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DAS RECHT. DIE KOMMUNIKATION. DIE GESELLSCHAFT

LE DROIT. LA COMMUNICATION. LA SOCIÉTÉ

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Рецензенти:

Іванченко М.І., доцент кафедри іноземних мов та перекладознавства
Львівського державного університету безпеки життєдіяльності кандидат
філологічних наук, доцент

Павлик Л.В., начальник відділу організації наукової діяльності
Львівського державного університету внутрішніх справ кандидат юридичних
наук, майор поліції

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*У збірнику представлені тези доповідей учасників всеукраїнської
конференції – здобувачів закладів вищої освіти України. Висвітлено важливі
аспекти взаємодії правових процесів, комунікаційних стратегій та
суспільства. Порушено проблеми функціонування громадянського суспільства в
умовах війни. Розглянуто питання, що стосуються прав людини, діяльності
правоохоронних органів, комунікації в сучасному правовому просторі. Збірник
містить тези як українською, так і іноземними (англійською, німецькою,
французькою) мовами, що сприяє міжнародному обміну досвідом та поглиблює
науковий діалог у галузі права, комунікації та суспільства.*

*The collection features abstracts of presentations by participants of the all-
Ukrainian conference – students of higher education institutions in Ukraine.
Important aspects of the interaction of legal processes, communication strategies,
and society are highlighted. Problems of civil society functioning in conditions of war
are addressed. Issues related to human rights, law enforcement activities, and
communication in the modern legal space are discussed. The collection contains
abstracts both in Ukrainian and foreign languages (English, German, French), which
promotes international exchange of experience and deepens the scientific dialogue in
the fields of law, communication, and society.*

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Tsekot Viktotriia

3rd year student

Lviv State University of Life Safety

Scientific Adviser

Lypchenko Tetiana

THE INFLUENCE OF NON-VERBAL COMMUNICATION ON THE POWER OF WORDS

Non-verbal communication plays a crucial, albeit often underestimated, role in the process of human interaction. While verbal communication—what we say and the words we choose—forms the primary channel through which information is conveyed, it is the non-verbal elements, such as body language, tone of voice, facial expressions, and gestures, that often determine how effectively and persuasively the message is received.

The power of words is determined not only by their content, but also by the non-verbal signals that accompany them. The alignment or misalignment between verbal and non-verbal elements can either reinforce or distort the intended message, affecting the credibility and emotional weight of the communication. Non-verbal communication influences power dynamics, emotional expression, trustworthiness and even cultural interpretations, making it an indispensable component of effective communication. The complex relationship between words and non-verbal cues is particularly relevant in areas such as leadership, negotiation, interpersonal relationships and cross-cultural communication. This paper seeks to explore the profound influence of non-verbal communication on the power of words by examining how non-verbal cues shape the meaning, reception and impact of verbal messages in both personal and professional contexts. A closer analysis will show that words alone rarely have their full power without the supporting framework of non-verbal communication.

In the following sections, we will consider the theoretical foundations of nonverbal communication, explore its interaction with verbal communication, and present empirical evidence illustrating how nonverbal cues influence the interpretation of spoken language in different situations. In addition, the discussion

will focus on the practical implications of nonverbal communication for enhancing or reducing the effectiveness of communication in different settings.

Human communication can be broken down into two primary channels: verbal and non-verbal. The verbal channel refers to the words we speak, while the non-verbal channel encompasses everything from body language and facial expressions to eye contact, posture, and even our physical distance from others. According to communication theorists, non-verbal cues contribute up to 93% of the overall message conveyed during an interaction, with 7% attributed to the actual words spoken and 38% to tone and voice modulation [1, p. 136]. This highlights a critical point—while words are powerful, they can be significantly influenced by non-verbal elements.

Non-verbal communication acts as a frame through which words are interpreted. A smile can turn a neutral statement into one that seems warm and welcoming, while a scowl can give the same words a completely different meaning. For example, imagine someone saying "I'm really happy for you" while their arms are crossed and their voice is sarcastic. The words themselves might suggest positivity, but the non-verbal signals would suggest that something else is at play - perhaps jealousy, discomfort or even insincerity.

The congruence or incongruence between verbal and non-verbal communication has a significant impact on the strength and credibility of a message. When verbal and non-verbal cues are congruent, the message is reinforced and appears more authentic. On the other hand, a mismatch between the two can lead to confusion, mistrust and even conflict. This is why skilled communicators, especially those in leadership positions, place great importance on aligning both their words and their non-verbal cues.

One key area where the influence of non-verbal communication is particularly evident is in the dynamics of power. Non-verbal signals such as posture, gestures, eye contact and physical proximity can convey authority, confidence and control [3]. Research shows that people who use open, expansive body language are often perceived as more authoritative and persuasive, even if their words are neutral.

