SOFIA UNIVERSITY "ST. CLEMENT OHRIDSKI"

FACULTY OF PHILOSOPHY

DEPARTMENT OF RHETORIC

ABSTRACT OF

DISSERTATION
subject:

"CHANGES IN NONVERBAL CODES IN PUBLIC COMMUNICATION IN THE CONTEXT OF THE GLOBAL HEALTH CHALLENGE - COVID - 19"

for the award of the degree of Doctor of Education and Science in

Doctor of Philosophy degree in the professional field of

Nonverbal Communication

2.3. Philosophy (Rhetoric)

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The dissertation is 350 pages in length and includes an introduction, four chapters, a conclusion and the main conclusions and contributions of the doctoral candidate, sources cited, and references used.

Number of tables - 8
Number of diagrams - 23
Number of pictures in the text - 8
Annexes outside the text - 7

Total number of citations: 632

Literature used includes 100 sources in Bulgarian, 3 in Russian and 20 in English, electronic sources - 68

Doctoral student
Kremena Stefanova Dachova

Subject:

"CHANGES IN NONVERBAL CODES IN PUBLIC COMMUNICATION

IN THE CONTEXT OF THE GLOBAL HEALTH CHALLENGE -

COVID - 19"

GENERAL CHARACTERISTICS OF THE DISSERTATION

Relevance of the problem, object, subject, aims, objectives, hypothesis and methodology.

This abstract deals with the topic of the dissertation: "Changes in nonverbal codes in public communication in the context of the global health challenge - COVID - 19".

Global relevance of the topic.

The topic COVID-19 is of global societal relevance. The microscopic coronavirus, which changed the lives of all 7.8 billion people on Earth in 2020, provokes all people, regardless of nationality, educational and social status, to seek answers to a multitude of questions related to the growing risk to their health and lives. Thanks to an unprecedented awareness campaign in the history of mankind, broad community groups in all countries have been made aware of the status, development and resolution of the urgent and pressing problem of addressing the unpredictable health threat since the beginning of 2020. A large number of researchers from different scientific fields have been involved in the problem. Terms such as: **COVID-19; pandemic; global public health challenge, national, even global health crisis,** etc. have entered linguistic usage independent of nationality and language.

The COVID-19 pandemic has not only exacerbated stressors in all societies, it has literally forced millions of people in an extremely short time to drastically change their normal lives.

In addition to the health consequences, we are witnessing social and economic consequences. The primary health consequences that have been reported concern the physical health, even the survival, of individuals. The subject of ongoing research in the 2020-2022 period has been primarily the short-term consequences of the pandemic. There is no doubt that long-term effects with a delayed manifestation, such as: effects on people's mental health (increased levels of loneliness, post-traumatic stress disorder and insomnia, high levels of depression and increased numbers of suicidal individuals), have yet to be analysed. Since the beginning of the pandemic, global organisations committed to protecting and safeguarding people's health have begun to plan long-term measures for prevention and to address the urgent and pressing health issue.

The consequences of the fear of contagion and the measures imposed to limit the spread of the virus (physical distancing, self-isolation in the home, limiting social contacts) as well as

the financial destabilisation that has begun (and is deepening) (personally and socially) have created a permanent situation of stress with a constant feeling of insecurity and being in a negative emotional state. The ability to cope with the negative effects of stress has gone from being valuable (in the last two decades), sharply in the previous two years, to being extremely important. Predominantly, the reactive behaviour was dominated by the defence mechanism.

Communication patterns in general and their non-verbal aspect in particular have undergone a forced adaptation to the changed reality. Trends in communication, the outlines of which were visible in the last two (first for the 21st century) decades, have now escalated. The lack of real communication was compensated (to a sharply increased extent) by virtual communication. The need for access to information concerning the COVID-19 problem has also increased significantly, and with it the issue of distinguishing 'information' from 'misinformation', true from fake news, and positive or negative influence of awareness has gained a significant degree of urgency. The share of visually perceived information increased (work from home; distance education of students; reduced real social contacts, etc.), and this increased the share and significance (in quantitative and qualitative parameters) of non-verbal modalities in communication in the period. The speech construction, the choice of topics, the selection of information, the analysis, the point of view of reflection, the words prevailing in the utterance, verbally illustrated the prevailing (and also unpopular) points of view in the perception of what was happening. In the background (or at least for the mass consumer of information) remained the non-verbal construct of speech - an integral part of non-verbal behaviour in the context of the global health challenge. Risk communication has become a hot topic not only for communication scholars but also for researchers in many other scientific fields. The importance of the massive and rapid dissemination of COVID-19 has sparked our research interest on nonverbal codes in public communication as a litmus test for the perceptual, expressive, and interactive function of communication during a global health challenge situation.

Scientific relevance of the topic: role and nature of nonverbal communication. The Bulgarian tradition in the scientific study of the nonverbal modalities of communication is young compared to the world systematic knowledge on the topic. However, in both territorial scales, the power and importance of nonverbal communication is underestimated in comparison with the preponderance given to the verbal component of communication. It is only in the last seven (which is infinitesimal compared to the historiography of communication science) decades that the topic of body language, facial expressions, gestures; the use of space; the[11] paralinguistic features of the voice (intonation, timbre, pauses of speech, etc.); tactile and

olfactory perception, and civilizational nonverbal features have become the subject of specialized scholarly study. In the short time it has been the focus of scholarly interest, nonverbal communication has developed at a rapid pace. Approaches to its study have been diverse. Biologists were the first to take an interest in the subject worldwide (Darwin being the main representative of scientific interest in NVC from this period). Almost a century later (83 years), scientists - psychologists - became interested in the topic. Subsequently, anthropologists and cultural scientists added other important aspects of knowledge about nonverbal communication to scientific knowledge. Contemporary researchers of nonverbal communication are representatives of the listed but also of other scientific sectors. Many scientific analyses of NVC are related to rhetoric, some consider communicative behavior in problem situations [1], the links between nonverbal behavior and personality stability [2] or the argumentativeness of nonverbal behavior of specific public figures in a specific situation [3]. The specific features of political rhetoric - presidential and state-political, during the protests and manifestations of civil discontent in Bulgaria in 2020 are accentuated in the article "Features of argumentation in political rhetoric during civil discontent in Bulgaria in 2020" by G. Mihailova [4]. Although topical, these studies focus on the topic of non-verbal communication, but outside the context of the pandemic.

State of the research problem. Specificity of communications during the COVID-19 pandemic. Significance of the topic. The rapid spread of the corona virus, the threat to people's lives and health, and the expansion of the risk to pandemic proportions have placed all governments, national and international organizations, and the media in the context of a common crisis communication situation. All societies were challenged to cover the entire spectrum of increased information demand and consumption on the subject in a timely manner. A broad horizon of scientific attention to the topic emerged. Numerous studies (including Bulgarian ones) have drawn the attention of both the general public and the scientific community to issues related to COVID - 19, addressing the problem from different perspectives and in the context of diverse fields of knowledge. However, research specifically on changes in different modalities of non-verbal human behaviour in general in crisis conditions and during COVID -19 in particular has been scarce. In an attempt to contribute to filling this scientific 'niche', this study aims to make a modest contribution regarding the specific changes in nonverbal communication conditioned by the emergence and spread of **COVID -19 and the changes in human nonverbal behaviour that occurred as a consequence of the measures required to contain the virus in the period 2020-2022.**

For this purpose, we have used terms characteristic of the global health crisis, conventionally divided into two groups: A - Communication ('infodemic' and 'infodemiology', 'metamedia', 'meta-audience', 'media ecosystem' [5]; 'fake news'; modalities of communication; multimodality of contemporary rhetoric; modalities of communication; multimodality/ multimodality of contemporary rhetoric) and Group B - Health Context (modalities of communication/ modalities of communication; multimodality/ multimodality of contemporary rhetoric; 'global health crisis', 'vaccine against corona virus'), as well as concepts reflecting social and cultural changes in society (globalization, acculturation, netocracy).

Aims of the study. The study analyses the multimodalities of contemporary public rhetoric in order to establish the extent to which the COVID-19 pandemic and associated changes in society (identified in the timeframe under study (2020-2022)) have influenced people's non-verbal behaviour. An analysis of the nonverbal behaviour in public communication appearances under conditions of global health risk of two groups of personalities: first: with a local - national for Bulgaria reference range and second - personalities with a supranational - global circle of influence is used to provide general validity of generalizations concerning the change of nonverbal codes of public communication under conditions of global health crisis.

Research objectives derived from the aim.

The main tasks of the study are:

- Through an analysis of the rhetorical performances of world leaders with a global circle of influence, as well as public figures representative for Bulgaria, to examine the changes in non-verbal behavior during a global health crisis. To make a comparative analysis of the non-verbal aspects in the public speech of the two groups of individuals surveyed, or to formulate the commonalities and differences between the national and international groups surveyed;

- To summarize the non-verbal features of reactive behavior under COVID -19 conditions; To draw generalizations about the relevance of scientific understanding of social distance and social science engagement under crisis conditions. To formulate academically grounded and relevant to the changes imposed by the global health crisis (global health crisis) features of change in non-verbal human behavior.

- To problematize public rhetoric as a field that requires academic development of new, updated theoretical models. To update the existing scientific, theoretical communication models in view of the already emerging trends in the change of non-verbal language culture. 13

On the basis of this **hypothesis** (whose correctness the PhD student investigates), the following statements are hypothesized:

1.Non-verbal aspects of communication during a global existential crisis;

1.1 in conditions of high-tech digital capabilities acquire more higher importance.

1.2 undergo specific changes.

1.3 the changes concern not only national features but international communication.

1.4 in the changed supranational features of nonverbal behavior the elements of globalization are predominant compared to the elements of partisanship.

