

Class: BSc Sem 5

Subject : Business Communication

Chapter: Unit 1 Chapter 4

Chapter Name: Non – Verbal communication

Today's Agenda

1. Non verbal communication
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 2. Characteristics
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Non – verbal communication

- Non-verbal communication is generally understood to be the art of conveying a wordless message with signs, cues and symbols. It is the transfer of meaning without the use of verbal symbols.
- It is necessary to be attentive to nonverbal communication cues so that messages are decoded and understood effectively. It is not easy to separate verbal and non-verbal communication as they are complementary and may both reinforce and contradict each other.
- Non-verbal communication reaffirms and complements verbal messages, on one hand, and may negate the understanding of verbal messages, on the other. For communication to be effective, both the sender and the receiver need to code and decode the non-verbal messages correctly. The wordless signals and cues help us understand underlying meanings and decide on the future course of action.
- Non-verbal communication is often assumed to be a transferable skill. These are skills acquired during any activity in one's life – jobs, classes, projects, parenting, hobbies, sports, virtually anything– that are transferable and applicable to what one may want to do in the next job

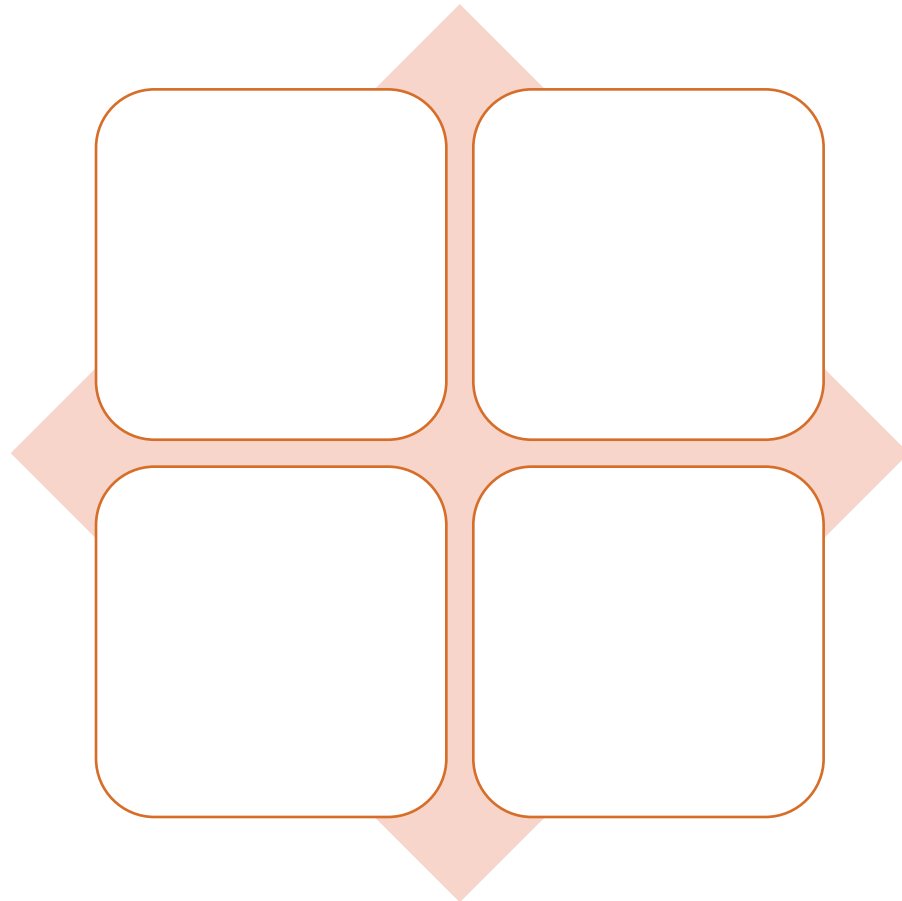
1.1 Role of Non – verbal communication

Non-verbal codes are used to establish and maintain interpersonal relationships. Non-verbal bodily behaviour has five primary functions in the human communication process.

