ANOTATION

This article discusses the role of facial expressions in the process of conversation, the importance of the ability to "understand" facial expressions of the interlocutor for each participant of the conversation, as well as the need to know how many facial expressions he himself has and how expressive he is. At the same time, the regional and cultural differences of the smile as an element of facial expressions and behavior were discussed.

KEYWORDS: facial expressions, emotions, facial expressions, eyes, eyebrows, lips, forehead, emotional state, speaker, listener, politeness, communication, communication process, communication participant, gaze, business eyes appearance, social appearance, friendly appearance.

Mimicry is derived from the Greek word "imitation" and is an expression understood by the movement of human facial muscles. A person's mood, i.e. feelings of sadness, sadness, anger or joy, are expressed through facial expressions. Mimicry is a natural process in humans. But there are professionals in life who develop their facial expressions through practice. Because it is inextricably linked with their work. For example, we can cite theater actors as an example of such professions. The reason is that facial expressions are in harmony with speech and play an important role in creating an image. Technically well-made facial expressions help to deeply understand the meaning of stage words and increase the effectiveness of speech.

Mimics allow us to better understand the interlocutor, to determine what emotions he is experiencing. For each participant of the conversation, on the one hand, the ability to "decode" and "understand" the facial expressions of the interlocutor is important. On the other hand, he should know how many facial expressions he has, that is, he should achieve the effectiveness of his speech through facial expressions. Therefore, in order to become a good conversationalist or a powerful speaker, it is recommended to study facial expressions, to know what happens with the eyes, eyebrows, lips, and forehead.

Eyes help participants to make eye contact in communication. Looking at the speaker not only shows interest, but also helps us focus on what he is saying. During the conversation, the speaker and the listener alternately look at each other, then turn away from each other, feeling that the constant gaze prevents the interlocutor from concentrating. Both the speaker and the listener can look at each other for no more than 10 seconds. In the process of discussing unpleasant things, we do not look at our interlocutor in order to understand the emotional state of the communication participant. A constant and intent look is perceived as an intrusion on
our part. In addition, such a look can be perceived as a sign of hostility and leave an unfavorable impression on us. For many centuries, mankind has been thinking about the meaning of appearance and its influence on human behavior.

The basis for real communication can only be established when talking to a person face to face. If a person is being dishonest or hiding something, their eyes will meet the interlocutor's for less than 1/3 of the conversation. If a person's gaze is fixed on the eyes of the interlocutor for more than 2/3 of the time, this can mean one of two things: in the first case, he finds the person he is talking to very interesting or attractive, in this case the eyes pupils dilate; and in the second case, he has feelings of enmity towards the interlocutor and sends him a non-verbal appeal, this situation creates negative emotions in the interviewee.

Just as body language differs among different peoples, the length of a person's gaze depends on his nationality. For example, Southern Europeans have a high gaze frequency and can insult others with their gaze, while Japanese people tend to look at the neck rather than the face when speaking. Before drawing conclusions, it is always necessary to pay attention to the nation. Not only the duration and frequency of gazes are important, but also the geographical area of the face and body where the gaze is directed, and the activity the person is constantly engaged in. In this sense, it is necessary for a person to know how to manage his facial expressions during his social activities, to use them effectively, and most importantly, to be able to understand the facial expressions of others.

For persons engaged in business activities, when conducting business negotiations, it is necessary to imagine that the interlocutor has a triangle on his forehead, focusing his gaze on this triangle and creating a serious atmosphere. Then the participants of the conversation will feel that he is in a different mood. If the conversation owner's gaze does not fall below the eyes of the other person, he can control the negotiation process with the help of his gaze. This is a business view.

If the speaker's gaze falls below the level of the other person, a social communication environment is created. Experiments show that during social communication, gazes look at the symbolic triangle located on the eye line and the mouth area of a person's face, in this case a social appearance occurs.

If the speaker's gaze moves through the eye line and below the chin to other parts of the interlocutor's body, it is considered sincere. In this case, the gaze falls from the interlocutor's eyes to his chest, and during a long conversation, from his eyes to his chest. Thus, it can be said that men and women, with the help of this look, show their interest in a person, and if he is interested, he will respond with the same look.

A sideways glance is used to express interest or hostility. If this look is accompanied by slightly raised eyebrows or a smile, it indicates interest and is often used for attraction. If it is accompanied by lowered eyebrows, a furrowed brow, or lowered corners of the mouth, it indicates a suspicious, hostile, or critical attitude.

Making eye contact or not making eye contact, holding gaze or making eye contact, looking intently or absently can all be of great importance.

At the end of his speech, the speaker, as a rule, looks directly into the eyes of the interlocutor, as if saying: "I have said everything, now it's your turn."

Eyebrows are also of special importance in expressing thoughts through facial expressions. Eyebrows are very mobile. A person may raise one or both eyebrows up and down, bring them to the bridge of the nose, while moving the eyes up and down sideways.
The back of human lips can express different meanings. Tightly pursed lips are known to indicate thoughtfulness, while curved lips indicate suspicion or sarcasm. A smile usually means a friendly attitude, a need for approval. At the same time, a smile as an element of facial expressions and behavior has regional and cultural differences: for example, representatives of the southern region smile more often than residents of the northern regions. A smile accompanied by raised eyebrows usually indicates a willingness to obey. At the same time, a smile with lowered eyebrows means superiority. Lips can express the appropriate feelings by protruding, being open, protruding.

In almost all European cultures, a smile is considered the most important of all types of affection towards the interlocutor. The famous American slogan "keep smiling" (smile no matter what) is widely recognized in Germany. But among Americans, a smile does not always express the real state of a person, but shows his attention and attitude to the interlocutor. In general, this is a rule of politeness that emphasizes kindness and aggression. But in Russian culture, a smile has a completely different meaning. Usually it reflects the natural reaction of a Russian person to some positive events in his life. A person who smiles for no reason is seen by others as careless or weak-minded at best. A Russian proverb says: "Laughing for no reason is a sign of stupidity." At worst, smiling can be seen as a provocative position (for men) or a suggestive sign (for women), so it can lead to aggression or other inappropriate behavior.

In general, a sincere smile is a manifestation of a good attitude and a person's reaction to positive events is characteristic of all cultures. Also, in addition to this type of smile, there is a formal smile as a way of greeting strangers and a commercial smile as one of the principles of modern service. However, significant changes in recent years have helped to introduce a formal smile into everyday life. The rapid growth of cross-cultural communication is gradually leading to the spread of the commercial smile, but it can be interpreted differently everywhere.

In conclusion, it should be said that the role of mimicry in the process of communication is very important, and it is manifested in a unique way under the influence of national and social relations in different regions.

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