Sources. The material for the analysis is online-available video recordings of rhetorical performances by two groups of famous public figures in the period under study.

The first subgroup of our study group included -persons of global influence in shaping public opinion on issues of broad concern, including the issue under study. In this group a place is given to five of the world leaders: Donald Trump - 45th President of the USA, in office from 20.01.2017 to 20.01.2021; Joe Biden - 46th President of the USA, in office from 20.01.2021; Vladimir Putin - President and former Prime Minister of Russia; Angela Merkel - Federal Chancellor of Germany until 8.12.2021 and Boris Johnson - Prime Minister of the United Kingdom.

The second subgroup is composed of two more personalities who shape and influence public opinion mainly in Bulgaria and partly - globally on the issue under study in the period: Rumen Radev - President of the Republic of Bulgaria and Boyko Borissov - Prime Minister of the Republic of Bulgaria until 16.04.2021.

All seven persons from the two groups under study are publicly known, with managerial and political powers (during the whole or almost the whole period under study) and associated as leaders.

The selection of all individuals included in our target group (whose non-verbal behaviour is the object of study in the aspect of communication during crisis) is based on their public image, their wide recognition in society, and the fact that their words and actions have a formative influence on attitudes, perceptions and decisions, i.e. - In the context of the problem under study, the decisions that affect both the individual country and people they represent and all of humanity.

Methodology, approach and research methods. The following methods are used in this dissertation: theoretical analysis and synthesis (to build a theoretical foundation for the text - chapters one, two and three); rhetorical argumentative analysis (chapter four), pragma-dialectical analysis of argumentative discourse (used in part in chapter four and in the summary) and multimodal and discursive analysis (chapter four).

DISSERTATION ABSTRACT

CHAPTER ONE offers a historical and contemporary theoretical overview of rhetoric, rhetorical classifications; genera and types of rhetoric, according to relevant general and particular features (according to information channel and according to the number of subjects - participants in communication - monological and dialogical formats of public communication), as well as genera and types of rhetoric, according to their purpose and genera and types of rhetoric, according to their topic. Rhetoric in the context of public communication is examined. The subject of attention are the rhetorical canons (invention, Dispositio, Elocutio, Memoria, Astio), the nature and aspects of public communication and its modules (Modus of Necessity, Modus of Desirability, Modus of Exposure, Modus of Obligation, Modus of Argumentation and Persuasion, Modus of Integration), as well as the use of public communication as a tool for the formation and manipulation of public opinion.

In Chapter 1, we have compared the understandings of rhetoric from Antiquity, the Middle Ages, and the Modern Age; concepts - introduced and used by ancient philosophers on occasions different from the present day cases, moral norms, understandings, and social orders. We have offered attention to theoretical models from different eras. We have taken the liberty of making comments on some of them and additions to others. Considering the topic of our study and in accordance with the significance of the COVID -19 pandemic (conditioning our focus in the period under study on the object and subject of our research), we have proposed to ourselves to criteria number 10 in the types of disputes of the classification of D. Pavlov and J. Totseva [6] (Table 1) to add a 'health' aspect. It is this type of 'health debate' that we had opportunities to observe, and repeatedly during the pandemic. Although in the specific circumstances it was primarily a medical issue, the health debate provoked by the pandemic gave rise to many subsequent ethical, moral, philosophical and social debates - formal and informal. To Pavlov and Totseva's seven criteria [7] (Table 2) we have proposed to add two more: an eighth criterion: 'based on awareness and professional expertise'. Although it correlates and can be[15] partially correlated with similar concepts in terms of three of the criteria introduced by Pavlov

and Totseva - 'in accuracy', 'gnoseological-logical' and 'linguistic-stylistic', our proposed (eighth) criterion 'on the basis of awareness and professional expertise' has its own value and relevance not only in the specificity of the COVID-19 pandemic, but also globally in view of the increasing morbidity of the world's people in our 21st century. Responses to this criterion, we believe, should be broadly divided into sub-category 1 - 'providing logical and expertly reasoned awareness', where we could distinguish the following levels - 'expert opinion', 'citizen opinion' and 'general opinion' and sub-category 2 - 'offering misleading misinformation'. In sub-category 2, we refer to: 'information with unverified and unconfirmed veracity' (low-quality media production); 'information with purposely altered/manipulated veracity' (fake news: manipulation of instant public opinion); and 'propaganda' (strategically planned systematic and purposeful one-sided or distorted presentation of information in order to achieve specific long-term goals of manipulating public opinion). According to the theory of agnosticism, given the relative nature of concepts and of truth itself, and because the answer to any question has two sides - thesis and antithesis, in agreement with Protagoras [8] we have proposed a ninth criterion: 'agnosticity of information'.

A place for this criterion in the classification of D. Pavlov and J. Totseva we found in the debates related to COVID -19, which logically and understandably lacked absolute truth. The 'truth' shared (regardless of which participant in the debate - specialist, ordinary citizen or politician) about a particular case (or at least for the period studied here), turned out to be relative both in terms of the truth of the thesis and in terms of the probability that this 'today's truth' will be 'untrue' tomorrow. Thus, on the criterion of agnosticism, we could divide the responses into two sub-categories: those with 'low probability' and those with 'high probability'. Both sub-categories depend directly on the presence (or absence) of educational background, professional experience and expertise, but also correlate with personal skills in monitoring information; analytical thinking - distinguishing between true and false; the ability to work under conditions of 'urgency and importance' (i.e. under stress), and the ability to think big and envision processes in society. We found substantial justification for adding these two criteria in the absence of a previous precedent (in the periods that science has had a theoretical focus on 'debate-questions-answers') of such a global scale that would place a health case at the centre of global public attention, i.e. become a cause for discussion, argument, controversy and debate, and in a context of increasing health risk, i.e. in a situation requiring an urgent and pressing response. To the classification of V. Rumenchev's classification of types of rhetoric according to their subject matter (political, judicial, academic and theological) in Chapter 1 of this[16] dissertation we have proposed to add two more types of rhetoric. In the context of the global

health crisis (the COVID -19 pandemic), we consider it appropriate to include these two types of rhetoric in the rhetorical classification by topic. Our first proposed category concerns the topic of the speech as an informational portfolio/strand, and the second as the scope and significance of the topic. As seen in 'speech on medical matters', we are referring to informational speech, which in the classification of the type of 'responses' we placed in criterion eight: 'based on awareness and professional expertise'.\In the last part of Chapter 1 we compare the audience today and the audience in the time of the ancient Greeks. And while we describe today's person in a light significantly ahead of the development of thinking in Antiquity, we have questioned the accuracy of this conclusion. In this part of the dissertation we ask questions whose answers we have continued to seek in all subsequent chapters. 'Are we entitled to compare the emotional impact of the speeches of modern orators with those of the masters of ancient eloquence?; How relative are today's Truths?; Were persuasive techniques confronting morality used in speech during COVID-19, which ones and to what extent? Are the codes in the non-verbal communication of modern man a rhetorical syllogism and if so, which are the real and which - the apparent encomiums that are used to speak beyond words? The big question we ask in Chapter 1 and whose answer we seek by the end of this dissertation is existential and rhetorically asks whether or not what happened to the world in the period (2020-2022) known as the global epidemic COVID-19 is one of those things, extraordinary in magnitude and consequence, similar to the catastrophes in Antigone, which Aristotle [9] says should bring man out of his inherent inertia that makes us "slaves to unproven opinions, to dubious truths"?\SECOND CHAPTER. Moving from the general to the particular, the next chapter, chapter two, concentrates on non-verbal codes in public communication. A brief theoretical overview and a contemporary practical reading of the topic Nonverbal Communication is offered to the scholarly attention. We have introduced the topic with a historiography of research on nonverbal communication by Charles Darwin, The Expression of the Emotions in Man and Animals (1872). In E. Hall [10] and [11], A. Shefflen and S. Duncan [12], Albert Mehrabian (1967), J. Fast with "Body Language" [13], A. Pease [14], B. Korte (1993), M. Kunczyk and A. Zipfel [15], D. Egolf and S. Chester [16] to G. Petrinsky, V. Rumenchev [17], N. Stefanova [18], Mümün Tahir [19], M. Boteva [20], A. Nikolova [21], Igor Zadar from Slovenia [22], D. Dobreva [23], S. Dimitrova [24], E. Heming [25], T. Stoicova [26] we have outlined the stings of the contemporary understanding of nonverbal communication. We have outlined the Functions of Nonverbal Communication - Synchronic Function, Relational Function, Identificational Function, Argumentative Function, Emotional-Expressive Function, [17] Representational Function and Ethos Function, where the term "functions" refers to the different

ways (modules) in which the different channels of coded information (modalities) of nonverbal communication operate" [27]. It pays particular attention to: the aspect of visual rhetoric; the notion of multimodality; and the links between visual rhetoric and the notion of 'multimodality'. The different Modalities of NVC are discussed in detail: Kinesics (posture, types of gestures; the face and the FAST Methodology; strategic point; eyes, gaze, eye contact); non-verbal vocalisation codes (voice; intonation; tone, timbre and strength of voice; speech rate, pauses; '4 voice colours'); proxemic codes (territorial imperative - personal space, variation of spatial boundaries; functions of space use; space and fixity - fixed, non-fixed and semi-fixed space; types of space according to the type of use - tactile, visual, thermal; spatial distances and relationships - intimate zone, private, social and public distance); tactile and olfactory modality, and civilizational modality (harmony and dissonance of the message and its perception; harmony, disharmony) of NVC.

