



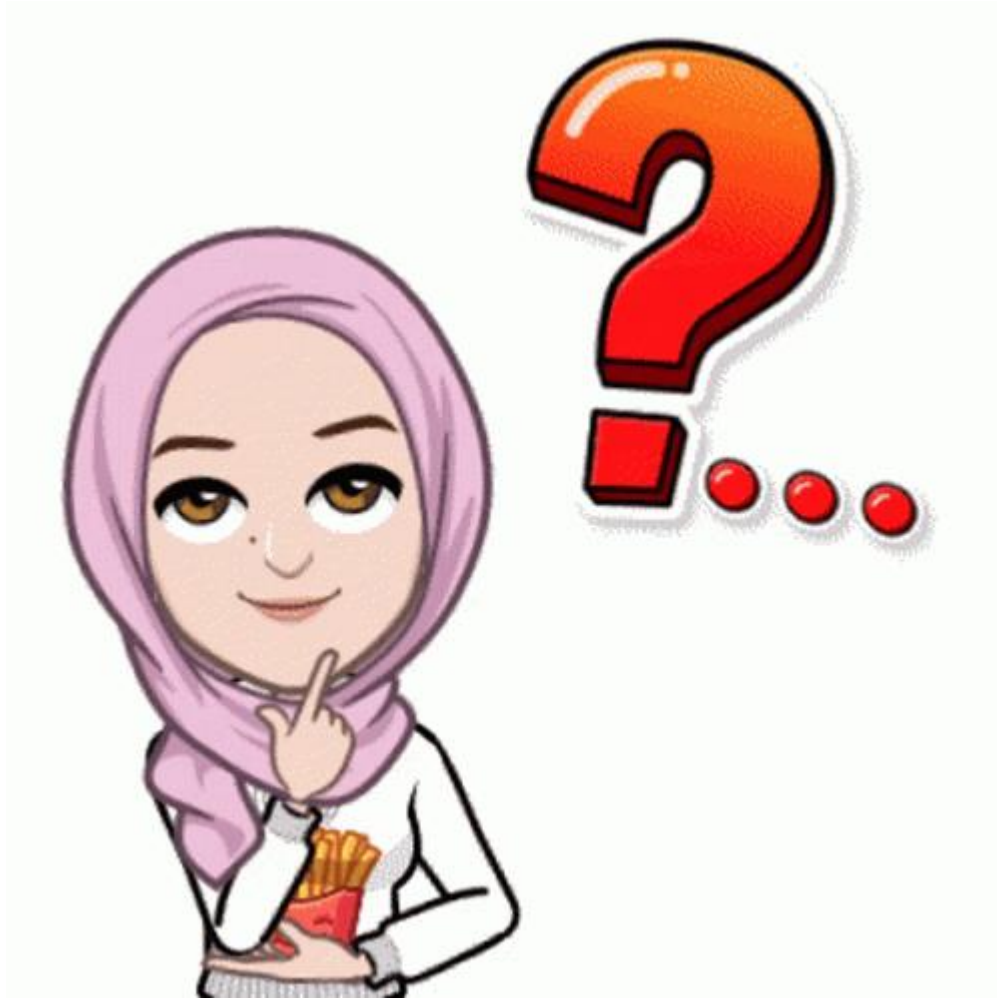
# *Lecture 02: Non-verbal Communication*



