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THE IMPACT OF KINETIC SPEECH IN PERCEPTION OF MEMBER OF OTHER CULTURE
(BY THE CASE OF POLITICAL SPEECH)

Abstract: This article focused on the question about the influence of non-verbal part of speech in perception an interlocutor as a person. In the framework of the study the experiment was done. The purpose of this experiment was studying of the impact of kinetic speech of French politics during the campaign for the presidential election in France in 2017 in perception their as persons by Russian students. The participants were asked to say about their emotions after watching two short videos, which were parts from speeches of two candidates for president. During this experiment it was detected that the speaker, who use facial expressions and gestures in not big quantities, are permitted by our mind as pleasured for communication and trustful person. Also, it was founded that overemotional kinetic speech has an opposite effect. The Lüscher eight-colour test was used to examine students in addition. It helped to found that students whose answers were opposite to answers of the main part of participants had negative emotions. It is necessary to do more complicated studies with special machines to get more detailed information about the impact of kinetic speech.

Keywords: non-verbal communication, kinetic speech, political speech, experiment, the Lüscher colour test.

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СТЕПЕНЬ ВЛИЯНИЯ КИНЕТИЧЕСКОЙ РЕЧИ НА ВОСПРИЯТИЕ ПРЕДСТАВИТЕЛЯ ДРУГОЙ КУЛЬТУРЫ (НА ПРИМЕРЕ ПОЛИТИЧЕСКОЙ РЕЧИ)

Аннотация: Данная статья посвящена вопросу о роли невербальной составляющей речи при восприятии собеседника как личности. В рамках исследования был проведен эксперимент, целью которого было изучение степени влияния кинетической речи французских политиков во время предвыборной кампании на восприятие их как личности русскими студентами. Испытуемым было необходимо описать свои эмоции после просмотра двух коротких видеофрагментов, которые являлись отрывками из выступлений кандидатов в президенты во время выборов во Франции в 2017 году. В ходе данного эксперимента было выявлено, что ораторы, сопровождающие речь умеренной мимикой и жестикуляцией, воспринимаются нашим сознанием приятными для общения и внушающими доверие. Также было установлено, что чрезмерная жестикуляция несет обратный эффект: у аудитории происходит процесс «отторжения». В качестве инструмента дополнительной оценки испытуемых был использован восьмицветовой тест Люшера. С его помощью было выявлено, что те студенты, чьи ответы были отличны от большинства, во время проведения эксперимента испытывали негативные эмоции, причиной чего служило подавление биологических потребностей. Для более детального изучения вопроса о степени влияния невербальной коммуникации необходимы дальнейшие более сложные исследования при помощи специальной аппаратуры.

Ключевые слова: невербальная коммуникация, кинетический язык, политическая речь, эксперимент, цветовой тест Люшера.

Nowadays people face to many different kinds of speeches: lectures in university or school, reporters, interviews, advertising, etc. In this area the most interesting is a political speech. To make an influence on audience politics profusely use non-verbal communication, and different signals have different results.

An interesting fact that in Russia the more politic is charismatic and uses kinetic speech in interviews, debates, press-conferences, etc. the more he is famous and popular. For example, many of Russian people know the director of fraction LDPR V.V. Zhirinovsky even if they do not like politic at all, and do not follow politics news.

Consequently, it makes arise the hypothesis that a perception about a member of other culture is made not only by the meaning of his speech but also by his kinetic speech and signals whish he sends to his audience.

The experiment which helped to study the impact of non-verbal part of speech when we make a perception about a member of other culture was done to confirm or refuse my hypothesis.

The students of the third year of studying from Biology and Fundamental Medicine Department of Natural Sciences and Mathematic Institute were tested. Almost all of the participants were Russian, one person said that he is Tartar and two girls had mixed-nationalities (German-Russian and Tartar-Russian). The knowledge about nations of the students was important to achieve current results.

Two videos with speeches of French politics were used as a material for experiment. The first video is the speech of E. Macron during the first tour of the campaign for the presidential election in France in 2017. A two-minute part of this video was used. The second video is the speech of M. le Pen during the meeting in Lille the 26th of March 2017. As in case with the first video I also have used a short part of this speech (one minute and thirty-six seconds). These two videos were used because of these reasons:
1. they have been taken from official French news channels;
2. M. Macron and M. le Pen are popular persons;
3. the French culture is more high-context than Russian.