We have presented the genesis and the specific nature of human use of space through the prism of E. Hall [28]. Hall's three-layered model outlined in Chapter 2 is intended to serve as an overall logical explanation of the specific use of space during a global health crisis - discussed in detail in Chapter 3, and subsequently as a context for the personal use of space in each of the individuals studied - in Chapter 4.\In summarizing the individual modalities in Chapter 2, we have introduced Multimodality in NVC as a theory of communication in the context of social semiotics. We have examined the causal relationships of different multicultural contexts. We have focused on Physical and Cultural Modal Nonverbal Codes, Intercultural Nonverbal Communication and Universal Cultural Syndromes (cultural complexity; cultural tightness; individualism and collectivism" [29]. Having considered the specifics of each of the four universal cultural syndromes separately, we have derived the concept of cultural complexity, constructed from the individualism and collectivism of each individual culture, where the differences of these dimensions across cultures are both qualitative and quantitative. The next - central part of Chapter 2 makes a transition from theory to practice, looking at Egan's 'SOLER' model [30] - an aid to teaching and learning nonverbal communication, where five basic rules for nonverbal behaviour are derived from the different modalities of NVC. After a thorough analysis of each component of Egan's acronym, we have added a further developed version of Stickley's 'SOLER'-'SURETY' model [31]. Based on Metcalfe's observations and Stickley's personal experience in nursing education, we have described the 'SURETY' model , which represents a further developed in long practical working version of the 'SOLER' model. Building on Egan's basic model and its further developed version by Stickley, and starting from[18] the context of the changing reality during the COVID-19 pandemic, in this part of his work the

dissertation proposes to the attention of those tempted in the field of effective non-verbal communication the 'to SURVIVE' model, an original, updated (to the reality in 2022) reading of the familiar model created by Egan and developed by Stickley. The 'to SURVIVE' model trusts the recommendations of the authors Egan and Stickley, to which it refers, but in adhering to them we emphasize the fact that in a global health crisis modern man has to not only trust his intuition but also appeal to his instincts. With new rules of right and wrong, appropriate and inappropriate, permitted and forbidden, imposed not voluntarily but benevolently at the beginning of the third decade of the 21st century, Man has been stripped of his primary rights and charged with a new obligation different from those he has known. The search for intimacy by touch from a human need (expressed in one degree or another for different countries and peoples) from being deeply inherent in the behaviour of the prehuman has become a cause for fear and risk to his life. A requirement of a vaccine was introduced as a condition of admission even to rights that no society had previously problematised. The division of society in the period 2020-2022 resembled to a large extent many dividing lines that history has known, but differed qualitatively from all of them. The hitherto familiar dividing lines of gender, creed, colour, background (class/caste), etc., which throughout human history have been, and are nowadays less and less, a cause for internal division within a society, have given way to a new division - for and against measures and vaccines; vaccinated and unvaccinated. And while the familiar markers of difference have confronted many countries and peoples, whole societies even, since time immemorial, today's new division no longer concerns one segment of society or another, one nation or another, but the whole world, that is, all nations. The second element from which we have drawn in constructing our practical model of NVC during a global health crisis is the underlying characteristic of this new divide in society, namely: the presence of an external determinant, the counter to which is the imposition of change, the imputation of obligation and the absence of choice. Our contemporary has been presented with the dilemma of to be or not to be, but no longer in the Shakespearean version - 'man' - but in the global crisis version - 'vaccinated'. The man whose rights during the pandemic were effectively (if not entirely taken away, at least - to a very large extent) limited. In this context, we saw sense in developing Egan and Stickley's model further in line with a reality in which the first condition for the future was simply to survive. Thus the acronym 'to SURVIVE' was born. The five rules for successful non-verbal communication in Egan's model, which became -six in Stickley's version, in 'to SURVIVE'- have swelled to nine. The first and most important feature of our proposed 'to SURVIVE' model, by which we should qualitatively distinguish it from 'SOLER' and [19] 'SURETY', is the syntax of the acronym. If 'SOLER' and 'SURETY' mean 'person who...........',

i.e. a subject which, in terms of the syntax of speech, can appear as a subjunctive or direct object, the pattern 'to SURVIVE' is already a verb and denotes action. Chapter 2 gives detailed descriptions of each constituent letter of the acronym the dissertation proposes, the meaning and value we attach to it, and our arguments for including each constituent in the model.

Specific to the model we propose is that some of its constituent elements are binary (one letter of the acronym denotes not one , but two words). Our model includes elements that are not present in Egan and Stickley's model, but because they vividly reflect current reality, they appear not only appropriate but also necessary for building a modern, workable, and effective model for nonverbal communication.

In this Abstract, we have devoted a relatively large amount of attention to our author's model for successful nonverbal communication in times of crisis, to SURVIVE, because we believe that extending Egan's model, as further developed by Stickley, is not only a necessary condition, but also a prerequisite for changing the understanding of effective nonverbal communication in general. Only such a new understanding, expanded and updated in relation to the dynamically changing reality, would allow us to have a contemporary and true philosophical reflection on the being of man in the 21st century and whether and to what extent his consciousness is a subject position chosen by and with knowledge of the world.

In the following part of chapter two we have discussed the essential issues related to encoding and decoding of the message in NVC. We have left for the end of this chapter the most important element of the chain of the communication process, not because we do not give it its rightful role, but on the contrary, so that it is possible, on the basis of the preceding descriptions of the forms and contents of nonverbal communication, to derive as clearly and resonantly as possible the meaning and significance of this part (encoding/decoding) in relation to/with the whole (communication process).

From the arbitrary and iconic encodings of Paul Ekman and Walter Friesen [35] through subject-predicate volatility (in the unconscious logical processes of our mind, the subject identifies with its predicate, which in turn leads to erroneous inferences) [36], we have objectified the implicit possibility of coding to contain the possibility of manipulation and the high level of unconsciousness based more on induction/intuition when it comes to nonverbal communication as a basis for pathos argument [37]. We have analyzed the influence of full or partial decoding of the nonverbal message on the audience's opinion, evaluation/judgment and decision. \We have considered the encoding and decoding of the message in NVC in the context of the argumentative process, without the unavoidable presence of conscious and/or explicit [20] opposition [38]. In Chapter 1, we introduced the topic of nonverbal arguments in speech as a

means of expressing the speaker's emotionality, but also as a means of influencing the audience's emotional engagement with the topic and specific thesis of the speech. Again (in Chapter 1), we have drawn attention to the essential role of non-verbal arguments in dealing with audience bias, as well as "in manipulative influence that pursues plausibility and appearances and relies primarily on suggestion" [39]. In Chapter 2 we have kept our attention on the argumentativeness of NVC shaped by logic, emotion and image as shaping the argumentativeness of speech. We have addressed the aspect of 'confronted argumentation' - especially in the use of the strategic point" [40] - in Chapter 3, and in Chapter 4 we have dealt in particular with the argumentative function of the NVC in general, the argument of stature ("the Gulliver effect") in particular, and with argumentation in the non-verbal behaviour of each of the individuals studied.

In a summary of Chapter 2, the PhD student inferred the subject development of the individual as a function in an equation in which the subjective reading in the encoding and decoding of a non-verbal message appears as a variable and problematised the type of function - directly or inversely proportional to the variable.

Chapter 2 continues in the chosen direction from the general to the particular by gradually shifting the focus of attention from the nonverbal codes of public communication in general to the specificities of these same nonverbal codes, but now in the context of interpersonal communication in a global health crisis. \chapter four. The third chapter of this dissertation is devoted to types of crises and communication during crisis. The exposition in this chapter again has a funnel-like construction. We have begun by introducing the concept of crisis - in general and the social reading of the understanding of crisis in the West and the East. We have mentioned the four basic elements of crisis according to Syfneos: 1) an external event (trauma, loss, experienced violence, significant life change, even developmental changes); 2) an individual's sense of vulnerability provoked by the external event; 3) a situation or factor preceding the present threatening event that, by analogy, provokes a sense of powerlessness, of not being able to cope; and 4) an actual state of crisis [41]. We have examined the types of crises, both in relation to the criterion - volume (territorial scope) and to the criterion - type (nature). We have extrapolated the theoretical concepts introduced and their causal conditioning to the basis of the health crisis (not a regional or national crisis, but a global health crisis). Because of the global (rather than regional) scope of the crisis at this stage of our work, we have concluded that political rhetoric (although not the subject of this study) cannot remain outside[21] the focus of our attention in a situation of risk to global human health. We have highlighted that

the combination of circumstances, including the large (in this case global) scale of the crisis, the high degree of risk (in this case health risk) and the simultaneous presence of internal political struggles in many countries, as well as the lack of international agreement on generic global issues and the occurrence of all these circumstances at the same time in multiple countries on all continents, generates an additional capacity and intensity of the crisis. We have drawn accentuated attention to the high risk that precisely this combination of elements and characteristics of the crisis generates an even more accentuated and tangible entanglement of political interests in the seduction of the audience [42], and the space for demagogy that opens up as a consequence.

The following **Chapter 3** engages the reader's attention on Coping with Crises in an Existential Perspective and the means to do so. To this end, we have looked in detail at five (of the seven) basic emotions - universal to all humans: pleasure, fear, anger, sadness, disgust. For each of these emotions we have offered a brief description of the essence, a mention of the different degrees of the emotion, a description of the facial expression of the corresponding emotion, and a summary of the significance of each emotion separately. We have paid special attention to the specific expression, intensity, causes and consequences for each of the emotions during the COVID-19 pandemic. We have highlighted the interconnectedness of the five emotions under consideration, the inter-conditionality, and the separate and combined impact of these emotions on the individual and in a broader social context. In the context of the common, combinatorial influence, we have drawn attention to the potentially reactive behavior of these emotions. In particular, we have paid attention to the element of aggression manifested verbally in the form of war metaphors in Bulgarian [43] and global [44], [45] official discourse during the COVID-19 crisis, as well as to the non-metaphorical use of the word war. We have devoted space to the error of the second kind, or to be more precise, how the space opened for demagoguery was used and how "big capital saw the perfect opportunity for itself and harnessed the entire state and the entire propaganda machine in fear-mongering to legitimise the emergency anti-epidemic measures introduced" [46]. We have dwelt sparingly on the clever use of finance capital and how big pharma companies have benefited on the basis of what has happened, for their financial gain and guaranteed markets, comparable only to that during wartime [47], but to a sufficient extent to clarify the meaning and significance of the term 'vaccine' during the global health crisis. In this part of Chapter 3, we have reiterated and emphasised our proposal to include a second 'V' in the 'to SURVIVE' model - this time coming[22] from a vaccine. In this review of the facts and circumstances we have found further sufficient

grounds for our claim (from Chapter 2) that the world is stratifying into vaccinated and unvaccinated.

