

Differences of Nonverbal Communication in Qatar World Cup

Yun Zou, Yuting Jia, Xiangwan Wu, Jialin Zhang

Tianjin University of Science and Technology Binhai Campus, Binhai Tianjin 300457

Abstract: In cross-cultural communication, verbal communication is important, but the role of non-verbal communication can not be ignored. The former focuses on producing sound effects, while the latter focuses on producing visual, sensory and tactile effects. Different countries show significant differences in the use of nonverbal communication due to historical culture, living customs, national character and other reasons. At the 2022 Qatar World Cup, a sports event, rich cross-cultural communication fully reflects this difference. The non-verbal communication system, like the verbal communication system, is the product of a certain social culture. It is necessary to treat the cultural differences with respect, equality and inclusiveness, which will help promote cross-cultural communication and promote the exchange, learning and reference of different civilizations.

Keywords: Nonverbal communication; Intercultural communication; Cultural differences; Attitude

Western scholars have put forward many definitions of nonverbal communication. Some definitions are simple, such as 'nonverbal communication is all communicative behavior except oral speech'. Some of the definitions are more specific, such as 'nonverbal communication refers to a certain communicative environment in addition to verbal factors on the output and the recipient have information value of those stimulating factors. These factors can be a person's own behavior, can also be generated by its use of a certain environment means.^[1] In the process of interpersonal communication, nonverbal communication and verbal communication rely on each other and jointly transmit information and emotions. In communication, the amount of information provided by a person's manners and behaviors often greatly exceeds the amount of information they talk. Byrd Whistler once made a quantitative estimation of the linguistic and non-linguistic behaviors of people of the same culture in dialogue, believing that verbal communication only accounts for about 30 % of the whole communicative behavior at most. 'Most communication researchers believe that in face-to-face communication, only about 35 percent of the social content of information is verbal, and the rest is conveyed through nonverbal behavior,' Samovar said. Some studies in the US also show that speech that reflects communicative attitudes only accounts for 7 % of communicative behaviors, while tone and facial expressions convey up to 93 % of information.^[2]

On November 20, 2022, the Qatar World Cup has begun, which was the first world-class major sports event held in the past three years since the outbreak of the new coronavirus pneumonia epidemic. FIFA says the Qatar World Cup is expected to be watched by 5 billion people globally. In this sports event, there are 32 teams from five continents, the audience more than 40, 000 people, which is full of rich cross-cultural communication content. In the live TV broadcast, it is difficult to hear the voice of the players and their verbal communication, and their nonverbal communication is particularly important.

1. Differences in nonverbal communication in different regions

Because nonverbal communication has the characteristics of sociality, universality, variability, continuity and originality,^[3] it has not formed formal rules, models and fixed structures, and needs to be analyzed in combination with specific situations and users' cultural backgrounds.

1.1 Facial expressions

The importance of facial expressions for communication is well recognized, but the multi-cultural connotation of facial expressions is incalculable. The facial expressions of different cultures in the world have both commonness and individuality.

Facial expressions usually have four management methods: reinforcement, weakening, neutralization and masking. ^[4]For the implicit and introverted Chinese people, the weakening and neutral management methods are used more frequently, and the facial expressions in public places are usually not too rich. Compared with East Asians, Western Asians, Latin Americans and Southern Europeans have richer facial expressions. At the World Cup, in the first game of Qatar as the host, Qatar did not beat Ecuador, the weakest team in the group. The results of the game showed that the Qatari fans in the audience covered their faces and wept, disappointed and sad. The mood was overflowing with words. The little prince of Qatar was even more because of his incredible and exaggerated facial expression praised by netizens as 'true temperament' and 'frankly cute'; french player Mbappe in the face of opponents' penalty error, but also broke out unabashed laughter. For the Chinese, in the face of unsatisfactory ending, often choose to silence, sigh and other ways to express, facial expressions will not be too rich; in the face of opponents' mistakes, it is common to weaken facial expressions or use more appropriate emotions instead of real emotions to show respect for opponents.

1.2 Body posture

Body language, is an important part of a national culture. It mainly includes eye language, gesture language, body posture, facial expression, behavior and touch. Different countries under the cultural background of body language meaning is not the same, there are some differences. ^[5]For example, in Brazil after the goal, the players have to dance samba, and Japanese and Korean fans believe that the big score after the lead so wanton celebration, some disrespect opponents, but in Brazilian hearts, dancing is a symbol of happiness and love, and no disrespect opponents mean; when the game wins or luck comes, the Japanese raise their hands to express congratulations and blessings, while the Chinese raise their hands to express surrender or surrender; after entering the final four in Morocco, Moroccan players knelt on the spot to thank fans, but for the Chinese people who are deeply influenced by the Confucian 'ritual' culture, they generally only kneel to their ancestors and elders in formal occasions.