In both cases speakers were showed close up, and we are able to observe their facial expressions and gestures. A pulpit may be the only obstacle in some moments.

It should be pointed that both videos were used without soundtrack in purpose to make students focus only on the kinetic speech of the speakers. The analyse of paralinguistic and other aspects of speech were not the

purpose within the framework of my study, in consequences the soundtrack was dispensable, and could be an obstacle.

The questionnaire offered to students includes seven questions, four of them were open. The instruction to this questionnaire contained the information that the speakers are French politics. In such a way I have made an accent on differences between cultures.

To make an accretionary examination of emotions of both groups I have used the Lüscher eight-colour test[1] which was offered to take four times: before and after each video. To avoid the effect of interference, it was offered to answer on questions about the first video between the second and the third approofs of the test.

During the testing eight colour were showed to the students (red, grey or zero, brown, green, blue, yellow, purple, and black) which should be ranked by order of preference, in other words from the most likeable to the most unpleasant. It should be pointed that colours should be chosen currently for the moment of testing and should not be chosen based on personal preferences.

This testing has helped me to espy that emotions of students changed after watching a video, and that they have had different emotions about these speeches.

When I had planned my experiment, I was expected the result that the speech of M. le Pen will be likeable for more people than the speech of E. Macron.

Analysing all the questionnaires I have found following results. Students were divided for two groups: the first one, the bigger group, was who voted for M. le Pen, and the second one, the smaller group, who voted for E. Macron.

The speech of E. Macron was determined by participants of the first group as a negative. They have told that it made them feel apathy, and incredulity, etc. According to gestures and facial expressions participants have presumed that this candidate was nervous, and he did not sure what he says. An important fact that some of people have said that thought about his program as about a totalitarian. The speech of M. le Pen was determined as interesting and prepossessing by this part of students.

The second part of students who was for E. Macron have characterised him as a strong and confident politic. They have claimed that

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[1] The implementation and interpretation results of this test were directed by associate professor of biology and fundamental medicine of Natural Sciences and Mathematic Institute candidate of Psychological Sciences O.V. Lomtatidze.

they had feeling of sustainability and confidence because of his speech. The second candidate was described as an over emotional politics who does not think seriously about the election. An important fact is that this group has thought negatively about her smile, and they have said that it made them feel her insincerity.

In summary, I can say that my suggestion about result of my experiment was right. Although I should note that there were a greater number of people who voted for E. Macron than I could presume. According this fact, the question arose what has affected comprehension of the speeches in this case. To get an answer I have analysed the Lüscher colour test results of student who had voted for E. Macron and four students who had voted for M. le Pen. Answers of the first group have showed that their feelings were negative during the whole experiment or the stifling of their biological needs was hidden. In other words, their comprehension was not appropriate. According these results, I have done a new suggestion that being in dejectedness people overreact to kinetic speech in case their interlocutor is tended to send positive non-verbal signals. Further study should be made to confirm or refute my suggestion, and it should be more detailed.

Also, it is important to focus on the girl who has identified her nationality as German-Russian. She was one of the students who voted for E. Macron, however, in contrast to other participants of this group her answers were based on her own opinion which should be a politic, and not on empirical but on logical aspects. It should be pointed that according to her answers to the Lüscher colour test her emotional condition was constant during all the experiment.

In conclusion, I would like to make inferences. Working on this experiment, I confirmed my proposal that the kinetic speech has a say on our perception of a member of another culture. The speaker who has an open face and uses likeable gestures is perceived as an interesting and pleasant person.

Therefore, I can say that not only the kinetic speech of a member of another culture makes an influence on our perception of him as our interlocutor but also our opinion, what based on our thought about him as a participant of a current social group, which should be his gestures and facial expressions. One of the most important non-verbal signals is a smile. At the same time, a fake smile and over gesticulation are perceived negatively by people, and in this case, they presume that a speaker does not believe in his own words. Especially, we can observe it analysing a

political speech. For example, during my experiment students who voted against M. le Pen in the most cases have argued their decision based on the fact that her face expression and gestures seemed to them over expressive for a politician who is sure about his program.

Finishing my article, and analysing all results of my experiments, I would like to make the conclusion that members of high-context cultures perceive kinetic signals based on their emotional level. In contrast, members of low-context cultures do it based on logical aspects and their opinion which should be a current social role of their interlocutor.

To get more detailed information about the impact of kinetic speech it is necessary to make additional studies with special machines.