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**МУЗИЧНА ТА ХОРЕОГРАФІЧНА ОСВІТА
В КОНТЕКСТІ КУЛЬТУРНОГО
РОЗВИТКУ СУСПІЛЬСТВА**

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молодих учених та студентів
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RESEARCH OF ARTISTIC-CHOREOGRAPHIC COMMUNICATION IN BALLROOM DANCES

The article deals with non-verbal communication, which reaches a special level due to physical contact between partners when performing a ballroom dance program. Through touch, movements and kinesthetic sensations, a unique connection is created, mutual understanding is formed between the performers, which allows to convey the emotional content of the performance to the audience.

Keywords: *artistic communication, sports and ballroom choreography, interaction of partners, non-verbal communication, artistic and choreographic communication.*

ДОСЛІДЖЕННЯ ХУДОЖНЬО-ХОРЕОГРАФІЧНОЇ КОМУНІКАЦІЇ В БАЛЬНИХ ТАНЦЯХ

У статті розглядається невербальна комунікація, яка досягає особливого рівня завдяки фізичному контакту між партнерами при виконанні програми спортивно-бального танцю. Через дотик, погляд, рухи та кінестетичні

відчуття створюється унікальний зв'язок, взаєморозуміння між виконавцями, що дозволяє передавати глядачам емоційне наповнення виступу.

***Ключові слова:** художня комунікація, спортивно-бальна хореографія, взаємодія партнерів, невербальна комунікація, художньо-хореографічна комунікація*

The **relevance of the research topic** is due to the importance of communication as a key element of interaction in sports and ballroom choreography. Dance has always been and remains a universal language, understandable without words. Of particular importance is the non-verbal interaction between partners when performing couples dances. Through non-verbal means of communication, a couple in the sports and ballroom industry achieves a high level of interaction on the floor, impeccable technical performance, and effective transmission of emotions and meanings.

The study of artistic communication in pair dancing will allow us to better understand how non-verbal elements (touches, movements, impulses, gaze, etc.) can contribute to harmonious interaction between partners and influence the emotional perception of the audience in sports and ballroom choreography.

The analysis of current research shows the deep interest of scientists in the study of artistic communication in the context of choreography and highlights the key aspects of this interaction: L. Syniavska (2019) examines the essence of artistic communication as a means of exchanging meanings between the artist and the viewer. The author emphasises that this process is multicomponent and plays an important role in the perception of art. I. Burchak (2016) focuses on the historical development of sports and ballroom dances and analyses how their evolution has influenced contemporary choreography. T. Pavliuk (2009) also examines the historical context of ballroom dance and its evolution. The author explores how ballroom dancing developed from European traditions and became a separate form of choreographic art. In her doctoral dissertation, Y. Volkova (2016) explores how to develop students' ability to communicate effectively through the art of dance. L. Lazareva (2011) analyses the impact of modern information technologies on artistic communication. The author draws attention to how new technologies affect the way information is transmitted in the arts, including dance. T. Pavliuk (2018) explores the role of somatic sensations and bodily communication in ballroom dancing. The author emphasises the importance of physical contact between partners, which allows them to tune in to each other's rhythm and movements. All studies point to the importance of non-verbal communication in choreography, especially in ballroom dancing, where contact between partners becomes the main means of transmitting information and emotions.

The purpose of the article is to study the artistic and communicative aspects of pair dances as a form of interaction between partners in sports and ballroom choreography.

Presentation of the main material. Communication is a multifaceted phenomenon that has many aspects that shape its functioning in various spheres of human activity. Interaction between people, organisations and social institutions directly depends on effective communication, as it is the basis for the exchange of information. This exchange not only contributes to the achievement of common goals, but also helps to build mutual understanding, trust and cooperation (L. Syniavska, 2019).

Communication takes place in verbal and non-verbal forms. Each of these forms has its own characteristics and can be used depending on the context. Verbal communication, which is based on words, is the most common form of interaction in a business environment. Non-verbal means, such as facial expressions, gestures and tone of voice, also play an important role in conveying information and can significantly affect the perception of a message.