*Actions Speak Louder than Words*

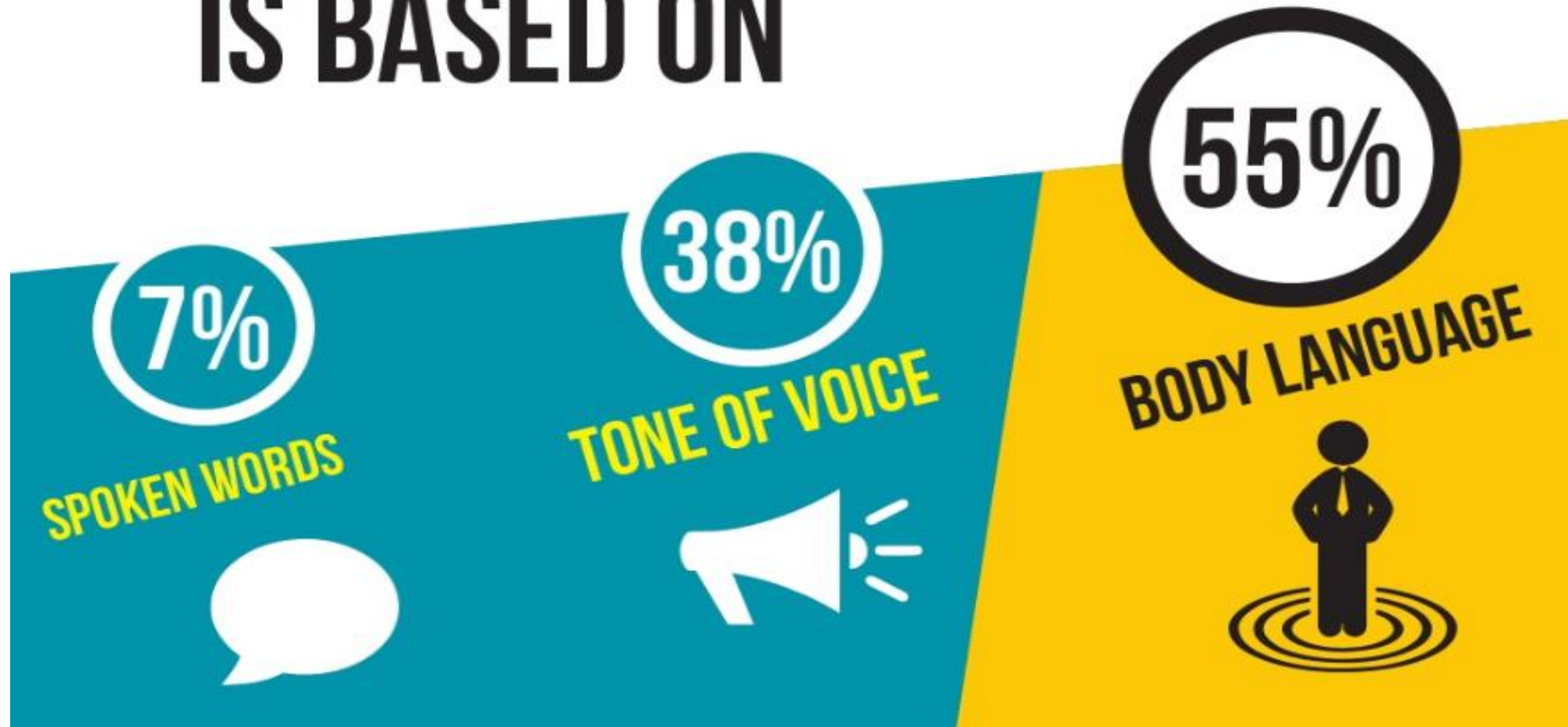
## *1- Nonverbal Communication*

Nonverbal communication is the process of **communicating without using words**. It is also known as “**silent language**”. It is the actions or attributes of humans, including their appearance, use of objects, sound, time, smell, and space, that have socially shared significance and stimulate meaning in others. For example, a smile, glance, stare or a frown convey different meanings (Smith, 2019).



***“Listen with your eyes” (Marchetti, 1996).***

# A FIRST IMPRESSION IS BASED ON



**Figure 1:** Nonverbal communication makes up 93% of our communication. (Steemit, 2017)

## How do you know when your boss or instructors are pleased with your progress (or not)?



You might know from **the smiles** on their **faces**, from the **time** and **attention** they give you, or perhaps in other **nonverbal ways**, like a raise, a bonus, or a good grade. Whether the interaction takes place face-to-face, or at a distance, you can still experience and interpret nonverbal responses. The following are some types of non-verbal communication(Smith, 2019).

## 2-Types of Non-Verbal Communication

### 2.1 Kinesics

Kinesics is the interpretation of **body language** such as *facial expressions* and **gestures** or, more formally, non-verbal behavior related to *movement*, either of any part of the body or the body as a whole. **Body Language** is technically known as kinesics .

