

Research On Non-Verbal Communication From The Perspective Of Visual Rhetoric——Taking The Application Of Costume Language As An Example

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Abstract: Human communication is composed of verbal communication and non-verbal communication, both of which are indispensable. With the extensive research on nonverbal communication in recent years, the use of nonverbal communication has also become important. As a theoretical tool, visual rhetoric plays a decisive role in people's nonverbal communicative behavior, and is a boost point for people to effectively complete nonverbal communicative behavior. As a special language activity, speech is inseparable from a series of non-verbal communicative behaviors. Among them, clothing language under the visual rhetoric perspective is a good assistant to achieve good communicative effect in the language art form of speech.

Introduction

Human communication is undoubtedly composed of verbal communication and non-verbal communication. The successful completion of the communication process is created by the tacit cooperation of verbal communication and non-verbal communication, both of which are indispensable. For non-verbal communication, different scholars have different definitions. Chinese scholar Yang Quanliang believes that the so-called nonverbal communication refers to the process of transmitting information by using methods that do not belong to the category of speech. In simple terms, all those who do not use language for communication activities are called non-verbal communication. If the language system is the wisdom jewel of human civilization, non-verbal communication is the bright jewel on the gem. Because it is based on the entire communication process of human beings, people will consciously or unconsciously use non-verbal communication to complete communication. First, Non-verbal communication helps to improve the personal ability of the communicator. Appropriate dress, proper posture, and natural body language can create a good atmosphere for communication and promote effective communication. Secondly, non-verbal communication helps communicators to establish a good image of individuals in communicative activities, thereby enhancing personal attractiveness and personal communication skills. Finally, nonverbal communication helps people understand the communication mechanism of interpersonal relationships and guides communication orientation. As a special communication activity, speech is the main position for non-verbal communication. It is difficult to qualitatively quantify the content of nonverbal communication in a speech, because the completion of a speech discourse is the result of the combination of various nonverbal communication symbols. The assessment of non-verbal communicative competence in speeches is conducted in five dimensions: clothing, gestures, head movements, eye contact, and expression. There are also theories that make judgments from nine dimensions: language, interpersonal distance, posture, gestures, head movements, eyes, music, layout, and printing.

There are different definitions of visual rhetoric in academia. Scholar Chen Rudong defined visual rhetoric as "a kind of human communication behavior that uses language, images and audio-visual symbols as a medium to achieve the best visual effect." [1] That is to say, he believes that the object of visual rhetoric research should include language. There are three aspects of visual rhetoric, image visual rhetoric, and comprehensive visual rhetoric. Fundamentally, the initial condition for information transmission is the conversion mode between symbols, and the visual senses serve as the medium for this mode. On the one hand, visual rhetoric connects specific physical information

through visual perception, on the other hand, it communicates nonverbal communicative behavior. Environmental language and object language in nonverbal communication, because they have not only physical attributes but also social attributes, so in actual context, it will automatically generate nonverbal communication information, and timely transmission to the outside world, people as the main body to accept the information so that the information transfer process is successfully completed. As a theoretical tool, visual rhetoric displays most non-verbal communication information in the minds of communicative subjects through visual perception. Rhetoric subjects use visual rhetoric to transform into mental imaging, and then output verbal or nonverbal communicative behavior. Posture language and sub-language are the fields that non-verbal communication research involves more. It includes the basic posture of the communicator, including various non-semantic sounds such as facial language, body language, and silence. The object language and environmental language are less involved, including the communicative information provided by communicative functions such as clothing and makeup. As a key element of the object language, costume language is closely related to human production and life practices, because in the development of the entire human history, decorating itself with costume is the most impulsive and primitive instinct of human beings. Costume language has a non-verbal communication pivotal role. For human beings, sheltering from the cold is its primary function, but since the clothing civilization of human beings has gone out of the era of the only practical purpose, its function has been complicated. With the increase in the probability and frequency of people using apparel language, the study of apparel as an object language from the perspective of applied linguistics is also gradually carried out.