A diagram consisting of five empty rectangular boxes stacked vertically. On the left side, a vertical line connects the boxes, starting with a small circle at the top and ending with a small circle at the bottom, with four more circles in between, one for each box.

1.2 Characteristics of Non – verbal communication

It should always be remembered that non-verbal messages may not always be intended or planned. Some important characteristics of non-verbal communication are as follows:

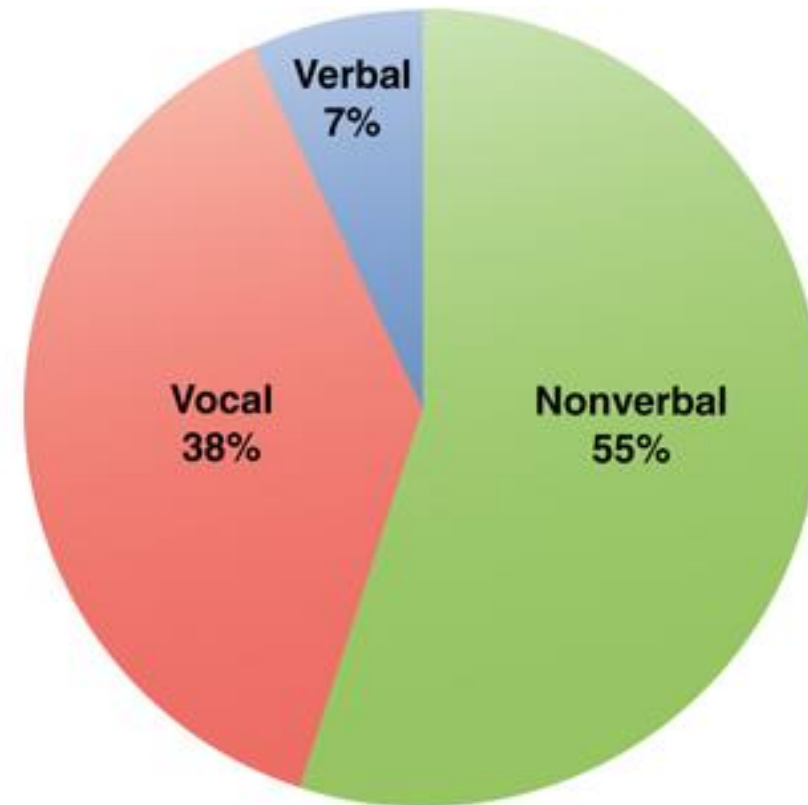


1.3 Importance of Non – verbal communication

Professor of psychology **Albert Mehrabian** studied the importance of non-verbal communication in the 1970s. shows that more than 90% of the meaning in a conversation is conveyed through nonverbal means.

7-38-55 Rule.

- 7% – spoken words
- 38% – voice, tone
- 55% – body language



1.3 Importance of Non – verbal communication

we absorb a mere 7%
of what they are saying
through the words they use.



Words

we derive 55 percent of the meaning
from their body gestures and posture and
physical clues, and 38 percent from the tone
and inflections of the words they present.