Non-verbal communication is an integral part of human relationships and can be expressed through movements, gestures and facial expressions. This is especially true in the context of artistic communication, where non-verbal elements replace words and become the main tools for conveying emotions, meanings and ideas. In dance, movements and gestures perform the function of communication, allowing performers to express their feelings and experiences (Y. Volkova, 2016).

In sports and ballroom choreography, the emotional component and personal contact often become the key to successful artistic and choreographic communication.

Ballroom dancing has its roots in centuries-old traditions and is a complex synthesis of technique and emotionality (T. Pavliuk, 2009). Not only the technical execution of movements is important, but also the ability of partners to feel each other, which is the basis for creating a harmonious composition. This interaction becomes an expression of the inner world of the dancers, and the viewer can 'read' this emotional communication through their movements and poses. The viewer becomes an active participant in the process of perception, as every movement on stage conveys the emotional state that the dancers are trying to convey to the audience. Through movement and non-verbal communication, partners can convey different emotions. Gaze, body plasticity, movement dynamics – all of this affects how the audience perceives the dance. Each composition is a kind of story that the viewer 'reads' with the help of non-verbal elements. The audience becomes a part of this process when they intuitively understand the emotional and story lines of the dance through the dancers' movements. Thus, the interaction between dancers and spectators is an integral

part of sports ballroom dancing, which allows for a deep emotional connection between performers and audience.

Non-verbal means become the main tool for conveying emotions and interaction between partners. In dance, there is a constant exchange of information that creates a specific dialogue full of sensuality and harmony. An important part of this process is trust between partners, because each movement should be a response to the impulses of the other. Couple dancing is a unique form of interaction where technical skills are combined with emotional sensitivity. Each dance is a kind of story, where every gesture and movement takes on a special meaning. This communication is not only the transfer of information, but also on a deeper level. Ballroom dancing is the most vivid example of the art of interaction between partners, where movements, positions and gestures take on a special meaning.

Each partner's movement is a response to the other's impulses, and this continuous dialogue between them creates a dance harmony. An important element is trust and sensuality between the partners, as each movement is transmitted through physical contact and non-verbal signals.

Pavliuk's (2018) research confirms that contact between partners is extremely important in ballroom dancing. The interaction between dancers, which is manifested through weight shifts, impulses and kinesthetic sensations, arises precisely because of physical contact in a couple. Each partner feels the energy and intentions of the other, which allows them to achieve harmony in movement. The dancing couple functions as a whole, having a common centre that enables them to move in unison. This interdependence is the key to achieving a high artistic level and mastery of movements in ballroom choreography. It is this contact that not only allows dancers to coordinate their movements, but also creates an emotional connection that makes performances more expressive.

Interestingly, this contact between partners also refers to non-verbal communication. The partners convey information to each other without words, relying on body movements, touch, and a subtle sensitivity to impulses. The emotional component of couple dancing is also important. Dancers not only perform movements, but also give them meaning, conveying their feelings through the plasticity of the body. Emotional communication in dance allows partners to reveal their inner feelings, such as love, joy or sadness, through the dynamics of movements, rhythmic accents and musical accompaniment.

Conclusions. Thus, we consider the artistic and communicative aspects in pair dances, which are integral elements of interaction between partners in sports and ballroom choreography, to be, firstly, close contact in a pair, in which partners feel a common centre, weight shifts, impulses, dynamics of movements, body plasticity, rhythmic accents, secondly, the joint creation of an artistic image that resonates with

the audience, and thirdly, an emotional connection that allows partners to reveal their inner feelings, conveying them to the audience through non-verbal forms of communication.

Paying due attention to artistic and choreographic communication in the process of preparing a dance couple leads to effective interaction between the partners, as well as between the dancers and the audience.

This form of communication creates a unique dialogue between partners based on sensuality, harmony and mutual trust, which is the basis for successful performance. Through the non-verbal means of artistic and dance communication, the audience gets access to the emotional content of the dance, which allows them to 'read' the meanings and feelings embedded in the choreography of the dance couple. As a result, couple dances act as a universal artistic medium that can not only entertain, but also create deep emotional and aesthetic impressions, uniting dancers and spectators through the art of movement.

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