.Kreidlin, 2002:472).

Several researchers think women look at their partners more often and intensively than men. (Scherer & Wallbott, 1984; Maier, 1992; Suwelack & Wengler, 1995; Merten, 1997; Tannen, 1997, Bente, Donaghy, & Suwelack, 1998; Eigler, 2002; Knapp & Hall, 2002).

There are gender differences in gestures used in other cultures. So A. Montagu points out that in cases of mental difficulties or discontent, men of different geographical and cultural regions rub their chin with their hand or pull down the earlobes slightly, rub their forehead, cheeks or the back of their neck. Women in the same intellectual and psychological states use different gestures. In mental difficulties, they can open their mouths a little, put their index finger to the lower front teeth, or put it to the chin. (A. Montagu, 1986).

In European culture, it is customary for men to kiss a woman's hand when greeting. And in some Eastern cultures, in the conditions of communication between men and women, forms of bodily contact are excluded (patting on the shoulder, touching the hand, etc.). (P. Ferenc, 1985)

Sh. Bally considers gender differences in the use of gestures in his works. He notes that a woman in the East, who is powerless, was obliged to understand her husband's desire through facial expressions and gestures, by a flash of eyebrows and a wave of hands. (Sh. Bally, 1955).

In this context, B. Momynova believes that by looking at gestures and facial expressions and body movements, it is possible to determine which nation

which continent is representative since the body language of each country has its characteristics. (B. Momynova, 2003:14).

According to Alan Pease, men usually rub their eyes and look away at the floor if they lie. ((Fig. 2) Women do not rub their eyes to avoid smearing makeup but use small, gentle rubbing movements below them. They look at the ceiling avoiding the listener's gaze. (A. Pease, 1981:78).



**Figure 2** – The eye rub

Using the skin as a tension reliever assumes many forms, perhaps the most familiar in Western cultures being head-scratching in men. (Fig.3). Women do not usually behave this way; indeed, the sexual differences in skin use are marked. Other masculine gestures in states of perplexity are: rub-

bing one's nose, placing the flexed fingers over the mouth, rubbing the side of the neck, rubbing the infraorbital part of the face, rubbing the closed eyes, and picking the nose. These are all masculine gestures: rubbing the back of the hand or the front of the thigh and pursing the lips.



**Figure 3** – Head scratching

### The Foot Lock

Women almost exclusively use this gesture. The top of one-foot locks around the other leg to

reinforce a defensive attitude. This behavior is typical for shy and modest women.(Fig.4,5). (Allan Pease.1981:78).



Figure 4 – Seated foot-lock position



Figure 5 – Standing foot-lock position

A critical difference between a man and a woman is the number of emotions that affect their faces. Some scientists believe that the primary purpose of emotions is to "serve motivational functions in interpersonal communication"; others believe that "the main sphere of non-verbal expressions of emotion is adaptive behavior (e.g., pain: the face is twisted in pain, etc.)". But for men and women, the expression of emotions largely depends on who is currently talking to – a friend, just an acquaintance, or a stranger; there is a dialogue between persons of the same sex or different sexes – etc. (G. Kreidlin, 2002:17).

Their gender significantly influences the choice of the communicative distance of partners. 1) the communicative space in female couples is less than in male ones; 2) the distance between female communicants increases with age, and between men it decreases; 3) in same-sex female couples, the distance between the participants in communication is less than in same-sex couples; 4) in opposite-sex couples, the distance is less than in same-sex male couples; 5) in stressful situations, the distance be-

tween communicants decreases in comparison with a common situation; 6) in mixed couples, the distance between partners is affected by the degree of familiarity (G.E.Kreidlin, 2002).

Differences in the choice of distance, with the location of children of different sexes, were identified by M.I. Stankin. Young people tend to take a position directly opposite the interlocutor; the girls are somewhat to the side, at an angle, closer to the girls than the boys. If there is a leader in the group, the members tend to sit opposite him, and not next to him, as is commonly believed. The gender and height of a person play a specific role in choosing the distance in the communication process. It is generally accepted that men should be taller than women; therefore, when talking with a tall man, it is advisable to go closer to him. But it is not so good to come close to a short interlocutor (M.I. Stankin, 2000: 53).