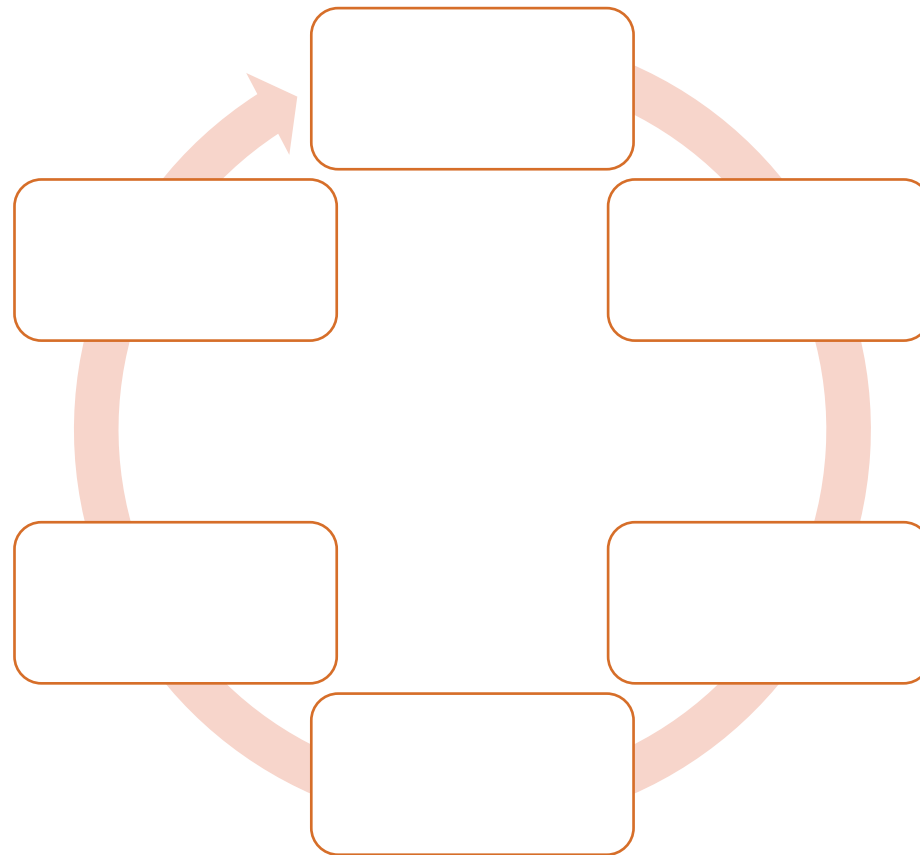
Body Language



Tone & Inflections

1.4 Interaction of Verbal & Non – verbal communication

When communicating non verbal messages can interact with verbal messages in 6 ways:



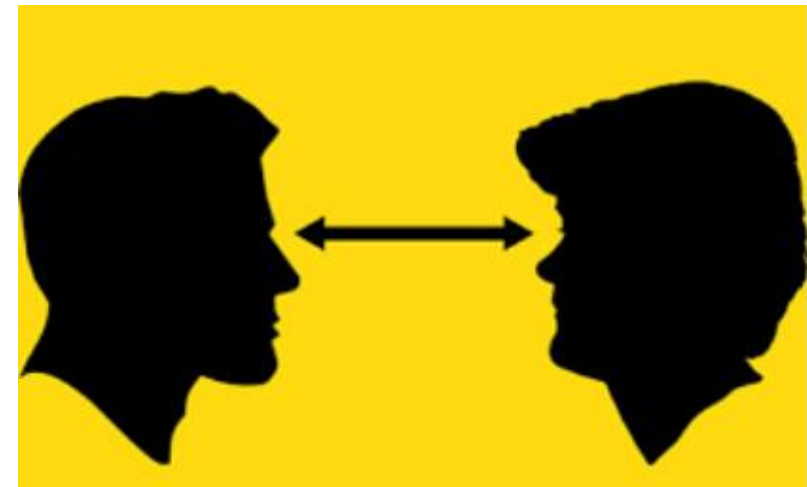
1.5 Non – verbal communication from culture to culture

Every culture interprets non verbal communication differently and we always have to consider that it is not a universal language, therefore miscommunication can occur when intercultural people do communicate.

A few examples of differences in non verbal communication that may vary significantly depending upon cultural background:

- **Eye Contact**

Western cultures mostly consider eye contact to be a positive gesture. It shows respect, attentiveness, confidence and honesty. Other cultures such as Asian, Middle Eastern and Hispanic do not take it positively. Eye contact is taken as rude and even offensive. In Eastern cultures women should look to avoid eye contact with men as it shows power or sexual interest.