We have outlined the actions of the EU and major supranational organisations such as the WHO against the virus and the COVID-19 pandemic.

In the summary of Basic Emotions we have considered the nature of the affective state in order to move on to the types of intelligence and means of dealing with crises. We have devoted a special place to Emotional Intelligence (EI) as a social-emotional skill for analyzing and managing both one's own feelings and emotions and those of others; for maintaining objectivity about reality (beyond one's emotions and desires), for problem solving, and for stress management. We have described the five basic elements of EI.

1.Self-perception consisting of self-preservation - understanding and knowing oneself, accepting oneself, building a relationship with oneself; self-actualization is a concept that refers to a level of EI that builds on 'self-preservation'. It indicates a level of awareness in which there is an actual need for development, refinement, advancement and awareness of emotions - awareness of emotions in general, enabling recognition, discernment, objective observation, analysis and awareness of emotions.

2. Self-expression through the expression of emotions - this concept includes the free verbal and nonverbal expression of emotions in the direction desired by the individual; assertiveness - including the open expression of oneself in its entirety (thoughts, beliefs, convictions, emotions), asserting one's personality and rights in a way that is consistent with the morals and values of society and the willingness to accept differences, remain tolerant of dissent and assert emotional independence - a concept that refers to the ability to manage one's emotions without being dependent (needing) on the approval of others. It corresponds to clarity of one's own emotions, the ability to express them, self-confidence and self-esteem that allow you to be emotionally independent.

3. Interpersonal relationships, by which we refer to an individual's ability to establish and maintain warm, satisfying relationships based on trust and loyalty; empathy - referring to the ability to listen attentively, treat others with acceptance, understanding, respect and patience, respecting their feelings. A common way of defining 'empathy' is to put oneself in the other's shoes and social responsibility is a concept that is more familiar in society in business and social plan.

4. Decision making - a skill related to dealing with problems; reality revision and controlling impulsivity. Understandably this area of EI works to build competencies related to[23] the ability to make decisions, respectively, in situations where you are emotionally involved

(committed); the ability to remain objective about reality, regardless of emotions, and a level of awareness where you recognize the impulse and control it, you can contain it, slow it down, manage it.

5. Stress management - expressed in flexibility, resilience to stress and optimism. Optimism - characterizing an individual vividly is a resilient trait describing personality responses in a mainstream sense. Stress resilience is a skill that is created and should be practiced. And stress resilience is an expression of the adaptability of the individual, whether and how much he or she has mastered the ability to readjust his or her thoughts, emotions, and reactions to a particular situation.

We have viewed the basic aspects of EI in a practical-applied sense as a manifestation of emotional intelligence in times of crisis. Considering the fact that "the new realities of civilization have invaded so rapidly that the slow step of biological development has not been able to adjust to them" [52] for man in the 21st century, we have concluded that he is in a situation where his evolution has lagged behind reality. Emotional memory has been activated since the most primordial moment of existence, when only the amygdala and hippocampus (the part of the brain that retrieves information) were developed.

Emotional memories from the deepest levels of the unconscious are unlocked when the neocortex (the repository of rational thought) is not yet developed at all. Put another way, a person's perception of a reality that has given rise to this type of emotion (with no analogies in emotional memory), as well as his or her reactions in response to that reality, are comparable to those of a young child at an age when the part of the brain that processes information rationally has not developed. Emotions are intense and act in a flash, and reactions are devoid of logic. This mechanism of reaction formation is explained by the fact that we react to the present according to patterns imprinted in the past in our emotional memory. And because our contemporary does not find in his emotional memory an analogue of what is happening now, his reaction is inadequate. Too exaggerated or insufficient in relation to the external trigger (stimulus), the affective reaction is disproportionate to the conditioning factor.

For better clarity of the process we have introduced and explained the term 'Emotional Episode'. We have outlined its role in the five steps of the emotional process: from the preliminary state of the occurrence (existence) of preconditions (step 1), to step 2 - the stage of occurrence of an event that confronts our inner world, when our primary sensation at this stage may even be unconscious, and the judgment and reaction to this event is automatic. When the conscious mind reports the presence of an external stimulus and associates this trigger with an[24] already existing (learned or acquired) pattern in our mind and triggers a search and subjective

comparative analysis of the available emotional memory to find an analogue of what is happening now in previously acquired emotional experiences. We have highlighted step 3 of this genesis with the changes in physical state (autonomic nervous system response) that occur as a compensatory mechanism (changes in facial color; twitching, nervous movements, tightening of facial and body muscles, general change in body position, etc. This stage of the emotional process is distinctly significant for the topic we are studying because the unconscious responses of the autonomic nervous system manifest at the level of body language as signals representing authentic nonverbal expression. It is this moment-to-moment expression of emotion that is the focus of our attention both in Chapter 2, 'Strategic Point', and again at the end of Chapter 3 in our analysis of the dissonance between verbal and non-verbal expression and the unexpected effects it can produce. Step 4 of the emotional process is the one we have focused on. This part of the process is essential to the topic we are exploring because, being a manifestation of a reaction in response to the external stimulus of the situation, it initiates the first (optional, but - eventual) process of the individual's conscious attitude towards his non-verbal behaviour. Changes in emotional state are sublimated into actions. In terms of outcome, these actions can have a constructive/constructive or destructive influence. According to the criterion 'encoding-decoding', the actions of the individual at this stage of the emotional process should be seen as definite/clear/readable or indefinite/ambiguous/confusing. In terms of response awareness, the actions of the person placed in such a situation should clearly be subdivided into primary, unconscious and in this sense authentic and/or conscious, based on previous experience and purposeful work to master the emotions, or conscious but based on outcomes sought, i.e. deliberate and manipulative. In the last phase of the emotion process (step 5), all previous phases are sublimated. The results or consequences of a person's emotional actions can be conventionally divided into two types: the first type are results that we have generated by our actions in response to others, and the other type of results are internal to the person in an altered emotional state, or whose emotional actions we are analyzing. The external response to emotional actions may generate a subsequent stimulus - a trigger for a new change in emotional state, resp. the response to the first stimulus to generate a new emotional change. Subsequent new, secondary (to the first) emotional reactions and actions, resp. - new consequences. In the analysis of this stage of the emotional process, we pay special attention to the consideration of consequences with the aim of reducing undesirable outcomes in a subsequent similar situation.

We have extensively and in detail covered the external trigger COVID - 19, which[25] triggered the emotional episode in the lives of all people around the world at the beginning of

the third decade of the 21st century. We have dwelt on the primary sensation of our contemporaries, the emotional episode that triggered the emotional process of reactive behavior - from the judgment of what is happening, through the momentary (unconscious) reaction to the changed reality, to the mentalized and verbalized aspect of the reaction. We have emphasized the somatized manifestation of the dissonance between expected and actual reality, the compensatory mechanism of response (reactive) behavior, and its unpredictability. \We have explained the COVID-19 epidemic as a trigger of the emotional process in the context of the increasing volume of information that people were flooded with (simultaneously from many different sources and channels) and especially by the presence of a huge number of news with unverified content, including those that purposely spread fake news.

In our opinion, the understanding of 'right and wrong; good and evil; wrong and true; if and when' has also been challenged because of postmodern thinking, characterised by shaken foundations of 'old values', a tendency to lack boundaries, globalisation and traditions forgotten or acculturated into a foreign culture. The new type of nomadism of huge groups of people - some fleeing war, others migrating in search of jobs with better pay, ensuring a better standard of living - has begun to turn from exotic to trivial.

Experiences generating emotions, the experience of which used to be recognized as a precedent in personal experience or was a memory of distant, forgotten times of adversity, have since the beginning of the 21st century become massively present in everyone's life. In the short time span from 2020 to 2022, descriptors such as 'frequent', 'intense' and 'dramatic' were appropriate descriptors for the presence of this type of experience. We consider that awareness of response could be spoken of with marked rarity and conventionality. The consequences of the person's emotional actions that we refer to repeatedly throughout the thesis (feelings of constant and increasing anxiety, panic attacks, depression; increased incidents of domestic violence and violence to self choosing death over life) were detrimental to people's mental and psychological health. The outward reverberations of emotional actions were clearly visible in strained relationships where a secondary trigger - the irritant - the 'stubborn' person - emerged. Subsequent new, secondary (to the first) emotional reactions and actions, we saw not only in the sphere of personal, but also in social relations, in the domestic and foreign policy of many countries, including (unfortunately) at the level of maximum escalation of tensions in negative terms with the invasion of Russian troops in Ukraine. Every stage of the emotional process that sought to compensatorily rebalance emotions was literally swamped by a new tidal wave of emotions, generated again by the same or the next one or the other, external causative agent. 26

The aftermath of the primary causative agent, though intense, severe, and dramatic, was beginning to look like a mild ordeal to a huge number of people - grievous and unforgiving in the face of the aftermath of each subsequent emotional involvement. \In the early 21st century there was talk about the importance of building new skills. Communication in the mother tongue; Communication in foreign languages; Mathematical competence and basic knowledge in science and technology; Digital competence; Learning skills; Social and civic competences; Initiative and entrepreneurship and Cultural awareness and creative expressions [48] have subsequently become important skills. Building soft skills has been reinforced as a necessity for adapting to changing realities both socially and in business. The topic of emotional intelligence has gained mainstream popularity. Self-knowledge (as perception), emotion management skills, relationship building, problem solving and stress management from elitist - scientific and philosophical concepts entered the language of an increased mass of people. Even newer skills that have emerged as necessary for humans in the 21st century have been flexibility, stress resilience, and adaptability. During and after the COVID -19 pandemic, and in a context of a sustained trend of globalisation, a sine wave of migration, movement of huge masses of people from a place of residence to a city (country) with good working and living conditions, the most significant and key to coping with the situation proved to be the transferable key skills: emotional intelligence (with all its four aspects), together with digital skills, social adaptability and the ability to cope in conditions of urgency and high priority.