Every body movement conveys a certain meaning.





*Oculesics*, a subcategory of kinesics, or **eye contact** is an important part of non-verbal communication that can convey paying attention, respect, and emotions.



## 2.2 Proxemics

Proxemics is the study of measurable **distance(space)** between people as they interact.

**Why is space important in communication?**





The amount of space that exists between yourself and others communicates **your comfort level**, the **importance of the conversation**, your **desire to support or connect** with others, and the **relative degree of power** you hold.

Space can be categorized into **intimate**, **personal**, **social**, and **public**.

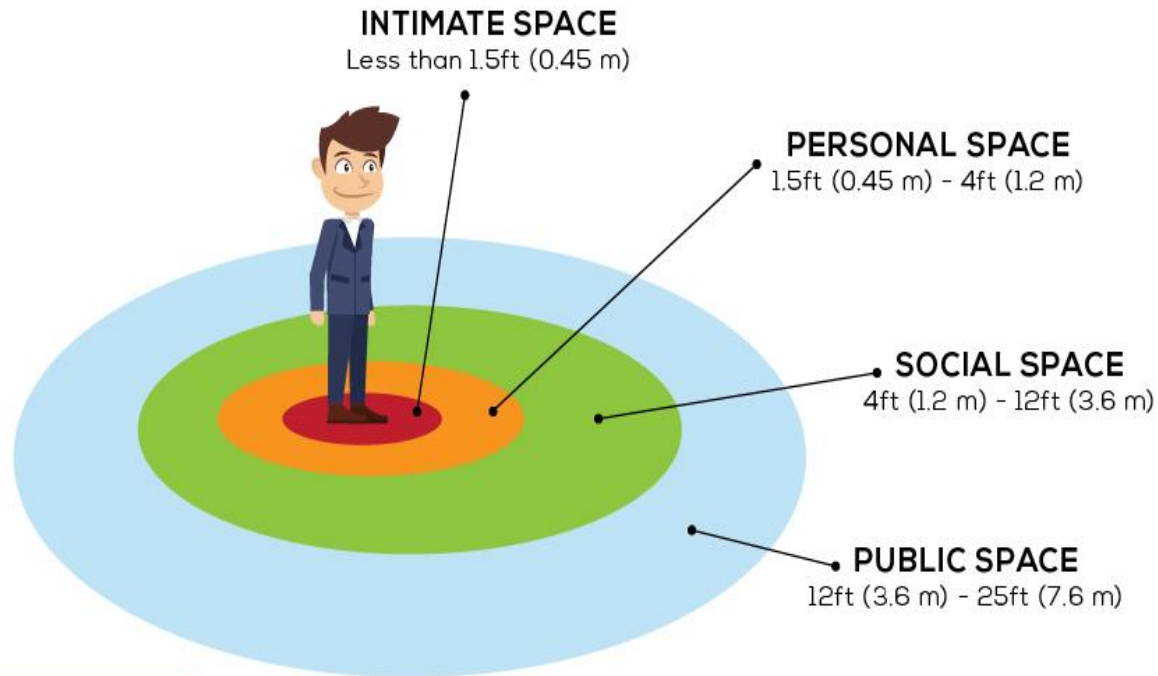


Figure 2. The delineation of four territorial zones. Each zone an indication of the comfort level during a conversation or interaction. (Safety4sea, 2020)

***Social distance*** between people is reliably correlated with ***physical distance***, as are *intimate* and *personal* distance, according to the following delineations:

- **Intimate distance** for embracing, touching or whispering
  - o Close phase – less than 6 inches (15 cm)
  - o Far phase – 6 to 18 inches (15 to 46 cm)

**Personal distance** for interactions among good friends or family members

- o Close phase – 1.5 to 2.5 feet (46 to 76 cm)
- o Far phase – 2.5 to 4 feet (76 to 120 cm)

- **Social distance** for interactions among acquaintances
  - o Close phase – 4 to 7 feet (1.2 to 2.1 m)
  - o Far phase – 7 to 12 feet (2.1 to 3.7 m)

- **Public distance** used for public speaking
  - o Close phase – 12 to 25 feet (3.7 to 7.6 m)
  - o Far phase – 25 feet (7.6 m) or more.

