

contrastive linguistics continue to deepen our understanding of language structure, variation, and evolution in an increasingly interconnected world.

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## BASIC RESEARCH APPROACHES NONVERBAL BEHAVIOR: HISTORY AND MODERNITY

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***Abstract.** This article discusses the basic research approaches nonverbal behavior: history and modernity. After all, color and music are capable of “bypassing” the protective mechanisms of consciousness in their impact and accurately and accurately affect a person at an unconscious level. Unfortunately, the problem of the influence of color and music on a person and his behavior is underdeveloped and insufficiently described in pedagogy. The available psychological studies also do not bring us closer to understanding and, moreover, using this phenomenon in the activities of an educational institution.*

***Keywords.** Animal behavior, anthropology, dance, linguistics, philosophy,*

*psychiatry, psychology.*

**Introduction.** Until now, the study of non-verbal behavior has not belonged to any particular field of science, although the history of research on non-verbal behavior in the process of communication is rooted in the depths of time. Already in the scientific works of the ancient Greeks and Romans contains information about what today would be called non-verbal behavior. If you trace the history of the most diverse fields of knowledge - the science of animal behavior, anthropology, dance, linguistics, philosophy, psychiatry, psychology and the science of the generation and perception of speech, you can find outstanding scientists who are the founders of the modern science of non-verbal behavior.

### **The main findings and results**

Most of the foreign studies on aspects of non-verbal behavior and non-verbal communication are of English and North American origin. In the second half of the XIX century. Delsarte made one of the first attempts to describe and decipher both the “culture of the voice” and body movements and gestures, to identify various forms of body language. One of the most influential works that gave impetus to modern research on facial expressions was Darwin’s book “The Expression of the Emotions in Man and Animals”, published in 1872 and which was descriptive.

In the first half of the XX century. attempts to study the voice, appearance and clothing, facial expressions, although carried out, were extremely scattered and few in number. In 1925, Kretschmer wrote the book *Physical Data and Character*. Then, in 1940, Sheldon’s “*Variations in Human Physical Characteristics*” was published. Both authors argued that if one accurately describes and analyzes the human body, one can draw significant conclusions about his intellect, temperament, moral values and future achievements, but the validity of such ideas has not been proven.

The most important theoretical work of the decade was Ekman and Friesen’s paper on the origin, use, and coding of nonverbal behavior. It introduces areas of

non-verbal behavior such as emblems, illustrators, affective expressions, regulators, and adapters.

Over time, the vectors of foreign studies of non-verbal behavior have changed as follows:

- the study of non-interactive situations to the study of interactive
- study, a single person to the study of the participants in the dialogue;
- analysis of disparate points to the study of interaction in time
- characteristics of individual signals for consideration of their totality;
- attention to all aspects of communication immediately to understanding
- the need to study deeper the perception of signals in the process of communication;

The available psychological studies also do not bring us closer to understanding and, moreover, using this phenomenon in the activities of an educational institution. At the same time, it is color and music, along with spatial characteristics, that are the main means of the socio-cultural environment of the institution that affect non-verbal communication. The most successful attempt to describe, covering the largest possible set of non-verbal means in the learning process, was the work of A. B. Vasker, who, in particular, paid due attention to the use of music for pedagogical purposes.

**Conclusion.** Thus, a comprehensive analysis of the work of foreign and domestic scientists demonstrates a steadily growing interest and attention to research devoted to the study of the means of non-verbal communication, and behavior, which is explained by the intensifying search for new opportunities and ways of influencing a person in various fields of activity, including including in the process of upbringing and education. The least studied are the mechanisms of influence on the psychology of the subjects of the educational process of the components of the socio-cultural microenvironment, which include lighting, color, sounds, temperature, architectural features – all that makes up the so-called “room mask”.

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## THE BORROWED WORDS PROCESS DEVELOPMENT IN ENGLISH

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***Annotation.** The development of borrowed words in English is a complex process influenced by historical, cultural, and social factors. English, as a dynamic and evolving language, has integrated numerous words from various languages over centuries. This article explores the mechanisms through which borrowed words enter the English lexicon, the reasons behind their adoption, and the impact they have on the language.*

***Key words.** Borrowed Words, phenomenon, direct, indirect*

It is impossible to imagine a language that would not contain foreign borrowings. So, in the English language there are many words that came from Ancient Rome, Greece, Italy, Spain, Germany and France. Many of them assimilated and acquired a completely British appearance. Others, despite their external similarity, sound according to English pronunciation standards. Borrowing words from other languages has happened, is happening and will happen at all