In line with this, in the next part of **Chapter 3**, we have introduced the theoretical model of S. Covey according to the criteria of importance and time: 'urgent and important' (first quadrant), 'not urgent and important' (second quadrant), 'urgent and not important' (third quadrant) and 'not urgent and not important' (fourth quadrant). We have clarified the form and content of each of the four quadrants. In particular, we have focused on Quadrant One - 'urgent and important' - because the reality in which we lived in the period 2020-2022 inevitably placed each of us in the compulsion to reside in Quadrant I - engaged in urgent and important matters. The usual understanding of this quadrant is associated with difficulty, care, trial, crisis. These concepts, however, are understood to be brief even though they are intense. Regardless of desires and previous intentions, and even in the absence of opportunity, events of this type require us to give them first and urgent priority. Actions are under conditions of stress. The risk of making mistakes and failing is real and significant. Quadrant I has a specific distinctiveness - being in it generates subsequent similar situations, placing us back in the same quadrant, i.e. outside our circle of influence. These types of events completely overwhelm our daily lives, are

experienced with stress, and lead to exhaustion. It is possible to enter a continuous spiral of subsequent events requiring the same type of - urgent and important - response. And because the COVID-19 virus forced us (and not briefly) into quadrant 1, we felt it necessary to take a comprehensive look at the topic: the Global Health Crisis. The use of crisis circumstances during the COVID -19 pandemic, The perception of the crisis (as a reflection in personal and interpersonal terms) and the subjective Sense of well-being. To this end, we have clarified the meaning of the term used by S. Covey's notion of 'circle of influence' (which we mentioned above in the analysis of the four quadrants under the categories 'urgent' and 'important') in order to emphasize once again that 'I fear', ' I care', 'I worry' are verb forms not from the language of the circle of influence but from the language of the circle of concern. Every concern falls into it - about health, about problems at work, about relationships, about all kinds of economic issues, political and social events. In describing the nature of each of the two circles we have summarized that in the period 2020-2022 Humanity was benignly removed from the circle of influence and placed involuntarily in the circle of concern. From this finding we have also derived generalizations about a host of specifics in reactive behavior seen through Johari's window: about self-observation and self-surprise, about the aspects of our personality we display to the world (our public self - called the 'arena'); that which we know about ourselves but do not want others to know about us (the 'facade'); those things that we do not know about ourselves but are visible to others (in the zone of our blind spot); and the Most Unknown, dark and scary, shadow-filled side of our selves that we most rarely wish to know and in which we desire to dwell even less. Johari's Window (named after its two authors, psychologists Joseph Luft and Harry Ingham - 1955) as a theoretical model for understanding the self and others for me allowed us to achieve a practical-applied view of the human contemporary of the COVID-19 epidemic. In what happened we saw personal (personal to each person) and global - social positives and negatives. We noted once the crisis as a divisive and as a unifying factor. In the direction of disunity we have looked at the violations in the Principle of Space Management. Under the recommended measures to contain the virus, all societies have introduced a requirement to minimize live contact and maintain social distance in any real communication. The new distance in real relationships is now a social distance of at least 2 meters. Restrictive measures were imposed on the use of all fixed and semi-fixed spaces. Indoor contacts were systematically limited to a minimum, and in some periods of the pandemic completely prohibited. The second main principle of the kinetic modality of the NVC that underwent changes was the Principle of Centrality and Visual Dominance. The increased distance between[28] people further reinforced the remoteness of central figures from others (present in the

boardroom, the study) and fed an already existing distance of the superior - distant from the masses. On the other hand, the increased distance between people reduced the possibility of perceiving detail. Chemical sensibility also suffered a significant loss. The possibility of touch has also been lost. We have discussed the importance of touch at length in Chapter 2 (2.3.1 The Territorial Imperative - 'Personal Space' and 'Variability of Spatial Boundaries') and in part here (in Chapter 3, 'Crisis as a Disjunctive Factor' of this chapter). From this analysis we have concluded that the absence of touch deprives people of: first, the sensation of warmth (literally as body temperature) and warmth - in the figurative sense of sensation that facilitates closeness in relationships and second, the possibility of tactile perception (smell, scent). And because numerous studies prove that a smell (literally within seconds) is able to bring back a long forgotten (once experienced) memory, and the sense of taste is directly related to the sense of smell, the absence of these two senses deprives the individual of the ability to associate what is happening with an already accumulated emotional memory. This circumstance has both significant negative consequences on the minimization of the protective functionality of fear as an emotion, a reduction of positive experience-pleasure, and these two emotions are inseparably and inversely related. In the aspect of the Crisis as a unifying factor, we found the opposite of disunity - a unifying tendency - clearly discernible in the spontaneous, unrehearsed reaction of some countries and peoples (or at least social groups of them) once in the use of fixed spaces, denying compliance with recommended measures; a second unifying element of the reaction of people as a group and society we noticed in the spontaneously engendered care and compassion for the other. A third unifying element in the perception of risk - manifested as a global health crisis in the study period (2020-2022), we found in the unity of all countries and continents in the sphere of finding a scientific (medical) solution to the problem, as well as in the sphere of international relationships to help (donation campaigns, know-how, pharmaceutical products) countries with limited capabilities.

In the next part of **Chapter 3** - Risk communication in times of crisis, we have looked separately at the two concepts of rhetoric and communication and how they are related. For the intersections between the two linguistic fields, we have relied on Grozev's [49] reading of Nietzsche. In the same article we found Nietzsche arguing for the conventionality between the two concepts: rhetoric and rhetoric. We have examined the motives and (objective and subjective) conditions of the communication process. We have devoted separate attention to the topic: ethos, pathos and logos in communication in times of crisis. We have looked in detail at the three main pillars of rhetoric in order to be able to introduce the concept of infodemic and to[29] raise the question of the possibilities that open up for the manipulation of public opinion. Here

we have added to the first identifiable feature of speech that makes communication rhetoric (mentioned above in this section of Chapter 3), "to persuade," the other basic rhetorical aspect of language, namely that words "express only doxa, opinion, not some absolute truth" [50]. From the theoretical aspect of Nietzsche's understanding of "rhetorical truth," the falsehood and violation of the linguistic contract, the violation of the convention of understanding a particular meaning embedded in a word, and the breakdown of the listener's trust in the speaker as a consequence, we have moved, through Chomsky on Noam Chomsky's contribution, to the practical-applied aspects of this knowledge. The ten methods most commonly used by the media to manipulate audiences: Keeping certain events away from the audience's attention by talking intensely about other events; the problem-reaction-solution model; the degree of relativity of a truth conveyed through speech depends directly on its exaggeration in the epideictic speech; using the 'delay of gratification' approach; treating people like little children; addressing the message in an exaggerated way to the person's emotions; the slow and gradual deterioration of the quality of education, the paucity and mediocrity of information provided, the maintained Most significant in our view was the overall result of greatly diminished individual defenses, the need but also the inability to unite and unify citizens in a common socially responsible position. Clarifying the contemporary role and power of the media no longer just as a 'fourth estate' but as a 'networked fourth estate' is essential not only because we live in the age of a previously unseen boom in technical progress, but also because of the overabundance of information (infodemia) and the saturation of the information field with vast amounts of data with unverified content. To the familiar and consolidating general trends globally, we have added a focus of attention on the new, now emerging supranational caste in society - the netocracy - "a global upper class whose power is based on technological advantages and the ability to organize themselves into business networks" [51], whose prediction for the future is that the Internet will be the main power resource.

Logically, at the end of Chapter 3, we have arrived at an analysis of Reality and human perception of it, of the dissonance between verbal and non-verbal expression and its unexpected effects. We have considered only seven (of many possible) effects: the McGurk, Thatcher, Gulliver, Hot-Cold, Thatcher Effect, Sympathy Pill, Isolation Effect, and Power Effect. We have included 'The McGurk Effect' in our selection because it demonstrates the influence of visual perception on audio perception, i.e. how what we see influences what we hear. The 'Thatcher effect' is illustrative in terms of (briefly described above) step 3 of the emotional process. The non-verbal signal through which this stage of the emotional response process manifests is visualised in the micro-expression. In analyzing the Thatcher effect, we have paid marked

attention to the brevity of the microexpression, but also to its extremely high significance for a proper understanding of the non- verbal behavior. The 'Gulliver Effect' is introduced here (in Chapter 3) as theoretical knowledge and examined in a real situation in Chapter Four. We have included the 'Hot/Cold Effect' in our selection because it concerns changes in human behaviour as a function of environmental temperature and, in particular, the degree of trust between people. And because in conditions of forbidden proximity, the thermal space between people was disrupted (as mentioned above) and could not even occur - hence a lack of warmth in relationships, reflected in cooling, distance and alienation between people. The 'Prolonged Isolation' effect we felt was imperative to address because of the prolonged social isolation that people were subjected to in the particular situation during the pandemic. In referring here to the effects of prolonged social isolation, we are referring to the isolation caused (in some cases to the point of absolute loneliness) by the emergence and spread of the COVID-19 virus around the world. We have given 'Pill for Sympathy' an important place in our analysis primarily because of the positive side of the crisis we have identified - bringing people together, which we have described above in Chapter 3 as an expression of compassion and sympathy expressed with caring friendship. A second (but no less important) justification for this inclusion of the topic we have found in the results of a study done by the University of California at Berkeley and San Francisco [52], which found manipulatability of the level of sympathy and honesty by altering the chemical composition of the brain. It turned out that taking tablets of a drug that amplifies the action of the "happiness hormone" enhances the sympathy which man feels towards the needy, the suffering. The 'power and dominance effect' could not be left out of the group of those included in our analysis, first and foremost because of its significance in human history in general, but most of all because of what we are witnessing, namely, aggression sharply manifested in reality - an expression of the imbalance and distortions in the emotional world of man.