1.5 Non – verbal communication from culture to culture

- **Touching**

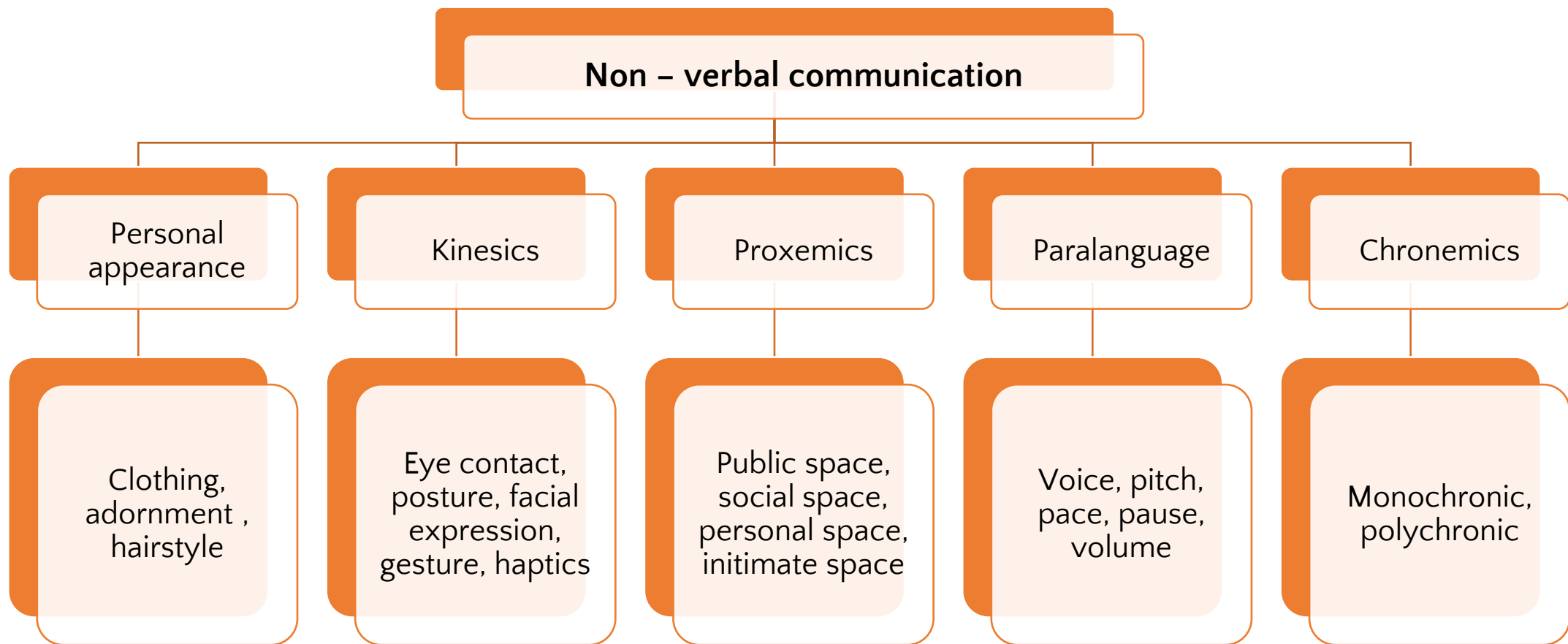
Shaking hands is considered to be acceptable in many cultures, even between strangers. Similarly kissing, patting on the shoulder, hugs, embraces or touching other bodily parts aren't – many people in Asia and other parts of the world are more conservative and such actions are interpreted as an offense or even a violation of one's private space.



- **Head Movements**

In cultures in the Middle East, the head movement for “Yes” is just the opposite of the head movement for “Yes” in almost any other culture. You can imagine how confusing it can be. In such cases expressing “Yes” or “No” in a verbal communicative way would be much easier.

