## Актуальные проблемы современной медицины и фармации - 2019

## Andreichikova A. G., Orlova V. A. PSYCHOLOGY OF GESTURES AND FACIAL EXPRESSIONS

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**Relevance.** In today's world people cannot do without communication. They spend most of their time in society. But even when people communicate with words, the whole body is involved in the conversation. Taking into account, on the one hand, the increasing importance of international communication, and, on the other hand, its multifaceted nature, it can be expected that the study of gestures will reduce the linguistic barrier and improve people's communication.

**Aims**: to explore the meaning of basic gestures; to find out whether a person needs to know the language of gestures; to consider their features in different countries.

Materials and methods. Scientific and educational literature, surveys, Internet resources.

Sociological and statistical methods were used to assess people's attitude to this phenomenon and to get a clear understanding of the role gestures and facial expressions play in life. More than 250 people of different age, activities and social groups were interviewed. In addition, some people's experiences have also been taken into account. In the course of the study, we have found out that 76% of the respondents regularly use nonverbal means of communication, 94% of them said that gestures and facial expressions help to express emotions and feelings brighter and richer. The study has shown that 67% of the respondents believe it is necessary to use nonverbal communication in our life.

**Results and discussion.** It is well known that only 30% of information is transmitted by words, while the majority - by gestures (55%) and intonation (15%). When we convey information in words, our subconscious mind communicates in a completely different language. Knowing this language, you can understand many features, character traits and mood of the interlocutor.

Effectiveness of communication depends on how well you understand and feel the interlocutor. It can be achieved in different ways. It is known that "secret thoughts" and the mood of another person can be "read" by his poses and gestures. Sign language is an integral part of our lives. It is present in all its spheres. We use sign language, often without noticing it. It is genetically innate and handed down from generation to generation. We learned what some gestures mean and what their purpose is, and we found out that the same gesture has different meanings in different countries. While a gesture may be universally recognized and have a clear interpretation in one nation, it may mean nothing in another nation, or have the opposite meaning.

Conclusion. Psychology of gestures and facial expressions is a science that allows you to "read" emotions, notice the slightest changes in the mood of your opponent and feel your interlocutor. Being able to put into practice the knowledge of this subsection of psychology, you can achieve success in communicating with almost every person and forget forever what misunderstanding in the conversation is.