In Chapter 4 we have analysed the non-verbal codes in the public speech expressions of seven individuals we have studied in the period 2020-2022. We have focused on the three main functions of communication:

1. Cognitive function, which aims to acquire certain knowledge but not only a certain amount of information, but as structured, clear and understandable knowledge.

2. Emotional function - to convey, share emotion, evoke positive experiences and satisfaction, and generate a sense of social belonging to a group (larger social community).

3. Interactional - a function of communication that allows the interlocutor not only to be informed as the object of the communicative act, but also encourages him to take an active civic stance on the topic, sharing his attitude on the issues. We have based all our observations, analyses and generalizations both about the individual nonverbal behavior of each of the studied persons and about the common features of all the studied cultures (representatives of which are the studied persons), about the typical features of nonverbal expression characteristic of each individual (studied) country on the universal cultural syndromes and the proper understanding of the cultural syndromes and a proper understanding of cultural complexity, which we clarified in Chapter 2.

Based on the cognitive functions and considering the interaction function in **Chapter 4**, we have analysed the expression of the mostly emotional function of communication during COVID -19 (in the period 2020-2022).

At the beginning of this chapter, we noted that the individuals whose public appearances we have studied (and in particular the non-verbal aspect of their behaviour) are public figures who have significant national (for their country) and global influence (in the world) and are from the political sphere. Although the descriptive characteristic 'politician' was not embedded in our selection criteria, the global scale of the COVID-19 crisis, the urgency and importance of the issue in the period under study (2020-2022), references our search for public figures of relevance to the topic to the group of world leaders - politicians - whose remit it is to make such urgent and important decisions on issues affecting the whole of society.

Target group of the study. Criteria for selection of the research subjects. We have taken into account that this research could also target another (different from the one we have chosen) target group, which includes globally popular persons, representatives of (see Chapter 3, 'Opportunities for manipulation of public opinion' and Chapter 3, Summary) the netocracy. We have already said that it is a newly formed supranational caste in society, that 'global upper class whose power is based on technological advantages and the ability to organise themselves into business networks' [53]. For a proper understanding of the concept of netocracy we have again recalled the words of S. Vassilev that the latest scientific analyses on the topic of this evolutionary layer of the development of the fourth power, we owe to the two Swedish philosophers and media researchers Alexander Bard and Jan Sonderqvist, who (at the end of 2021) introduced the concept of netocracy and analyzed it in relation to the concept of "power" [54]. We have made this clarification, although our target group is different, because we cannot (and should not) overlook the fact that between the group of politicians and the group of

netocrats there is an intersecting line formed by multiple points of contact. This line is along the axis of 'power' and if the individuals we are examining are power-holders - officially authorized by their people to represent them, then the members of this newly formed caste of netocrats wield and wield another no less influential power - the power of the web (the internet) without being officially elected and authorized by any people. As we said at the end of chapter three: speaking of a netocratic caste in society, Alexander Bard and Jan Sonderqvist envision a global elite (whose elitism is a function of monetary ((but not only)) flows) through which this elite has the possibility of unlimited influence over the information positioned on the Internet. The power factor in this case is not linked to a specific nationality, political and other interests, but corresponds to a supra-territorial principle in conditions of extra-temporal dependencies. About the instrumentality of this power, Vassilev says: "social networks have become the new influential mediator in society. Without them, neither crises nor their overcoming are possible, neither myth-making nor myth-busting" [55]. Another reason why our 'casting' of individuals excluded this target group is the fact that it does not meet the criterion of 'multinationality'. To further illuminate this thesis, we will list (briefly without pretending to be exhaustive) a few names of individuals we see in the category of netocracy: Elon Musk, Bill Gates, Jeff Bezos, Mark Zuckerberg. Since the listed are mainly of American origin, even if we added a few more names, we would not have met the criterion of multinationality, and our research concerns a problem of global scale, so we gave priority to the group of politicians.Donald Trump - 45th President of the United States, in office from 20.01.2017 to 20.01.2021, Joe Biden - 46th President of the United States, in office from 20.01.2021 until now, Vladimir Putin - current President and former Prime Minister of Russia, Boris Johnson - Prime Minister of the United Kingdom of Great Britain, Angela Merkel - Federal Chancellor of Germany until 8.12.2021, General Rumen Radev - President of the Republic of Bulgaria and General Boyko Borisov - Prime Minister of the Republic of Bulgaria until 16.04.2021, conditionally divided into two target subgroups: Bulgaria and the world.

Research Material

The sources we used to observe and analyze the nonverbal behavior of the (seven) individuals studied are available online, provide (direct or indirect) verbally expressed information about direct and indirect communication during a public appearance of the specific individual, and provide photographic or video material - illustrating visually (and some audiovisually) the nonverbal component of the communication of the public individual. Another important characteristic of the sources used (in this chapter) is that their selection is random,

without regard to the image of the media outlet, its popularity and its importance in shaping (local, national and/or supranational) public opinion. The media monitoring done for this research relies entirely on internet and web-based information resources, only a small number of sources were selected from among what is available on social media.

The aim of this media monitoring is to examine (at least) 19 (nineteen) images (of which at least one is video material), selected by the author of this work according to the criterion of 'illustrativeness' of the topic, randomly among web-based information, much of which is available through Bulgarian media and social network profiles and partly found in foreign publications. In this sense, the monitoring could not claim to be exhaustive, and we see the randomness of the selection as an added value rather than a drawback.

Research approach and methodology. We conducted a discursive analysis of multiple communicative acts of the seven selected public figures (politicians with national and supranational spheres of influence). In particular, we focused our attention on two aspects of the communicative act, namely 'speaking' and 'conversation'.

VERDICTS AND CONCLUSIONS

Based on the personal analysis of each of the seven studied individuals, we made a comparative analysis of the non-verbal aspects in the public speech of the two groups of individuals studied (Bulgaria and an international group), we described the elements of NVC characteristic of each of the countries whose representatives - public figures we studied. We brought out the common features between the non-verbal culture of all nationalities of the studied group to make it possible to deepen our analysis in the direction of intercultural communication. We have paid special attention to the Differences between the national and international study group, as well as to the nonverbal features of reactive behavior in COVID - 19 conditions. In particular, we have looked at the non-variables - constant and universal for all nations magnitudes of NVC (expressing what we feel and feeling what we express; the further from the mind, the less control; the face - <mirror of the soul>; mimic posture builds confidence; on the importance of touching others and the self. On the basis of all observations, analyses, generalizations, we have drawn conclusions about the changes in the nonverbal behavior of man, imposed by the global health crisis.

The first and most specific change we have considered as a consequence of wearing a mask - initially recommended, and subsequently - a mandatory measure, limiting the area of the other's face that we can perceive visually. We believe that this took away from the overall facial[34] expressiveness but emphasized the importance of the eye area. We would say that although

hidden behind a mask, the face has its expression and it is decodable. Wearing a face mask, however, and not only in the figurative but also in the literal sense, put on the face (a mirror of the soul) a restrictive surface, sharply reducing the volume of the visible, respectively - perceptible surface of the face, hiding practically 2/3 of it, the whole lower part of the face (from the eyes down) remained invisible to the 'seer' and the judgment of what emotion the speaker whose face is hidden behind a mask expresses entered the zone of the subconscious and imagination. This measure to limit the spread of the virus appeared to be restrictive to a significant extent also for the expression of the mouth as part of the face. As we know, there are about 60 different muscles in the face. In order to smile - a facial facial expression with which we express many positive emotions - we need 17 muscles. With a mask on the face, its smile remained hidden to others, unless one accounted for the appearance of fine lines around the eyes accompanying smiling. Visual detection of these wrinkles, however, is only possible in close-range conditions, i.e., in the general case of social distance - the smile of the face hidden behind a mask could possibly be, but is more likely not to be, noticed (depending on visual acuity, attention to detail, and existing attitudes toward the interlocutor). At farther spatial distances, of course, the smile of the face hidden behind a mask remained inaudible and in that sense hypothetical. Conversely, when expressing (various) negative emotions we need as many as (out of sixty) facial muscles, which also engage the eye area, the eyebrows, the forehead. Thus, the expressions of positive (because with the mouth we express not only positive but also negative emotions) and negative emotions remained hidden behind a mask, but since the latter activated a greater number of facial muscles, negative emotions still remained more visible than positive ones. "Zoro and super heroes often have a mask covering their eyes. The bad guys..... , however, always have their mouths covered.... " - Joe Navarro draws our attention [56]. These words of Navaro are expressive enough and need no comment. In themselves they say enough.

