

KEEP SMILING

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«A smile opens many doors! »

«A clever face is not yet a sign of mind, the Lord ... All nonsenses on the earth are done with this look ... Smile, misters, smile!»

The difference in smiles is the difference in cultures. Everybody should learn to understand and accept other cultures, because without it cross-cultural and international communication, cooperation, world peace are impossible [4].

The smile, the national character of which was paid much attention to by many researchers, is an interesting and bright example of how demonstrated emotions and feelings do not always coincide. For example, in Japan people smile, when they are confused or angry. The smile serves as an apology in Vi-

etnam. It is not accepted to smile to strangers in Russia. The smile serves as a primary signal for communication establishment in Czechia. We show other persons pleasure from dialogue with them [1].

The logical question arises what role the smile plays in different communicative cultures.

It is world-known, that in the most degree the smile is characteristic for inhabitants of the USA where it represents the integral attribute of communication – success and wealth [3].

Keep smiling is the motto of the American way of life: «whatever happens – smile». This motto teaches: don't give up, don't succumb to the blows of fate, don't show people that you are not right, don't give a sign – smile, keep smiling. Feigned optimism in any situation (don't worry, be happy! keep smiling!) – is the characteristic feature of the American national character that is officially approved and implemented by all means, including the language.

There is also an opinion concerning the American smile: «Dentists are very expensive in America, therefore the Americans smile to show that they have enough money for teeth care. It is a way to show their financial wealth».

The American statesmen and politicians smile happy white-teeth American smile in photos in press. A smile is a social sign of prosperity in the culture of America. If you have been nominated a candidate for on any public office, you should smile in all photos for the future voters to see: everything is all right with this person, he is successful, he has money, his conscience is clear, he smiles, he is happy, and he can be trusted. Automatism of the American smile is so great that the wife of the president B. Clinton Hillary Clinton smiled to photographers even at the mourning ceremony of princess Diana's funeral [4].

The Russians and Belarusians have absolutely opposite mentality, traditions, life. The higher a public position of a person, the more serious the image should be. If you apply for a high post, you should show your future voters that you are a serious, clever person, understanding what serious problems you should solve. The smile is inappropriate in such situation, it will prove that the person is light minded, he doesn't understand responsibility for the business and consequently it is impossible to trust him. The smile is more often the expression of a natural, sincere attitude to people, sympathy for others. Belarusian and Russian people often smile much less, they mainly smile in the situations when they really feel positive emotions which is the smile hands over the emotional information. It has been mentioned with humor that, when «The Russians have problems they will not smile; they want the whole world to know about their problems».

Sometimes governments of the separate countries start to worry: why don't our people smile? For example, the Ministry of Culture of Thailand has sounded the alarm: citizens don't smile enough to confirm the informal name of Thailand – «the country of smiles». It can reduce the inflow of tourists, has solved the Ministry of culture and declared the campaign for increasing the quantity of smiles in the country. «If you smile three times a day, tomorrow you should smile six times, – has been declared to the population.

Leaders of Malaysia were worried by the fact that the officials and state employees didn't want to smile. Instead they were rude and ignored visitors. Therefore the Malayan Ministry of Culture decided to send 850 000 Malayan officials to special courses training smiles and good manners.

Nobody has given orders to smile in Russia and Belarus yet, experiments were carried out only on the level of the separate corporations, forcing service personnel to be friendly to every customer [2].

Thus, given communicative peculiarities are perceived negatively by both sides: excessive smiling of the Englishmen is regarded by the Russians and Belarusians as insincerity and hypocrisy; English people in their turn consider unsmilingness of the Belarusians as unfriendliness and coldness. Even knowing these communicative features it is not easy to adopt them and follow them as we are constantly under the pressure of stereotypes we have been accustomed to [1].

But even constantly smiling Englishmen can't help being surprised at the sight of the Chinese and Japanese who smile, telling about dramatic and even tragic events, for example about the death of the relatives. Such smile shocks, it may seem brutal if not to understand it correctly. Smiling, the representatives of these cultures want to lower negative influence of tragic event on the interlocutor, so it is also socially directed. Very often a smile of the Chinese and the Japanese, perceived as consent and satisfaction by the Europeans, covers confusion or perplexity caused by difficulties in dialogue. Incorrect interpretation of a smile leads to serious communicative failures, including business sphere. Researches in cross-cultural communication give examples when the American businessmen, having conducted in their opinion, successful negotiations with the Japanese (if smiled, means agreed with everything), were surprised to learn about sudden departure of the Japanese delegation before signing agreement, they didn't understand that the smile of their partners meant not satisfaction, but confusion [4].

So that everybody would smile in the photo, the Russians ask «Smiling! », in English-speaking culture they say: «Cheese! », the Danes say: « Orange! », the Koreans: "Cabbage", and Finns: «muikko» (it is a kind of fish).

The smile of the Belarusians and Russians is more often sincere. But it is always addressed to familiar people. At the moment of a smile nobody should be engaged in serious business, and the reason of smiling should be clear to everybody.

White-teeth western smile also has peculiarities. On the one hand it can make communication easier and encourage in difficult situations. On the other hand, it complicates understanding feelings of people around.

Big zygomatic muscle and circular muscles of eyes are responsible for the expression of sincere pleasure. It is practically impossible to exert them an effort of will. The stronger the activity of big zygomatic muscle, the higher the level of experienced joy.

This sincere demonstration of pleasure has been named “Duchenn smile”– by the name of the scientist, who was the first to express the idea that sincere smile should differ from all others. With Duchenn smile the baby reacts when he sees mother. According to statistics the adult person more often smiles with Duchenn smile while watching comedies or amusing films. According to researches, Duchenn smile unlike all others positively influences our health.

So smile sincerely: it is useful, and it doesn't contradict national tradition [2].

Literature references

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