COMMUNICATION CODES: VERBAL CODE AND NONVERBAL CODES

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Abstract

The paper presumes that the code constitutes a fundamental ontological element of communication system. It proves inferentially that through code it is assumed a construct made of a vocabulary and a set of rules of lexical elements combination whereby are managed the significations. There are two major types of codes: verbal and nonverbal codes. They are interacting, incorporated and oriented.

Keywords: communication code, verbal code, nonverbal codes

1. Introduction

It is considered, rightfully, that communication system, as assembly of formers, presents a structural and functional unity. For that purpose, reputable psychosociologist and communicologist Serge Moscovici specifies: „No cognition, motivation and behaviour exist as such and can't has an impact than if it signify something, and to signify something suppose, by definition, less two persons having a common language, common values and remembers (Moscovici S., 1984, p. 66). To communize significations it is necessary to communize first a common language, a code.

The science acquires through „nonverbal and verbal codes are part of an indivisible communication system" (Burgoon J. K., Guerrero L. K., Floyd K., 2009, p. 227). Judee K. Burgoon shows while verbal codes are definite digital, nonverbal codes tend rather to analogical than digital. An interesting delimitation accomplishes Mirela-Ioana Borchin between linguistics and languages, as equivalence between nonverbal and verbal codes.

As shows Scott Jacobs because of differences in codes usage can appear „communication breakdowns" (Jacobs S., 2002, p. 225). Any hiper-codification (understood as operation and result of using in excess of more codes) (Eco U., 1982, p. 181) increase probability of message signification proceeded in

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communication flow to not be deciphered, decoded and interpreted in frames intended by their producer.

The fundamental function of communication is communization of significations. For this communication system makes available to transactants different signification codes. The codes are natural or artificial. The codes are named also languages. The most important human linguistic is language. It constitutes the verbal code. The communicators use both verbal codes and codes (linguistics) nonverbal. An interesting opinion exposes C. Kerbrat-Orecchioni. She shows that we have to accept generally that communication is not based on a code, but two idiolects (Kerbrat-Orecchioni C., 2009, p. 16).

2. Verbal code

The cod named language has universal character and offers models to another communization codes. In its quality of communication code it has, in Denis McQuail's opinion, five characteristics: linear character or sequential (linear succession of symbols), systematic character (its situating under lexical rules empire, grammar; systemic excludes aleatory), systemic character (language is a system that keeps the differences and contrasts), arbitrary character (does not exist a compulsory relation between word and appointed object) and conventional character (its function is fundamental on „implicit convention of users" (McQuail D., 1999, p. 72-73). For verbal communication Scott Jacobs defines functioning of five principles: „Linguistic communication requires shared principles of inference beyond information given by a surface reading"; „is necessary a list of patterns-terms"; „ communicative meaning is context determined"; „models of discourse knowledge must reflect how meaning and coherence emerge from the interplay of strategy and structure"; „language use is multifunctional" (Jacobs S., 2002, pp. 216-220).

3. Nonverbal codes

Judee K. Burgoon and Gregory D. Hoobler take into account for nonverbal communication seven codes. They show that some codes such as oculesics and olfactics „are omitted or folded into others" (Burgoon J.K., Hoobler G. D., 2002, p. 245). The seven codes classified are: kinesics, vocalic and paralanguage, physical appearance, haptics, proxemics, chronemics and artifacts. As we know these codes have a good semantic and are used frequently. Generally, the major issue of nonverbal codes is that they did not get a power grammar, they have not a wide vocabulary, they have neither a stable morphology nor a syntax at least principled ordering.

a) Kinesics (Kinetic) is composed of „visual bodily movements", including, posture + trunk movements, limb movements, facial expressions, gait, gaze. It deals with emblems, illustrators, affect displays, regulators, adaptors.

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Kinesics presents two coordinates. Microkinesics includes „facial expressions, twitches, finger movements" and other movements of extremities, of defined parts of body (Bruneau T., 2009, p. 336). Macrokinesics involve body's movements as parts or whole. Founder of kinesics theory is Ray Birthwistell.

b) Concerning paralanguages, it is understood as been constituted by utilisation of some elements belongs of pronunciation and articulation, to appeal to vocal cues, not to articulate words or interjections, but to modulate them. It contains modulations as volume, rate, loudness, filler words, pitch, tempo, inflection, accent, also pauses.

c) Communication code elements that belong to physical appearance are those constructs which consist in the modification of aspect through: clothing, cosmetics, hairstyle or fragrances. The elements whose contents can't be changed like height or physiognomy are not codified.

d) Haptics is the contact code and it has five types of contact: affectionate, aggressive, caregiving, controlling, and ritualistic touch. Signification relevance has also frequency or contact intensity. Haptics and proxemics are considered „contact codes" (Burgoon J. K., Guerrero L. K., Floyd K., 2009, p. 145).

e) Proxemics is understood like non-verbal communication code through appealing to interpersonal significations distance. The interpersonal space can be: intimate space, personal space, public space or social space. The founder of Proxemics is E. T. Hall (1959).

f) Chronemics code time message significations trained to communize accounts and relations of interpersonal value and power. As formers we have time allocation, timeliness, audience acceptance, waiting time, decisions for breaks, decisions concerning events timing, aspects of some day off, etc. As study direction, chronemics studies „concepts and processes of human temporality, or connections with time, as they are bound to human communication interactions" (Bruneau T., 2009, p. 96). Among founders of chronemics are T. Bruneau (1977, 2007) and E.T. Hall (1983).

g) Artifacts form a code that makes visible a behavior and manage significations. Using artifacts brings message notes. It consists of colours using, modality of light using, objects selection and arranging. Among artifacts study founders can be found B. H. Mead and J. Piaget.

h) Oculesics represents communication modality to use a code of sight. Basically elements of this code are grouped on two constituents: pupil dilatation and eye contact.

i) Olfatics is one of less intellective codes. Its elements consist in smells categories through which it is communicated. Practically it is a code with strong suggestive component.

j) Jean-Jacques Boutaud assesses the principle of a taste code, a code gourmand. People communicate also through what they are eating. At its turn, advertising exploits at maximum this necessity, first became purpose and then

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revealed as communication function. Boutaud sees existence in communicational life of some „scenes gourmands" (Boutaud J.-J., 2006), just notice that the world was conquered by food „Un monde devenu food?" (Boutaud J.-J., 2010).

4. Conclusion

The code is a medium of expression; channel is medium of transmission, and communication mean is "instrumental medium", wherewith take place transmission of expression. Communication develops two general ontological functions: relational and communization. The code is, we can say, the first ontological element that is communized. To communize message significations, transactants have to identify and to appeal commune communicational codes, communizable, and to communize them.

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