1. One Of The Signifier Forms Of Clothing Language In The Speech-Color

Clothing language refers to the linguistic information embodied in people's clothing. It is the performance of a series of clothing such as clothing, hairstyles, accessories, and makeup. As a kind of object language in nonverbal communication, clothing language can continuously convey information to the audience. Through the combination of various clothing elements, it can effectively display the communicator's personal training, conversation, ability and other information. For the language art form of speech, improving its visualization has an obvious effect, because the nature of the speech determines that it is conducted in public, and it expresses its opinions and claims in a clear and complete manner for a specific theme. To clarify affairs or express emotions, to carry out a kind of language communication activities of propaganda and agitation. Most of the speeches are mainly impromptu speeches, which need to be communicated and resonated with the audience in a short time. Appropriate dress language adds a lot to the speech. Color is the most intuitive way of visual experience, so color is the first element of dress language and the most popular form of general public aesthetics. Because color has a strong expressive ability, it can not only deliver effective information to the outside world, but also use color to achieve interaction and resonance with the audience. Through the contrast of hue, lightness and purity, color makes it have the basis of emotional expression and can trigger different aesthetic feelings of the audience. If the clothing is warm-toned, it will produce a "positive, vigorous and energetic, hard-working attitude to life", while the cool colors will produce a "repressed, indignant, deep, quiet emotion" Experience. "People often use the hue of clothing to refer to the communicator's psychological state or the message of the message. In the speech, it is required that the language information conveyed by the clothing should be consistent with the speaker's thoughts, feelings, and emotional tones. The different symbolic meanings expressed by different colors, some have formed a more solid concept in people's thinking. For example, the Chinese have always admired red and ranked red as the top of the seven colors. Red has also become a Chinese characteristic. With the rise of women's power, many women who gave speeches on the TED platform invariably chose red-based clothing to highlight the unique feminine charm and temperament. Former US President Barack Obama and his wife were able to complete their speeches with ease, and the two costumes, especially Mrs. Obama's dress code, won the praise of many listeners, and were rated as the most professional women in dress for several consecutive years. During a speech for the unemployed, Mrs. Obama

chose a dark blue dress and did not apply powder, so that the unemployed as the audience of the speech felt that the President's wife was standing on the front line with them, and the speech also received a good response.

2. The Signifier Form Of Clothing Language In The Speech-Style

Speech is a highly performative language art form. Its nature determines that the speaker as the leader of communicative behavior is actually a role in artistic performance. His expressions, gaze, body language and other nonverbal behaviors will certainly convey a deep impression to the audience, and his costume language will also give the audience a great sense of pleasure, even this sense of pleasure is more intuitive and direct than other feelings, making the audience more quickly accepted. A fitting, decent, and appropriate clothing will often make the speaker's image in the audience's mind beautiful and profound, and the achievement of the initial good impression is often the first step in the success of the speech. Appropriate clothing is inseparable from good styles, style is another important expression of clothing language. The choice of clothing style in the speech should follow the corresponding environmental principles and occasion principles, that is, different environments need to be dressed accordingly, and the occasion principle of dress refers to the principle of the atmosphere of the occasion. In general, on more formal and serious occasions, the speaker's clothing should pursue the beauty of simplicity and nature, not too bright and too luxurious, and should give people a concise, solemn and beautiful beauty. For example, in the "Super Speaker" program, a speaker is dressed in a pearl embroidered shirt, although it is extremely beautiful, but not serious enough. For his speech, the clothing is a bit boisterous, and the object language is more important than the subject language. It is difficult to achieve the effect of speech. In a naturally relaxed speech occasion, the speaker can choose a simple and elegant style, and the dress code pursues to fit the scene atmosphere, which can not only immerse the speaker in his speech, but also deliver a pleasant speech atmosphere to the audience. For example, when Yao Chen gave a speech in "Speech under the Starry Sky", the theme of her speech was "The Embarrassment and Confusion of a Middle-aged Actress." The unique temperament of professional women around the age of forty is also in line with the intellectual and intelligent speech concept of Starry Speech. Her speech has been recognized and endorsed by many middle-aged women. How can I choose a style that suits the content of the speech and my own clothing? The speaker needs to master certain knowledge of aesthetics, psychology, physiology and art, improve the ability of interpersonal communication, and accumulate rich communication experience, so that he has a certain knowledge and practical reserve for shaping his own speech image.