2 Classification of Non – verbal communication



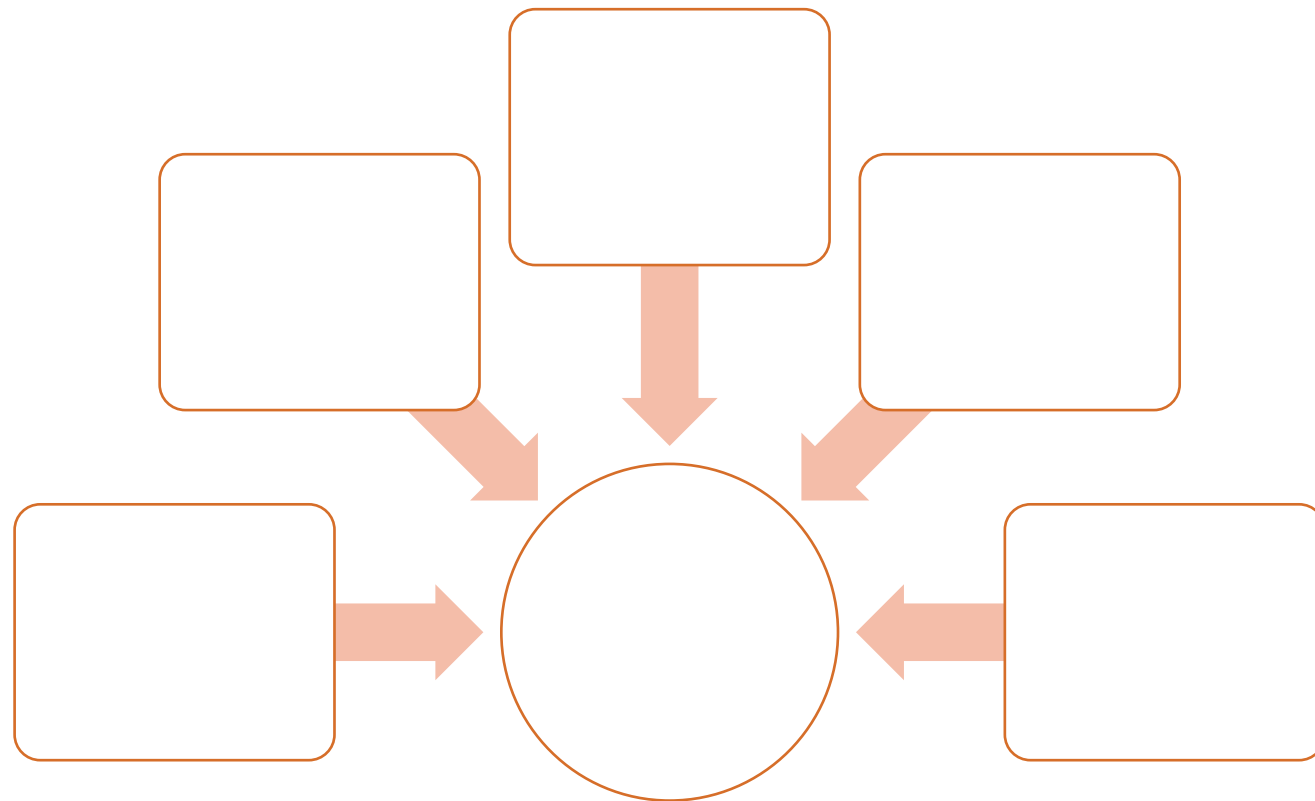
2.1 Personal appearance

- Attire and grooming play an important role in creating first impressions. A person's clothes are not only a reflection of personality and mindset but also indicate success level, status and position in a society. A neat and tidily turned out person always elicits a positive response. If one's attire shows a careless and casual approach, it creates a negative impression.
- Organisations use uniforms for branding and developing a corporate image. Uniforms play a critical role for employees too. Donning a uniform is like getting into a particular role. When an employee is comfortable in the uniform, ability to fulfil that role is enhanced. Uniforms can also give strong corporate message about equality.