Continuing this analysis, we have added the observation that in cases where we have difficulty deciphering the emotions written on a person's face (because it is hidden behind a mask), our attention is refocused downward to the shoulders and the gesticulation of the arms in the upper body (at chest level). But what happens when the distance between you and the Other you are communicating with is such that it does not allow touch? First - the sense of touch is impossible, by default - the olfactory senses are also deprived of the possibility of receiving information, the increased physical distance produces distance in the relationship and last but not least - for the good of the Other (even if he is very close to you or for that very reason) it is better to stay further away.

We have defined the increase in physical distance between people and social distancing as a second hallmark - a hallmark of changes in the NVC during the global health crisis COVID-19. The requirement for physical distance and social distancing results in limitations of live, real contact between people and has manifested itself in the replacement of real communication (and to a significant extent) with virtual communication. This, in turn, contributes to a change in the salience of particular areas of the body in terms of non-verbal expression and its readability, and to a change in the meaning and salience of one type of gesture at the expense of others. The close-up vision of the face in real communication is reduced. Body posture is overwhelmingly transformed into a defensive one. Respectively, the body posture exuded and provoked a defensive or (the opposite of) aggressive attitude. From the forced social isolation, the shift to the so-called 'home office' (working from home) also stemmed a lowering of the importance of the civilizing modality of the NVC. Body appearance (clothing, hair, general appearance, make-up, jewellery, etc.) lost its value from the fact that much communication went from real to virtual, and it was only partly visual.

Third, we have described the changes in the NVC with an emphasis on online communication, not because it was not previously an essential part of real-time communication, but because during the corona virus pandemic, it became the primary channel for communication, literally replacing real communication almost entirely. Time spent online increased significantly at the expense of time shared in real communication settings. These changes in people's communication habits (if not abrupt for many and especially for the younger generation) have led to specific changes in non-verbal expression. The visual component of perception, strong in its importance, was now being specified with an enhanced and increasing importance of visibility in the face area, but with the conventionality of perception through a screen. In some of these cases, even in online communication conditions (e.g. if the person you are having an online conversation with is not alone but in a public place) their face could be hidden behind a mask. The visibility of the other party was usually in close-up. Conversationalists could only visually perceive the upper part (from the chest up) of their interlocutor's body. The distance was close (if only virtually) to the extent that every detail in the face of the person standing behind the camera could be perceived very clearly. In this, literally zoom focus, every twitch of a facial muscle (betraying psychological discomfort) was clearly visible and could not be hidden, the asymmetry of the face (very protrusive in terms of the emotions experienced) became strongly and vividly readable. Perceiving it from such a close distance (nothing that is not real), allowed to observe in detail the different facial expressions.[36] The importance of micro-expressions and the FAST methodology grew (Chapter 2, section 2.1.1

The face - "window of the soul". The FAST methodology). We have mentioned more than once before that vertically the face is divided into two seemingly identical halves, whose sameness is a product only of unobservational viewing, two types of emotions are displayed on the face - positive and negative, those with a plus sign are clearly visible on the left side of the face, and the other - non-positive (with a minus sign) clearly stand out on the right half of the face. Shown in close-up in online (virtual) communication conditions, the interlocutor's face (with or without mask) was overwhelmingly displayed and perceived only frontally, and exceptionally the left and/or right half of the face could be observed separately.   Hand gestures, if within camera range, were read as too large and large due to the proximity of the screen. Even the most subtle hand gestures were read in large volumes because they were observed from a very close distance. People diligent about knowing and controlling their nonverbal expression had to review, analyze, and adjust their mimic and gestural expression habits.   For the majority, however, this level of body language use was unfamiliar and distant, respectively - their non-verbal expression remained at the level of live, real communication, coming into dissonance with the conditions of Direct - face-to-face- communication in video format (skype, zoom, etc. etc.) had another general and significant characteristic. In the overwhelming case, it placed the interlocutors in opposition to two people standing at opposite ends of a segment ('segment' - a straight line with a beginning and an end, i.e. 'cut off' from the vector). This finding provokes the question in our minds, are communicators in the online version 'cut off' from each other? The primary answer is unambiguous - of course, being somewhere in space, far away from each other, the virtual communicators are the two ends of a cut-off that conventionally joins the two points of space, or the two interlocutors. However, it is not this aspect of meaning that we are looking for, but the other, by which we mean the 'cut-off' from the whole as distance in communication. Searching in this direction brings us back to what has already been said - the frontal stance towards each other is opportunistic; it does not imply a partnering and a juxtaposition of theses and ideas, but a desire and attempt to dominate one interlocutor over the other. Unanimity, coherence of ideas, thoughts and intentions, relaxation in communication, or - in relations is possible if/when at least one of the two opposites takes a slightly angular (45 degrees) body position in relation to the other [57].

In virtual (rather than real) communication conditions, people could not touch each other, visually perceived only that part of their interlocutor's body that was displayed by the device's camera (predominantly upper body and face or face only), virtual communication. In this sense, the proportion of body posture, hand gesticulation (except in cases where this was the subject of purposeful consideration), foot posture, foot gestures, the appearance (clothing,

footwear) of the lower part of the body were abruptly left out of the possibility of being seen, or - out of the mix of non-verbal behaviour, we lost this aspect of perception and the possibility of impression (and possible analysis) of the overall image. Our perception of the Other is not only fragmented but mediated by an electronic device (transmitter). We would describe this change in the nature of the NVC as not only fragmentation, but also as particulation.

We have placed changes in vocal expression fourth in order, but not in order of importance. We consider this to be a secondary change in the decoding and salience of the para-linguistic modality, constituting itself an essential element of the mix of nonverbal behaviour during communication was the voice. Changes in vocal expression - rate of speech, intonation, pauses - occurred unconditionally as early as the advent of the Internet and the new means of rapid communication it produced between people, irrespective of the distance that separated them, time zones, momentary occupation and opportunity for communication. The rapidly swarming applications for written communication (social networking, chat, Viber, Watts app, etc.) have reduced actual voice to writing to a significant degree.

Gradually, factors such as permanent and growing employment (engagement), multiplicity of communication channels, the tendency of people to migrate and change their place of residence in relation to their search for work - a source of income, as well as the new type of consumer attitude towards the world, involving pragmatic motivation for the choice of interlocutors in communication (or - partners) have led to a lasting and sustainable accommodation of new means and channels of communication in people's everyday lives. Parallel to the direction of sustainability, this trend was also accompanied by a growth in the amount of information positioned and accessible online, the emergence (and increasing proportion) of 'fake news' (fake news), and the use of web positioned communication channels for the purpose of excessive or minimized awareness, where the volume of data tended towards zero or overdose depending on the sought and expected benefits of awareness. A new kind of propaganda has emerged, disseminated 'at the click of a button' simultaneously across the globe without reduction or censorship, outside the terms of moral and ethical norms, national values, legality, even rules of literary expression. A huge proportion of this communication began to be disseminated in written form (i.e., silently). The advent of web-based sites, in which it is possible to position audio and visually presented information, preserved in part the possibility of perceiving the information through hearing the voice of the speaker, but this voice was (in most cases) already on a recording that had undergone numerous edits , which removed precisely those specificities that, if they had been present, would have been a valuable source of authentic[38] perception and understanding of speech, which, if they were available, would be a valuable

source of authentic perception and understanding of the speaker's speech and personality. We will only mention, without going into detail, that the speaker's voice transmitted through (whatever) electronic device is different from the speaker's subjective sense of his own voice while speaking. In this line of thought, the auto-editing of the speaker's voice while speaking is possible, but whether it resulted in the desired adjustments in the voice parameters remains an open question whose answer is not unambiguous.

Fifth and last in our conclusions, we left the handshake, not because we gave it a minor role, but on the contrary to emphasize the importance of the changes in the NVC in this aspect. We have noted that within the two decades of our 21st century, the gesture used (massively) in almost all countries - the handshake to welcome and send off the person you have seen and interacted with, has quickly and noticeably become demode everyday communication, but has been preserved in the protocol of formal dialogue. In the short time (just two years) of the third decade, the 'retro' greeting literally lost its value simply because touching was (advisedly) forbidden. And if in everyday communication between people close to each other this did not lead to any major changes, simply because they had happened long ago, in the dimension of formal communication the change was abrupt, unexpected, unplanned and difficult. Many people continued to lend a hand without changing their habits in response to the changes in thinking. Many of the hands offered remained simply extended, but not taken. It even came to real blunders in public communication, in which the hand extended to a politician remained in the air without the expected response (we can take the example of a meeting between the German chancellor and Donald Trump in the US in 2017, the US president refused to shake hands with Ms Merkel, demonstrating his personal attitude towards her and the policy he was pursuing, then at the beginning of the global health crisis COVID-19, but also for case, in which the German Minister of the Interior, Horst Seehofer, did not want to return the hand offered by the same lady, Chancellor Angela Меркehl, not for anything else but for respecting the norms recommended to limit the spread of the virus). We have reasonably summarized that people's adaptive response to the greeting of hello and goodbye was at a rate lagging behind the rate of change. In the relatively short time of the pandemic, many countries were united in their recommendations to avoid handshaking, hugging, kissing - initiating new ways of greeting. New gestures emerged that would otherwise qualify as 'emblems', gestures - forms of 'polite' greeting and sending that avoided direct physical contact. The most common greeting, popular among all walks of life from commoners to politicians, was the touch of elbows. This type of greeting, totally new and different from those known before, still retained the option of touching (but not on exposed areas of the body) and implied approaching the other (person) at a distance allowing

this touch, so about one meter. An external view of this type of gesticulation, without being supported by a relevant explanatory context, would lead the observer to generalizations about gestural signing, possibly denoting membership in a group different from the whole and specific to a certain worldview, beliefs and convictions (including restrictive ones), or to other reasoning that lacks logicality of what is happening. The ruling generals in Bulgaria, on the other hand, had their own way of greeting each other without getting close and touching. Radev and Borissov would give each other a salute when they saw each other in person. And this greeting was not devoid of logic. Kowtowing as a way of giving honour is common for paramilitary structures, for the wartime situation or martial law. At the beginning of the pandemic, the world was only at war with the virus. In the midst of the global health crisis (February 2022), however, two countries changed their relationship and the conflict between them (simmering for a long time) grew into a war. Today, three years later, tracing the course of events and reflecting on the kind of greeting between the rulers in Bulgaria, we will be unhappy to find that the COVID-19 pandemic seemed to have the role of an event - obliging us to make the transition from peaceful times of life and to prepare gradually for the event (Russia's invasion of Ukraine) that already during COVID-19 finally changed irreversibly Europe and, to a significant extent, the whole world.