For example, in a negotiation, a person who stands tall, makes strong eye contact and speaks in a clear, firm tone is often seen as more credible and capable, even if their arguments are not particularly persuasive. Conversely, a person who slouches, avoids eye contact or speaks in a soft tone may find that their words are not taken as seriously, regardless of the content of their message.

Non-verbal communication is also crucial in conveying emotions, which in turn can shape the interpretation of words. A speaker's facial expressions, hand gestures and tone of voice can reveal their emotional state, adding depth and authenticity to their verbal message. For example, a simple "I'm sorry" can be interpreted differently depending on the non-verbal cues that accompany it. A sincere apology with a genuine expression of regret, downcast eyes and a soft tone is likely to be received as heartfelt. However, if the same words are said with a dismissive gesture or an eye roll, the apology may be perceived as insincere or even insulting.

In this way, non-verbal communication serves as a powerful tool for both expressing and interpreting emotions, enhancing or undermining the emotional power of words.

It's important to note that the influence of non-verbal communication on the power of words can vary greatly between cultures. What might be interpreted as a confident and assertive posture in one culture might be perceived as rude or confrontational in another. Similarly, direct eye contact is often seen as a sign of trustworthiness in many Western cultures, but may be seen as disrespectful or overly aggressive in some Eastern cultures.

Understanding the cultural context in which communication takes place is therefore crucial to ensuring that non-verbal cues are consistent with the intended message and do not inadvertently distort or weaken the power of the words being spoken.

In both professional and personal settings, effective communication requires an awareness of both verbal and non-verbal components. For those wishing to improve their communication skills, the following strategies may be particularly useful:

Be aware of your body language: Be aware of your posture, gestures and facial expressions. Open body language can make you appear more approachable and trustworthy, while closed body language can signal discomfort or defensiveness.

Focus on tone and delivery: How you say something can be just as important as what you say. Match your tone to the message you're trying to convey - whether it's enthusiasm, empathy or authority.

Practice active listening: Non-verbal cues are not only about how you express yourself, but also how you respond to others. Active listening - demonstrated by eye contact, nodding and appropriate facial expressions - can help build rapport and understanding.

Be aware of cultural differences: as mentioned above, non-verbal communication is deeply cultural. It's important to be sensitive to the customs and norms of the people you're communicating with to avoid misunderstandings.

In conclusion, while words are undoubtedly powerful, their impact is often determined by the non-verbal signals that accompany them. Non-verbal communication serves as both a complement and a modifier of the verbal message, influencing how words are interpreted, believed, and acted upon. By becoming more attuned to the interplay between verbal and non-verbal cues, we can enhance the effectiveness of our communication, build stronger relationships, and increase our ability to influence others in both professional and personal spheres.

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Tsvietkova Miliena

2nd year cadet

Kharkiv National University of Internal Affairs

Scientific Adviser

Fylypska Vita

FORMATION OF LINGUISTIC IDENTITY IN CONDITIONS OF MILITARY CHALLENGES

Identity is a complex category consisting of such components as: political, cultural, religious, national, social identity, as well as identity of individuals, community or state. The main components of cultural identity is the commonality of traditions, language, place of residence, religion, customs, history [1, p. 27].

The Ukrainian language is a key marker of national identity, especially during periods of social upheaval and military challenges. It not only provides communication, but also becomes a symbol of unity and resistance, forming the spiritual foundation for the consolidation of society. During the war, the transition to the Ukrainian language often acquires a deep symbolic meaning – this is a conscious rejection of the cultural influence of the aggressor and the assertion of one's own nationality. For many citizens and military, language choice becomes an act of self-determination and a demonstration of patriotism. Language becomes not only a means of communication, but also an instrument of psychological stability, helping to form a sense of belonging to the community and maintaining morale in difficult times.

Social groups and civil society play an extremely important role in this process. Volunteer initiatives, public organizations, educational projects actively popularize the Ukrainian language, creating spaces for its use in various spheres of life. This contributes not only to the strengthening of linguistic identity, but also to the formation of a common narrative about the struggle, sustainability and future of the country. Communities organize language clubs, literary readings and cultural events that not only strengthen the connection of people with their native language, but also help to rethink the national heritage in a modern context. The public space is filled with the Ukrainian word, and social media become a platform for discussing linguistic identity and exchanging experiences. A particularly important role is played by initiatives aimed at supporting internally displaced persons who, due to the war, find themselves in new regions of Ukraine or abroad. Such programs help people adapt to new conditions, while strengthening their connection with language and culture. This not only supports individual identity, but also creates networks of solidarity that strengthen public resistance and encourage the further development of cultural identity [2].