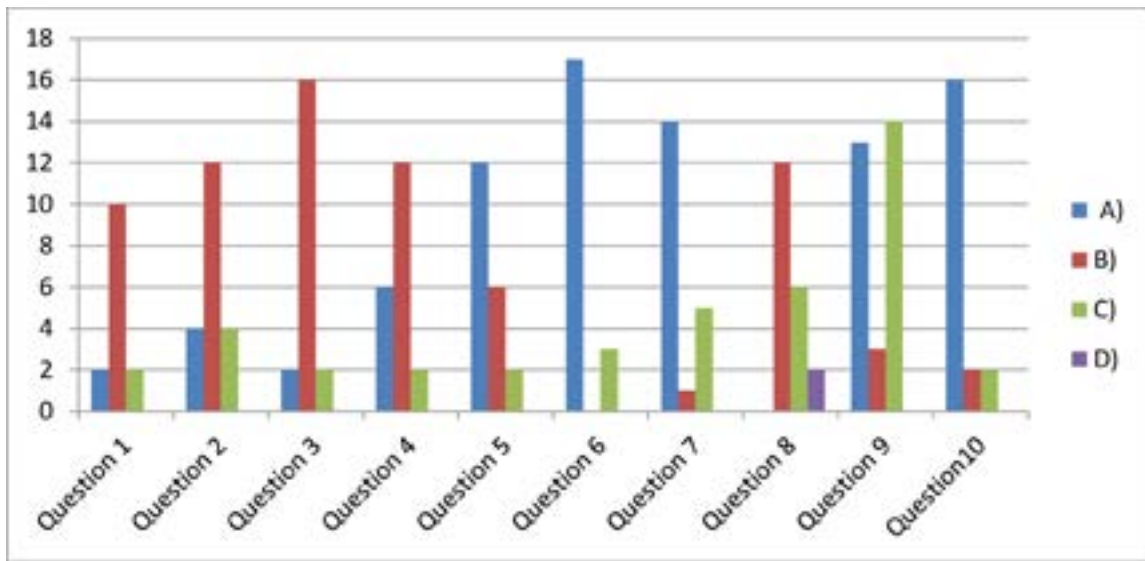
A further empirical investigation was needed to determine gender differences in nonverbal behavior. Based on the preceding, an experimental study was also conducted. Having processed the data, received the results:

**Table 2** – Comparative analysis of nonverbal means in the gender aspect.

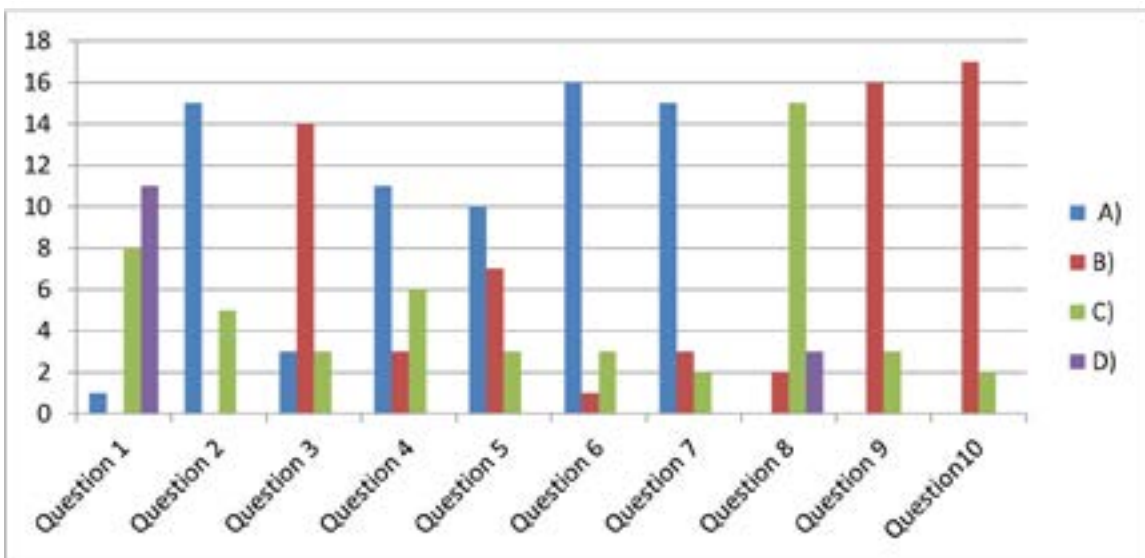
	Survey questions	Number of participants	Characteristics of considered questions			
		40	<b>Differences between masculine and feminine style in takesics</b>			
11	<b>How do you greet your closest friends?</b>		A) "Hi!"-	B)handshake	C) hug	D) kiss on the cheek-
		Male (20)	2	10	2	-
		Female(20)	1	-	8	11
22	<b>Do you touch your face (hair, neck, mouth, nose, eyes) while talking?</b>		A) Yes-	B) No	C) I don't notice-	
		Male (20)	4	12	4	
		Female(20)	15	-	5	
1			<b>Differences between masculine and feminine style in kinesics</b>			
33	<b>Who uses more hand gestures, men or women?</b>		a)man-	b)woman	c)I don't notice	-
		Male (20)	2	16	2	
		Female(20)	3	14	3	
44	<b>Do you often use gestures to emphasize or reinforce a verbal message?</b>		A) Yes	B) No	C) I don't know	
		Male (20)	6	12	2	
		Female(20)	11	3	6	
5	<b>Do you constantly nod during a conversation?</b>		A) Yes	B) No	C) I don't notice	
		Male (20)	12	6	2	
		Female(20)	10	7	3	
			<b>Gaze and visual contact in communication</b>			
66	<b>Is eye contact important in communication?</b>		A) Yes	B) No	C) I don't know	
		Male (20)	17	-	3	
		Female(20)	16	1-	3	
7	<b>When speaking with someone, do you look at their eyes?</b>		A) Yes	B) No	C) I don't notice	
		Male (20)	14	1	5	
		Female(20)	15	3	2	
			<b>Differences between masculine and feminine style in proxemics</b>			
88	<b>Which distance is more comfortable for you when communicating?</b>		A) intimate (up to 45 cm)	B) personal (from 45 to 120 cm)	C) social (from 120 to 400 cm)	D) public (from 400 cm and above)
		Male (20)	-	12	6	2
		Female(20)	-	2-	15	3
99	<b>Do you feel more comfortable sitting next to</b>		A) a man	B) a woman	C)I don't care	
		Male (20)	13	3	4	
		Female(20)	0	16-	3	
110	<b>Where do you prefer to sit?</b>		A)next to a man	B)next to a woman	C)I don't care	
		Male (20)	16	2	2	
		Female(20)	-	17-	3	