## 2.5 Haptics

Haptics is the study of **touching** as nonverbal communication. Touches that can be defined as communication include *handshakes, holding hands, back slap, "high-five", shoulder pat, brushing arm*, etc.



## ***2.4 Chronemics***

**Chronemics** is the study of the *use of time* in nonverbal Communication. The way we perceive time, structure our time and react to time is a powerful communication tool. How long it takes to complete an action, how punctual a person is, how long someone will listen or wait for a reply communicates their relative importance.

“

The meaning is in the person not in the words

”

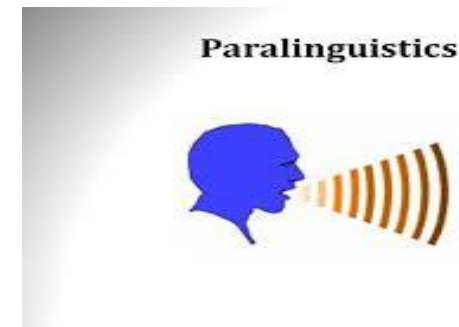
(Smith, 2019)

**Implies**



## 2.6 Paralanguage

- ❑ Becoming an effective speaker involves understanding how to maximize and manage the **specific qualities of your voice** to clearly articulate your words and ideas.
- ❑ Paralanguage includes the non-language elements of speech, such as your talking **speed, pitch, intonation, volume**, etc.
- ❑ **Paralinguistic communication** often operates as a metamessage to alert communicants as to how to interpret a message. For example, in American English, a *simple change in tone* and *stress* can determine whether a linguistic statement such as “What a lovely dress” is a compliment or an insult.







### 3 . Guidelines for Interpreting or Decoding Nonverbal Messages

Interpreting nonverbal cues is an essential skill for connecting with others and understanding what someone is really saying. Skilled decoders of nonverbal messages are said to have nonverbal sensitivity (Riggio, 1992). The following **guidelines** can help individuals understand non-verbal communication better:

#### 3.1 There is no nonverbal dictionary

We cannot read people's nonverbal communication like a book, and there are no A-to-Z guides that capture the complexity of nonverbal communication (DePaulo, 1992). Rather than using a list of specific *rules*, people should develop more general *tools* that will be useful in and **adaptable** to a **variety of contexts**.

### 3.2 Recognize that certain nonverbal signals are related

To get a more nuanced understanding of the meaning behind nonverbal cues, we can look at them as **progressive** or **layered**. For example, people engaging in negative critical evaluation of a speaker may cross their legs, cross one arm over their stomach, and put the other arm up so the index finger is resting close to the eye while the chin rests on the thumb (Pease & Pease, 2004).

### 3.3 Look for subtleties in nonverbal behaviour

Through careful observation, one can differentiate between **a fake action** and **a genuine action**. The following pictures clearly demonstrates how a sarcastic smile can be differentiated from a genuine one.



### 3.4 Read Nonverbal Cues in Context

People have **idiosyncratic nonverbal behaviors**, which create an **individual context** that varies with each person. Even though we generally fit into certain social and cultural patterns, some people deviate from those norms.

❑ For example, some cultures tend toward less touching and greater interpersonal distances during interactions. The United States falls into this general category, but there are people who were socialized into these norms who as individuals deviate from them and touch more and stand closer to others while conversing.



***Is its interpretation culturally bound?***

## Gestures often have a different meaning in different cultures and countries

- ❑ Everything does usually seem **OK** with the OK sign is made by joining the thumb and index finger with the other three fingers extended, isn't it?

This gesture can be **interpreted differently** in different countries. In *Europe*, it means that one is a big zero and useless, It indicates the number three in many *western nations*, while *in Japan* it indicates money. Similarly, the thumbs up gesture is seen as offensive in many parts of the *Middle East and South American* countries.



## 1. Decode the following Cues







<https://www.youtube.com/watch?v=wrYTr5NStfs>

**2. To what extent were nonverbal cues effectively used by the speaker?**