

Non-verbal traits of a public speaker's charismatic personality

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Abstract (max 300 words)

The phenomenon of a charismatic leader has been the interest of inter-disciplinary researches in humanities, namely sociology (Howell & Higgins, 1990; Atwater *et al.*, 1991; House, 1992), psychology (Vugt & Ronay, 2014), and linguistics (Signorello *et al.*, 2012; Reh, 2016). The aforementioned research and any potential investigation of the charismatic speaker's personality is not possible without the feasible determination of a person as charismatic; to do so scientists have been trying to establish a comprehensive set of traits helping for a person to be perceived as a charismatic leader.

By analyzing currently functioning in the aforementioned branches of humanities multiple traits of a charismatic personality, we were able to create the matrix of their alternative variants. Due to the numerous approaches to the issue by different scientists over the years, it was decided to sort out such traits and determine those of them which are synonymous with or secondary to, or consequential of the included into the matrix more abstract notions. At the same time, it was recognized that all of the analysed traits may be conveniently divided into three groups according to their nature, i.e. psychological, sociological, and physiological.

It was found out that to present a comprehensive scientific description of the results on a multidisciplinary research into phenomena of a public speaker's charismatic personality's non-verbal behaviour it is reasonable to use among other non-verbal characteristics (e.g., eye-contact, voice, gestures etc.) and their complexes, such notions as intelligence, self-confidence, persistence, ability to inspire, sociability, dominance, narcissism, and vision. These characteristics are relevant to the charismatic traits of a speakers' personality since they have been historically conventionalized.

The analysis provides prospects of a further analysis of the interdisciplinary traits of a speaker which must help with correct choice of materials for interdisciplinary research into a charismatic speaker's non-verbal behaviour.

[Abstract Word count: 299]

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