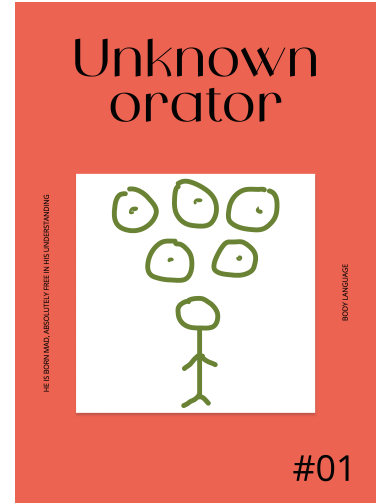


NONVERBAL COMMUNICATION AS A TOOL FOR LEARNING AND MEMORY

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ANNOTATION

This article examines the role of nonverbal communication in the processes of acquiring and retaining information — from pre-verbal child communication to the oratorical practice of the adult speaker. The author traces how gestures, touch, and pointing form the brain's primary associative connections in early childhood, and how these subsequently underpin the effective learning of foreign languages and an actor's embodied mastery of a role. The engagement of motor memory through nonverbal demonstration is explored as a pedagogical principle that significantly enhances the quality of retention. In the context of public speaking, the article demonstrates that conscious, calibrated use of gesticulation and emotional expressiveness not only sustains audience attention but deepens comprehension and builds trust in the speaker. The article concludes with a citation from Marcus Fabius Quintilian as a rhetorical framing of the central thesis on the inseparable unity of word and gesture.

KEYWORDS

nonverbal communication, memorization, motor memory, learning, gesticulation, oratory, associative connections, theatre pedagogy, emotional expressiveness.

Gestures and emotional expression are the first communication tools, used by people long before the emergence of verbal language. It was non-verbal means of communication that became the foundation on which complex systems of words, phrases, and sentences later developed. However, with the advent of speech, the role of gestures and emotions did not decrease, but on the contrary, acquired new facets and meaning.

The role of verbal language in the evolution of humanity

Undoubtedly, the emergence of verbal language was a real revolution in the history of

mankind. The ability to convey abstract concepts, build complex logical constructions, accumulate and transfer knowledge between generations – all this opened up new horizons for the intellectual and social development of our species. A rich vocabulary and grammatical structures allowed people to describe the world around them more accurately and differentiatedly, share ideas, and coordinate joint actions.

Speech remains our main advantage over other animals. It is a powerful tool for cognition, communication, and creativity. However, it would be a mistake to assume that with the advent of words, nonverbal language lost its importance. In fact, gestures and emotions continue to play a key role in our communication, although we often underestimate their power and influence.

Nonverbal communication in the learning and memorization process

A vivid example of the importance of nonverbal communication is the process of acquiring new knowledge and skills. In the early stages of development, a child learns about the world mainly through gestures, touches, and pointing to objects. Not yet knowing the names of things, the child uses nonverbal signals to attract the attention of adults, and express their needs and desires. Only later do these gestures combine with sounds and words, forming strong associative connections in the brain.

Interestingly, even in adulthood, non-verbal demonstration greatly facilitates the learning of new information, in particular foreign words. Studies show that memorization occurs faster and more effectively when a word is accompanied by an appropriate gesture, movement or action. This principle is actively used in language teaching methods: students do not just repeat phrases, but also actively gesticulate, act out dialogues, and engage motor memory.

A similar approach is used in theater art. Actors learn their lines not in isolation, but in the context of stage action, movements, and interaction with partners. Thanks to this, the text of the role is firmly "attached" to specific places, movements, and emotions, which greatly facilitates its reproduction during the performance. The brain seems to scan the space of the stage and the actor's body, looking for the necessary associations and clues.

Nonverbal communication in public speaking

All this indicates that gestures and emotional expressiveness significantly affect the quality of memorization and assimilation of information, and, therefore, the effectiveness of a public speech or presentation. A report enriched with appropriate

gestures, facial expressions, and intonations not only better holds the audience's attention, but also contributes to a deeper understanding and memorization of the material.

In addition, skillful use of nonverbal communication helps to establish emotional contact with the audience, convey one's attitude to the topic, persuade and inspire. Sincere, open gestures of the speaker evoke trust and sympathy, while constrained, uncertain movements can undermine authority and influence. Therefore, the development of nonverbal communication skills is an integral part of oratorical skills.

Of course, it is important to consider balance and appropriateness. Excessive, chaotic gestures can distract attention from the content of the speech, create the impression of nervousness or unprofessionalism. In contrast, conscious, controlled use of non-verbal means harmoniously complements and strengthens the verbal message. As the outstanding orator Marcus Fabius Quintilian said: "A hand without a tongue will not create a perfect speech; but even eloquence without the help of hands will limp and be weak."

Nonverbal communication is a real treasure trove of resources and opportunities that we are only beginning to realize and use. By studying the language of gestures and emotions, we not only improve our own communication skills, but also touch the most ancient, archetypal layers of human nature. And the more harmoniously we combine verbal and nonverbal principles, the more fully we will be able to realize our potential as speakers, leaders, and personalities.

Red flags:

- Neglecting the role of nonverbal communication in public speaking
- Excessive, irrelevant gestures that distract from the content of the speech
- Inconsistency of nonverbal signals with verbal messages

Blue flags:

- Conscious use of gestures and emotional expression to reinforce key points
- Development of skills in "reading" non-verbal signals of the audience to correct speech
- Finding balance and harmony between verbal and non-verbal means of communication
- Study and use archetypal, universal gestures to have a deeper impact on listeners