2.2 Kinesics



Kinesics is the broad field of nonverbal communication solely concerned with the interpretation of nonverbal behaviors that are associated with body movement, gestures, posture, facial expression eye contact



2.2.1 Eye contact

- The study of the role of eyes in non-verbal communication is referred to as 'oculesics'.
- Eye contact does not necessarily mean a long, definitive gaze into the other person's eyes since that can eventually become annoying. A direct glance that establishes focus is appropriate. People who look straight into the eyes are said to be more effective and persuasive. Avoiding eye contact, on the other hand, often manifests negative feelings and emotions.
- Eye contact can indicate interest, attention and involvement.
- Effective eye contact depends on the following factors:
 1. Duration
 2. Shyness
 3. Cultural differences

2.2.2 Posture

- Posture refers to the way people hold themselves while at work, in social gatherings, or in public places. Posture communicates a great deal of information about you. The way in which you sit, stand, slump or slouch provides information about your sex, status, self-image, attitudes and emotional state.
- Posture is understood through indicators, such as direction of lean, body orientation, arm position and body openness.

2.2.3 Facial expression

- Facial expression refers to certain movements or conditions of the facial muscles that facilitate the nonverbal communication of some thought, emotion, or behavior.
- Facial expression is the main channel we use to decode emotional states or reactions of others to a message, and they generally mirror the intensity of people's thoughts and feelings.
- It is important to note that facial expression does not occur in isolation. It occurs in clusters because every part of the face—the mouth, lips, nose, eyes, eyebrow, chin, and so on—each contributes to form an expression. Besides, there are other accompanying features such as head-nodding or head-shaking and change in posture and gestures.

2.2.4 Gestures

- A gesture is the verbal or nonverbal body movement used to express or emphasize an idea, an emotion, or a state of mind.
- Gestures convey messages. They are voluntary (and sometimes involuntary) movements we make with the fingers, hands, arms, legs, head, or other parts of the body in a way that conveys meaning, either in conjunction with verbal communication such as frowning while saying harsh words against someone, or in isolation such as smiling at a stranger to express pleasure at one's presence.
- Gestures can be categorized into 5 types:
 1. **Emblems** are gestures with universal direct verbal translations, such as a goodbye wave, nod of the head (affirmative), shoulder shrug (don't know).
 2. **Illustrators** are gestures that depict what is said verbally, such as turning an imaginary steering wheel while talking about driving pointing towards the road while giving directions.
 3. An **affect display** is a gesture that conveys emotions, like a smile, a hug and tears.
 4. **Regulators** are gestures that control interaction, such as movements of head, neck and eyes, hand gestures and postures.
 5. An **adaptor** is a gesture that facilitates the release of bodily tension, such as quickly moving one's leg, smoking or scratching.