3. The Signifier Form Of Clothing Language In The Speech-Material

In the world of apparel, its materials are also varied and changing with each passing day. As one of the three elements of apparel, the material can explain the style and characteristics of the apparel, and can directly influence the color and shape of the apparel. For the speech in terms of the choice of clothing materials, there is no good or bad, only suitable and unsuitable. Clothing materials mainly include soft fabrics, cool fabrics, glossy fabrics, thick and heavy fabrics, transparent fabrics, cotton, hemp, silk, etc. The principle that the speaker must first follow when choosing materials is "to follow the nature", that is, the pursuit of coordination and harmony between clothing and nature, the wind and rain in nature, spring, summer, autumn, winter and other four changes. Consistent with natural changes, which not only protects one's own health but also gives people a sense of beauty. We can't choose heavy fabrics in the summertime season, which will bring uncomfortable visual experience to the audience. Secondly, the principle to be followed is "to follow the customs". Fundamentally speaking, the speaker needs to pursue clothing materials that are in harmony with the local social living environment and folk customs. Because the social attributes of speeches require speakers to face a certain audience, it is not appropriate to choose clothing made of transparent materials. Finally, the principle to be followed is "decent", that is, clothing should be integrated with the speaker, so that the audience can perceive the aesthetic interest brought by the

material. Generally speaking, female speakers usually choose soft materials, which can reflect the gentle side of women; male speakers will choose upright fabrics to show the strength of men. Of course, the material of clothing cannot be determined solely by gender, and its selection should also be based on factors such as different speech occasions, speech content, speech methods, audience objects and other factors.

4. The Practical Way Of Decent Dress Language In The Speech

As a speaker, his image is established with the audience through language activities. In this era of information quantification and fashion personality, the stereotyped image of the former speaker has gradually disappeared, replaced by the aesthetic appeal designed according to the different types of speech. How to avoid wearing inappropriate speech costumes? How to choose appropriate clothing? The ways are diverse. First of all: the speaker should have a positive attitude and profound perception of life, should improve his cultural cultivation and aesthetic level, unswervingly pursue the highest realm of dress beauty, and strive to show the style of the speech gracefully. Before each speech, find out where you are and ask questions like "Who am I, what am I doing, where do I go, who is my audience, and my purpose?" When the questions are asked more deeply, the more accurately you position yourself, the clearer your position will be. In fact, strengthen moral cultivation, improve aesthetic taste, and avoid low-level vulgar dressing. This requires the speaker to master certain techniques of dressing, especially the knowledge of modern makeup skills, even the knowledge of hair design, etc., to prevent low-level errors in dressing and dressing, and not use the purpose of the speech. Speakers should also keep up with fashion trends, avoid obsolete dressing, and leave the audience with a stiff and outdated feeling. Finally, the speaker should base on his own characteristics and establish his own unique image style. As an important visual carrier, the speaker's image style is not only the transmission of non-verbal communication information, but also the transmission of personal charm. On the basis of respecting the public's aesthetic needs, through the transmission of its own main language and sub-language, the effectiveness of speech is maximized.

Conclusion

To sum up, different speakers, different speech contents, different speech occasions, and different audience objects will inevitably have different requirements for the dress language of the speech. However, the speakers of "the unity of content and form" and "the dress language meets the aesthetic requirements of the audience" must be able to give full play to their speech performance. On the contrary, an improper, untimely dress and even small ornaments that are not properly selected will have an irreversible negative effect on the performance of the speech, making language communication unable to receive a corresponding response. Of course, there are many kinds of non-verbal communication symbols used in the speech. There are still many quantitative indicators for the display of non-verbal communication ability in the speech. The clothing language selected in the article is only the tip of the iceberg. In the future, non-verbal communication will be used in the speech. There are many studies that need to be explored. For special language activities such as speech, non-verbal communication symbols such as facial language, body language, and dress language are very important. The proper and effective use of several symbols can make the speech achieve its purpose and produce good results. Among them, one thing to be clear is that the proper use of the speaker's costume language is not absolutely necessary for the performance of the speech, but the harmony of the costume language helps the speaker to shape his image. If the speaker has excellent eloquence and elegant talking, a high level of knowledge and good moral cultivation, coupled with just the right clothing aids, there is great hope for the success of his speech.

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