

challenges. This is often referred to as “constructive criticism”, where feedback is framed in a positive and supportive way.

Furthermore, the Americans tend to value directness and honesty in communication. Being straightforward and honest is crucial, even when delivering controversial news or making tough decisions. This is often referred to as “speaking truth to power”, where professionals are expected to speak up when they see something that is not right or that needs to be improved.

You should take into account that the Americans also value respect for others’ time and schedules. Punctuality is highly valued, and being late for a meeting or appointment is seen as disrespectful. Also, Americans tend to be very schedule- oriented and prefer to plan their time in advance. Professionals are expected to be organized and efficient in their communication, and to respect others’ schedules by responding promptly to emails and messages.

One more important aspect of the American business communication culture is the use of humor and informal language. While professionalism is highly valued, there is also a tendency to use humor and informal language to build rapport and relations with colleagues and clients. This can take the form of casual banter or jokes in meetings, or the use of emojis and informal language in emails and texts.

However, it should be pointed out that there are still strict boundaries as to what is considered appropriate in business communication. Professionals are expected to avoid offensive or inappropriate language, and to be mindful of cultural and religious differences especially when communicating with foreigners.

Finally, the Americans tend to value individualism and self-expression, even in a professional context. This is reflected in the way professionals communicate, where there is often an emphasis on personal branding and self-promotion. Professionals are encouraged to build their own personal brands and to showcase their unique skills and talents in order to stand out in a crowded marketplace.

In conclusion, it should be emphasized that the culture of professional and business communication in the USA is complex and multifaceted. It values efficiency, directness, positivity, and respect, while also valuing individualism, humor, and self- expression. Professionals are expected to be able to communicate effectively in a variety of settings, and to adapt their communication style to different audiences and contexts. By understanding these cultural standards and expectations, professionals can be more effective communicators and build stronger relationships with colleagues, clients, and customers.

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THE HISTORY OF THE DEVELOPMENT OF KINESIOLOGY

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ІСТОРІЯ РОЗВИТКУ КІНЕЗІОЛОГІЇ

The abstract considers the issue of the history of the development of the science of kinesiology, which at the present stage is an alternative to traditional medicine. Methods of detecting disorders in the body using applied kinesiology are described. A conclusion is made about the relevance and effectiveness of this method in modern practice.

Keywords: kinesiology, applied kinesiology, techniques of applied kinesiology.

У тезах розглядається питання історії розвитку науки кінезіології, яка на сучасному етапі є альтернативою традиційній медицині. Описуються методи виявлення порушень в організмі за допомогою прикладної кінезіології. Робиться висновок про актуальність та ефективність даного методу у сучасній практиці.

Ключові слова: кінезіологія, прикладна кінезіологія, техніки прикладної кінезіології.

Interest in kinesiology has been growing very actively in the last few years. And not only in professional circles, but also among ordinary people who need help in solving health problems.

The term “kinesiology” comes from the Greek words “kinesis”, which means movement, and “logos” — word, teaching, science. In medicine, this is called the study of muscles and body movements. The Kinesiology Federation in Great Britain uses the following definition:

Kinesiology, literally the study of body movement, is a holistic approach to balancing movement and the interactions of human energy systems.

The patient’s natural healing powers are stimulated through exposure to reflex and acupuncture points, through certain exercises and dietary changes, resulting in increased physical, emotional, mental and spiritual well-being.

As various branches of kinesiology appeared and developed, the term “kinesiology” began to be used as a general designation for the entire system. It provides a direct path of communication through the body with the patient or client.

Applied kinesiology is a holistic approach based on the concept of the Triad of Health, which consists of structural, chemical and emotional factors.

Structural factors include such components of the body as muscles, bones and joints.

Chemical factors are the second component of the “health triad”. Such external factors as food intake, various chemical toxins, radiation, etc., have a great impact on the body.

Chemical factors also include allergic reactions, nutritional deficiencies, hormonal imbalances, glucose imbalances, and toxic substances.

Emotional factors include thoughts, belief systems, relationships, and feelings, both conscious and subconscious, related to the past, present, and future.

So, appearing in the 60s, applied kinesiology spread in the USA among doctors and chiropractors. In 1974, the International College of Applied Kinesiology was established in Great Britain.

Gordon Stokes, Daniel Whiteside and Candice Callaway were the authors of this direction. Their education certainly left an imprint on the direction they created.

They paid much more attention to the emotional side of life. The techniques of the “One Brain” concept primarily restore the ability to make free choices in the present without the inhibiting effects of past experiences.

Thus, it can be seen that today interest in kinesiology is growing rapidly and more and more doctors, psychologists and people from other helping professions are using kinesiology in their practice. This is because, thanks to the methods and techniques of kinesiology, it is possible to quickly eliminate health problems and improve the general quality of life.