We have taken the liberty to summarize that the most significant characteristic of all alternative ways of greeting was the fact that their specificity reflected and emphasized the similarities in the social status of the greeters.

Common to the reactive behaviour of man - usually provoked by stressful situations, and the presence of an external 'aggressor', taking man out of his comfort zone, creating a sense of threat and reduced security, we have seen fit to add the globally prominent aspect of reactive behaviour, namely: aggression. Being an inevitable human reaction, as well as that of any living being remaining for a long time in conditions of intensely palpable fear, which at a primary, instinctive level provokes defensive behaviour, aggressiveness has become a characteristic element of both personal and social, as well as interstate communication. Even in the midst of the pandemic, conflictual relations escalated to hostilities and the invasion of Ukraine by Russian troops.

In summary, we would say that in the context of the COVID-19 pandemic, each individual's response was personal in terms of intensity and specific descriptive characteristics, but some features of reactive behavior we can identify as common and recurrent. These in themselves indicated again and vividly the primacy of nonverbal behavior, its expressiveness,

and its importance as a source of information through which a person's psychoemotional state can be decoded to a profound and significant degree. We believe that the most significant features of stress, perceived threat to health and threat to life during the COVID-19 pandemic, manifested in people's nonverbal behavior, can be divided into two main groups according to their level of expression: features of reactive behavior - with physical and such with psycho-emotional manifestation.

Based on everything described in Chapter 4 and taking into account the previous three chapters of this thesis, we have confirmed our thesis that the Global Health Crisis caused by COVID-19 has led to significant changes in people's non-verbal behaviour, which have and are yet to have their (post-effect) consequences. In relation to the COVID-19 pandemic, they are consequences, but relative to the horizon of the future - they are and will be the cause of further global and irreversible changes in society.

In conclusion of our work, due to the global scale and human significance of the topic, and because our research is multidisciplinary, we have paid special attention to public communication and culture in general, and in particular to the enduring trends in its development. We believe that Globalization and the partialization of society leave a vivid imprint on contemporary communication. We have translated data on topics seemingly related only to the demography of the population (refugee and migrant waves; directions of movement 'from - to' - against the backdrop of Europe's ageing population and the propensity of people to shift their residence in relation to the supply and demand for labour) and its well-being. Against the backdrop of these demographic processes inevitably affecting the labour market globally, but especially on the old continent of Europe, we have analysed the intense processes of acculturation inevitably taking place in society. And because we believe that the product of acculturation will be a new kind of culture, we have posed the question of the dimensions of culture and contemporary cultural anthropology seen through Hofstede's eyes.

We have emphasized once again that all the features of reactive post-covid human behavior should be analyzed against the backdrop of global trends and processes in the supranational society, and we have placed a heightened emphasis on the emerging global netocratic, supranational caste in society.

PHD CONTRIBUTIONS

POSTSCRIPTING MEASURES OF THE DOCTORAL PAPER

We believe that the dissertation makes a multifaceted contribution both in theoretical and pragmatic terms. Considering the territorial scope of the COVID-19 pandemic, we dare to believe that the raising of all issues related to communication, and especially those aspects of communication that express the non-verbal attitude of the speaker towards what is being said, should be the subject of attention not only of the Bulgarian, but also of the world scientific community. In this line of thought, our contribution, although local, is made in the hope of adding usefulness that is significant for all people.

Theoretical and methodological contributions

1. In the period under consideration (2020-2022), the individual sense of well-being and well-being was compromised not only in the countries with the lowest scores on this index, but also in every other country without regard to this factor prior to the emergence of COVID-19. This finding not only can, but should be the starting point for subsequent research and analysis of this essential factor for the development of Humanity. With a high degree of probability, it can be assumed that countries low on individual perceived well-being and well-being prior to the emergence of COVID-19, during the pandemic have lowered this factor to critical levels. And critical levels, as we have already said, correspond with the context of 'urgent and important', it is theoretically possible that the effects of a global health crisis could be the cause of subsequent crisis states requiring us to respond in ways for which we are unprepared.

2. In conditions of crisis (of whatever nature), changes occur at many different levels at an unprecedented speed, which puts us in a position to analyse after the fact what has already happened and its consequences.

3. In an environment of increasing globalization, moving vast masses of people from the country whose culture they identify with, adopt and pass on to future generations to another - very different not identical culture, the importance of international communication will grow rapidly and sharply. In this line of thought, knowledge of the dynamics in the cultures of all countries and peoples should take a priority place in the attention of the scientific community.

4. The growing share, popularity and importance of electronic communications (a trend that has been accelerating over the last three decades) confronts academic communities with the pressing need to update scientific, theoretical communication models because new popular communication channels offer indirect substantive and often indirect non-substantive [42] communication that has its own specificities mediated by the electronic medium (the screen).

5. Non-verbal language, which we have clearly highlighted as being characterized by intergenerational continuity, is and will be yet to be placed in evolutionary conditions requiring adaptation of its use, but also dynamic renewal for its relevance and correct proficiency. In an environment of infodemia and a growing share of fake news (the so called. - news), and given the new software possibilities for processing photographic material (including voices and faces), at least two of the most significant modalities of NVC, namely kinesics and vocalization, should reconsider their toolkit for coding signification in body language and voice, as well as to build adequate criteria for distinguishing manipulated from non-manipulated codes in human nonverbal behavior.

6. In the context of the global health crisis caused by COVID-19, the most salient part of nonverbal expression was its proxemic modality. In post-pandemic circumstances, however, there are residual effects that in themselves generate changes in both communication and human relations. Other - no less significant - consequences of the period, tangible mostly in psycho-emotional terms, are currently in a phase of development whose volumes (both in terms of time and in terms of number and wdi) are yet to be ascertained and analysed. These consequences in the emotional world of man are not only an expression of his disturbed subjective sense of well-being and well-being, but are yet to produce changes in this sense and its manifestation.

7. And because our research is multidisciplinary, we could not leave out of your scientific attention the fact that: in response to the increased risk to his own health and life, man (like any other living being) reacts in two ways - defensively (experiencing fear) and aggressively (also driven by fear). The aggression unleashed during the pandemic has been and continues to be seen both in numerous examples of individual manifestations and in (unfortunately) more than one example of outbreaks of hostilities in several countries. These, in turn, bring back to the fore the themes of: the growing number of people fleeing war (refugees); mixing, diffusion and (it is more appropriate to think of not one-way but two-way) acculturation. In the context of these themes are also the demographic issues of, on the one hand, meeting the needs of people arriving from other nationalities and, on the other hand, the needs and opportunities of the labour market; the potential of the difference between different nationalities and cultures to produce new multicultures; but also the likelihood that the negative sign in this same potential will grow, leading to the escalation of further new conflicts.

Contributions of a practical-applied nature

We see our contributions of a practical-applied nature in:

Contribution 1: Bringing the attention of the scientific community to the topic with a committed, due importance to the existing theoretical knowledge and an added element of analytical and critical element in terms of the changed reality. In view of this dimension of our endeavour, we have taken the liberty of making partial additions or comments to a number of theoretical models in science concerning the changedness of their fidelity in the context of 'communication in times of crisis'.

Contribution 2: Developing the model of NVC created by Egan - 'SOLER', further developed by Stickley in 'SURETY' and modified by us with the abbreviation to 'to SURVIVE' - an authorial concept for a current reading of the NVC model in the early third decade of the 21st century.

Contribution 3: We would like to take the liberty of adding another modest contribution of ours of a theoretical nature, which has been the subject of much previous research, but is to be the subject of much subsequent research, but which we see occasion to mention as a contribution of an applied nature. This is the connection of distance as a real proxemic category with distance in relationships, respectively as a unit of measurement reflecting the commitment of the individual to society (social engagement/ community engagement) in a situation of global health crisis threatening the personal well-being of the individual, challenging his/her readiness to serve, care and commit to a social cause.

PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

- **"Contemporary projections of leadership" - electronic collection of papers from the International Scientific Conference "Leadership and Human Resources Development",** 29-30.11.2019

- **"The hidden dimension" in the 21st century**. Rhetoric and Communication, 1.07.2021

- **"The Information Society and the Knowledge Society. The Three Paths to Knowledge in the 21st Century"** - electronic collection of papers from the XIX National Scientific Conference with International Participation "The Knowledge Society and Humanism of the 21st Century" - 1.11.2021.

- **"From SOLER, through SURETY to SURVIVE - models i effective NVC during the Global Health Crisis"** - paper at the INGA Summer Scientific Session "Contact and Interdisciplinarity. Contacts - forthcoming publication

- **"Globalization and Participation of Society in the Global Health Crisis COVID-19"**, journal Sociological Problems, 2023

- **"From SOLER, through SURETY to SURVIVE - models i effective NWC during the Global Health Crisis",** journal. Philosophical Alternatives, 2023

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снимка 6 https://www.obekti.bg/nauka/kakvo-predstavlyava-efektt-tachr-i-kak-raboti

снимка 7 [как коронавируса промени комуникацията- не се ръкуваме, а козируваме и общуваме с думи, 24.03.2020,](#)

снимка 8 пак там

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