1.3 Touch

Heslin divides touch into five categories. Different cultures have different regulations on the object, scope, occasion, and form of touch. Culture is divided into 'contact culture' and 'low contact culture'. Contact culture includes most of the Arab countries, the Mediterranean region, Europe and the Middle East, Eastern Europe and so on; low contact culture includes most of northern Europe, Germany, Britain and the United States and Japanese. In the game, when the American players comfort the Iranian players who lost the game, they use the way of clapping, touching their heads and shaking hands; while the Croatian players comfort the Brazilian players who lost the game, they use more intimate ways such as hugging, kissing their foreheads and touching their cheeks. In the games of Latin America, Europe and other countries, it is often seen that players touch their opponents' arms, shoulders and waist when passing on the court, showing friendship and respect, which are hardly seen in the games of Japan and South Korea. The East Asian region is biased towards a low-contact culture. For the Chinese, there are fewer touches in public places.

2. The relationship between nonverbal communication differences and culture

The traditional Chinese Confucian culture advocates "self-restraint and rites," pays more attention to human relations and the order of hierarchy. Social behavior reveals the characteristics of conservatism and stability. Chinese society advocates group orientation, so that personal interests are subordinate to family, social and national interests. Everyone speaks of modesty, cooperation, and advocates collectivism and patriotism. They often do not reveal their own sharpness too much, and have the saying of "shoot the head bird." ^[6] Therefore, in the non-verbal communication of Chinese people, it reveals the characteristics of introverted and subtle, open-minded emotions, less body language and body contact. East Asian countries such as Japan and South Korea also have similar characteristics due to the influence of Chinese culture.

In the culture of northern Europe, North America and other regions, the individual subject consciousness is relatively strong, the pursuit of unconventional, independent, laissez-faire personality, free development. The society advocates personal orientation, values personal interests, and attaches great importance to personal privacy and private space. Therefore, in non-verbal communication in these areas, emotions are more external and exaggerated, facial expressions and body language are more, but physical contact is less.

Latin American civilization originated from Indian civilization, and the arrival of Columbus embedded it into European civilization and African civilization. In the process of continuous revolution and reform in Latin America, a modern multi-mixed and eclectic Latin American culture was finally formed. ^[7] Therefore, Latin America not only has a strong sense of indi-

vidual subjectivity in European civilization, but also retains some of the traditions of Indian civilization, and its free, open and inclusive civilization has created its unique non-verbal communication mode different from that of Asia, Europe and Africa.

3. Conclusion

In general, nonverbal communication refers to all communicative activities that do not use language, including eyes, gestures, posture, smile, facial expressions, clothing, silence, physical contact, distance between speakers, volume of speech, time concept, use of space, etc. With the advent of the era of globalization, cross-cultural communication between different countries is becoming increasingly close. In order to achieve smooth communication between people of different cultures, we should not only master the language communication ability, but also pay attention to non-verbal communication. Nonverbal communication has the function of overcoming the obstacles in verbal communication and plays a role of supplement, negation, repetition, adjustment, substitution and emphasis in communication.

At the same time, because people live in different language environments and are deeply influenced by their own culture, non-verbal communication has national uniqueness and great cultural differences. In cross-cultural communication, it is necessary to treat such cultural differences correctly, abandon cultural superiority, cultural pattern and cultural prejudice, treat native and foreign cultures with respect, equality and tolerance, promote each other and develop together, so as to carry out smooth and successful cultural communication.

References

- [1] L·Samovar, R·Porter: 《Communication between Cultures》, Wadsworth publishing Company, 1991: 179.
- [2] Bi Jiwan. Cross-cultural nonverbal communication research and its relationship with foreign language teaching [J]. Chinese learning, 1993 (03): 37-43.
- [3] Zhao. Differences in intercultural nonverbal communication between China and Japan [J]. Journal of Anyang Institute of Technology, 2022, 21 (05): 116-119. DOI: 10. 19329 / j. cnki. 1673-2928. 2022. 05. 032.
- [4] Wang Fanyu. Comparison of Chinese and foreign body language [J]. Yinshan Journal, 2018, 31 (02): 41-44. DOI: 10. 13388 / j. cnki. ysaj. 2018. 02. 009.
- [5] Guo Guangwei, Yang Yingfa, Sun Lichao. Cultural differences between China and the West in intercultural communication and their obstacles [J]. Journal of Hengshui University, 2021, 23 (03): 121-125.
- [6] Song Yige. Contrastive Analysis of Chinese and Western Differences in Intercultural Communication [J]. International Public Relations, 2021 (03): 13-15. DOI: 10. 16645 / j. cnki. cn11-5281 / c. 2021. 03. 004.