**Table 3** – The result of a survey of men



**Table 4** – The result of a survey of women



The comparison shows different approaches used by people of different genders. Many female friends greet each other with hugs and kisses, and males prefer to say “Hi” and handshaking. Research shows that women tend to use touching more often than men during conversations. Both sexes found that females use more gestures than men. Moreover, this study showed that women are more expressive in their feelings than men and guide them through motions. Yet both respondents often nod their heads in conversation. Most respondents agreed that eye contact is important in communication, and both sexes reported that they need to make eye contact while talking.

Males prefer to speak at a personal distance, while women like talking at a social distance. The majority of the respondents feel uncomfortable sitting around the opposite sex. Yet both men and women preferred sitting by the same gender.

This study’s results showed that women are more nonverbally expressive in their feelings than men. (Briton, N. J., & Hall, J. A.,1995). The conducted research confirmed that men and women behave differently in nonverbal communication. Using statistical data analysis we tried to identify some significant behaviors (such as eye contact, touch, etc.) between men and women. It was observed that empirical find-

ings were consistent with research on non-verbal communication (A. Pease, 1992, G. E. Kreidlin, 2002, J.K. Burgoon, et al. 1996, E.A. Zemskaya, 2004). Possibly, these results could be helped with understanding non-verbal communication in the gender aspect., yet could be part of scientific and applied results on the study of nonverbal communication. Future research is needed to focus on the gender differences in various cultures of nonverbal communication to reveal if the results of the present study can be applied to other cultures.

All types of nonverbal means of communication are interconnected. M. Argyle, D. Dean point to the balance between such systems as tactics, visual interaction and distance. The proposed hypothesis reveals that too intensive use of one of these systems inhibits the manifestations of other types of nonverbal communication. (Argyle, Dean, 1965).

### Conclusion

By studying gender differences in nonverbal communication, we can conclude that gender

plays an important role in gesture communication. By describing only the behavioral aspect of a person in a particular situation, we can determine exactly which gender type a given person belongs to.

Interpretation of non-verbal means of communication depends on many factors such as cultural traditions, situations, gender and age of the interlocutor. In addition, Western and East sign languages are different and most adults are adept at controlling their nonverbal cues. The understanding of nonverbal gestures and facial expressions requires some concentration and observation.

In our contemporary world, we mainly connect through texting, voicemails and emails because of the lack of time for lively communication. Awareness of our non-verbal behavior and the non-verbal behavior of the opposite sex increase communication effectiveness. However, first of all, it is necessary to understand the importance of nonverbal means in communication because non-verbal signs help reveal our emotions.

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