2.2.5 Haptics

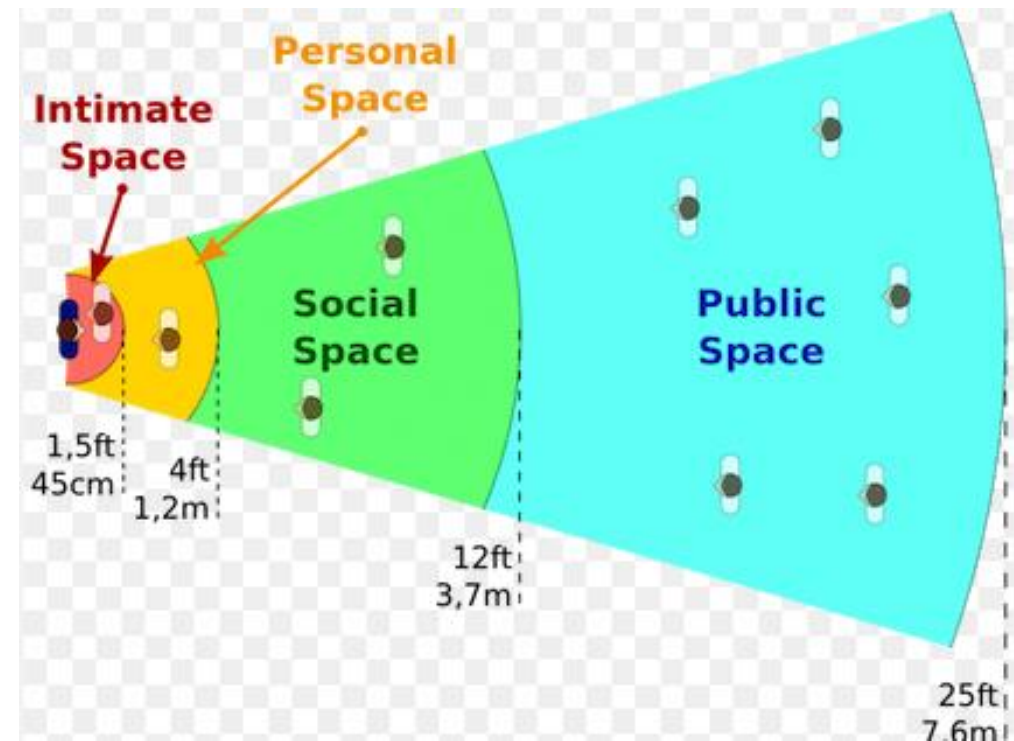
- Haptics, the study of touch, is dependent on the context of the situation, relationship between communicators and manner of touch. Touch that may be detained as communication includes handshakes, handholding, kissing (cheek, lips, hand), back slapping, high fives, pat on the shoulder and brushing an arm. Touching of oneself may include licking, picking, holding and scratching. These behaviours are referred to as 'adaptor' and may send messages that reveal the intentions or feelings of a communicator.
- In some cultures, people feel more comfortable when some touching occurs between the people in conversation. It is part of the rapport-building process.

2.3 Proxemics



Proxemics is a type of nonverbal communication involving how we deal with the environment around us. Proxemics is defined as the study of the nature, degree, and effect of the spatial separation individuals naturally maintain and how this separation relates to environmental and cultural factors.

The space around us can be defined by four proxemic zones:



2.3 Proxemics

Proxemics in Organisational Context

Organisations also follow norms regarding use of space. Goldhaber lists three principles.

- Persons of higher status in an organisation have more control over space and enjoy more and better territory. The 'corner office' with more window space is usually given to the CEO. Board members and Directors usually occupy the top floors of office buildings.
- Territory of higher status members in an organisation is generally better protected. It is notes, to enter the Managing Director's office without prior appointment.
- Higher status members invade the territory of lower status members with greater ease. A manager can walk into the subordinates office with greater ease, whereas a subordinate would have to seek permission or go through the secretary to meet the manager.

2.4 Paralanguage



The difference between how something is said and what is said is called paralanguage. It is the study of non verbal cues of the voice.

Various acoustic properties of speech such as tone, pitch and accent, collectively known as voice modulation, can all give off non – verbal cues. Paralanguage may change meaning of words.

2.5 Chronemics



Chronemics is the study of the use of time in non – verbal communication.

Time is an important non-verbal cue that factors heavily into communication, particularly in the world of business. Time can be classified into several different categories, including biological, personal, physical, and cultural time.

3 Developing non verbal communication skills

Non-verbal communication includes the intent of the message and not what is explicitly conveyed. Hence, it is extremely important to develop non-verbal communication skills, not only for business communications, but for every aspect of life.

Following are some points to remember in order to improve the ability to understand gestures:

- As mentioned above, gestures vary with culture. It is of utmost importance to familiarise oneself with culturally appropriate gestures.
- Be mindful of the false gestures provided for the purpose of deception. If in doubt, go for reading gesture in cluster.
- Reacting to non-verbal signals without tolerance can cause trouble, hence respond with self-control.
- Develop positive gestures to present a confident, amiable and well-meaning personality.
- Even if one means well, not giving an appropriate and genuine smile may make one look mysterious and unreliable.
- Maintain appropriate eye contact.