

Course Code: HSC102B

Course Title: Business Communication and Presentation Skills

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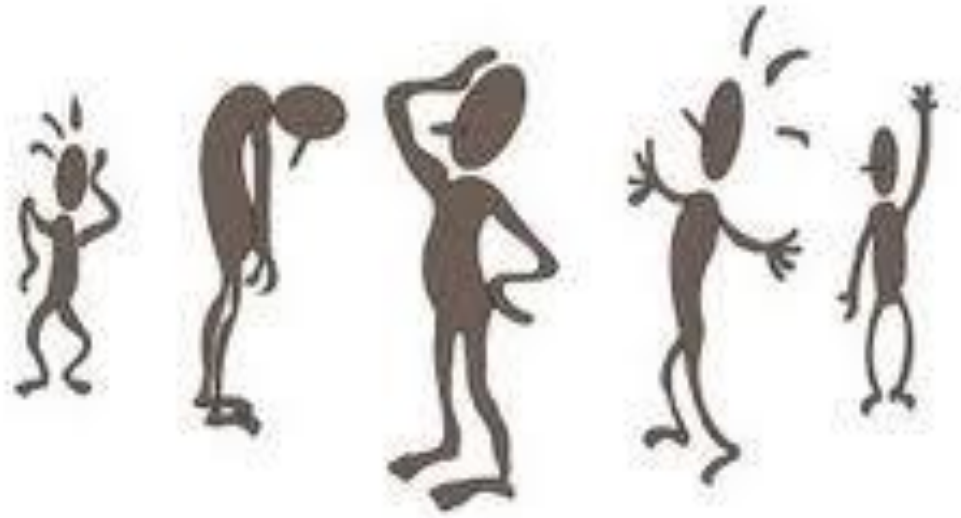
Lecture 13,14

Non-verbal Communication

At the end of the **Lecture** the students will be able to:

- Identify the effects of non-verbal cues on communication
- Interpret non-verbal cues during various conversations
- Demonstrate appropriate non-verbal communication during varied situations of communication

Non-verbal Communication



Actions speak louder than words

Meaning and Nature

Non-verbal communication is the multimedia of communication. It can also be called “Communication by implication”.

Communicating a message without using arbitrary symbols i.e., words or meaning of words, is termed as “ non-verbal communication”.

Non-verbal languages consist of hidden messages; it is the cues which convey message.

Non-verbal messages express true feelings more accurately than the spoken or written language.

People express their feelings through gestures. In business interactions, the knowledge of body language and non-verbal cues can be of immense use and value.

Nature (cont...)

- Present in all communications
- Mean different things
- May be intentional or unintentional
- Provide information
- May contradict verbal message
- May outweigh verbal message
- Depends on the total environment
- May have positive or negative effects

Importance

It is necessary that every listener should get himself acquainted with skills of non-verbal communication to observe and understand effectively.

Every speaker when talking to us, uses and gives non-verbal signals.

Only 7% of spoken words effect communication and the other 93% is through non-verbal means.

Silence, gestures, handshake, shrug of shoulders, a smile all have meaning and hence communicate with others.

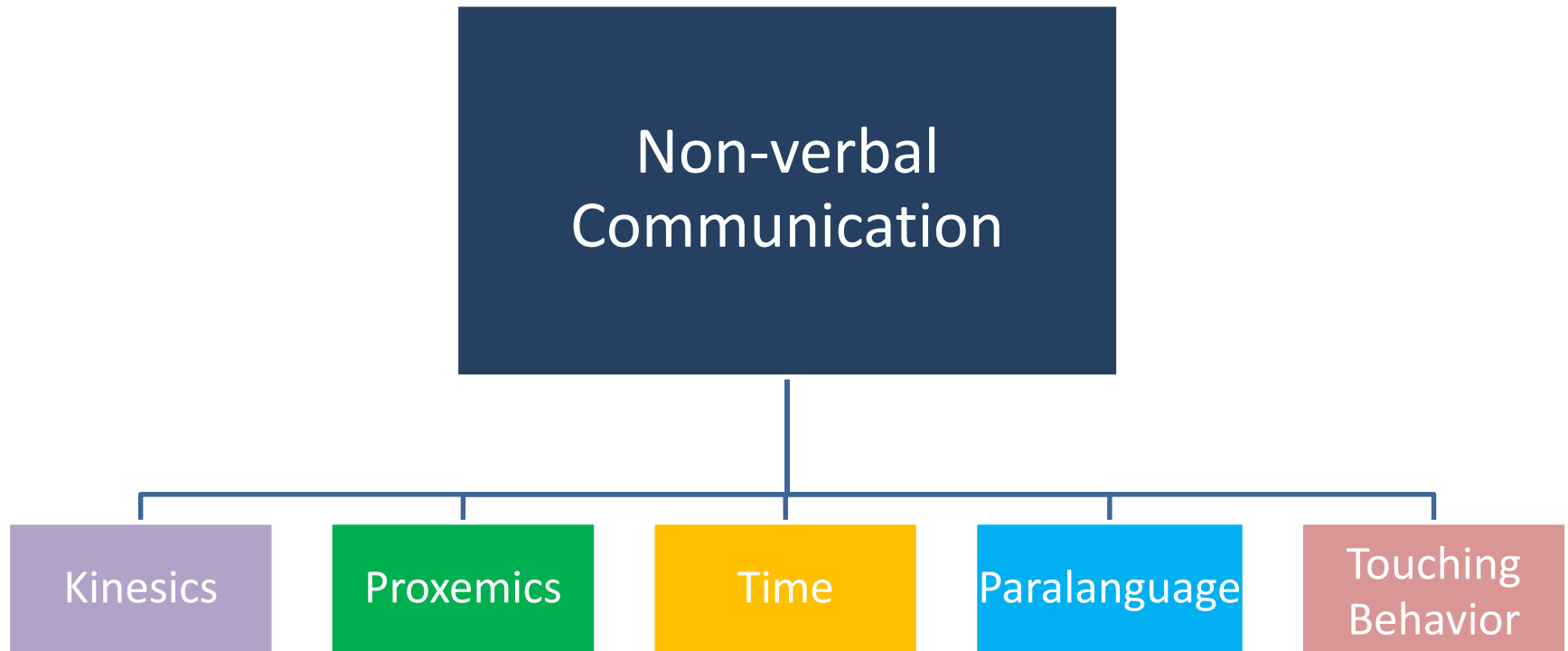
Effects of Non-verbal Communication

- Non-verbal communication usually blends with speech to carry part of the message – to augment, reinforce, clarify
- Can send a strong message, in spite of what your words say. Even the tone of your voice, its pitch, volume, quality, and speed affects what you say.

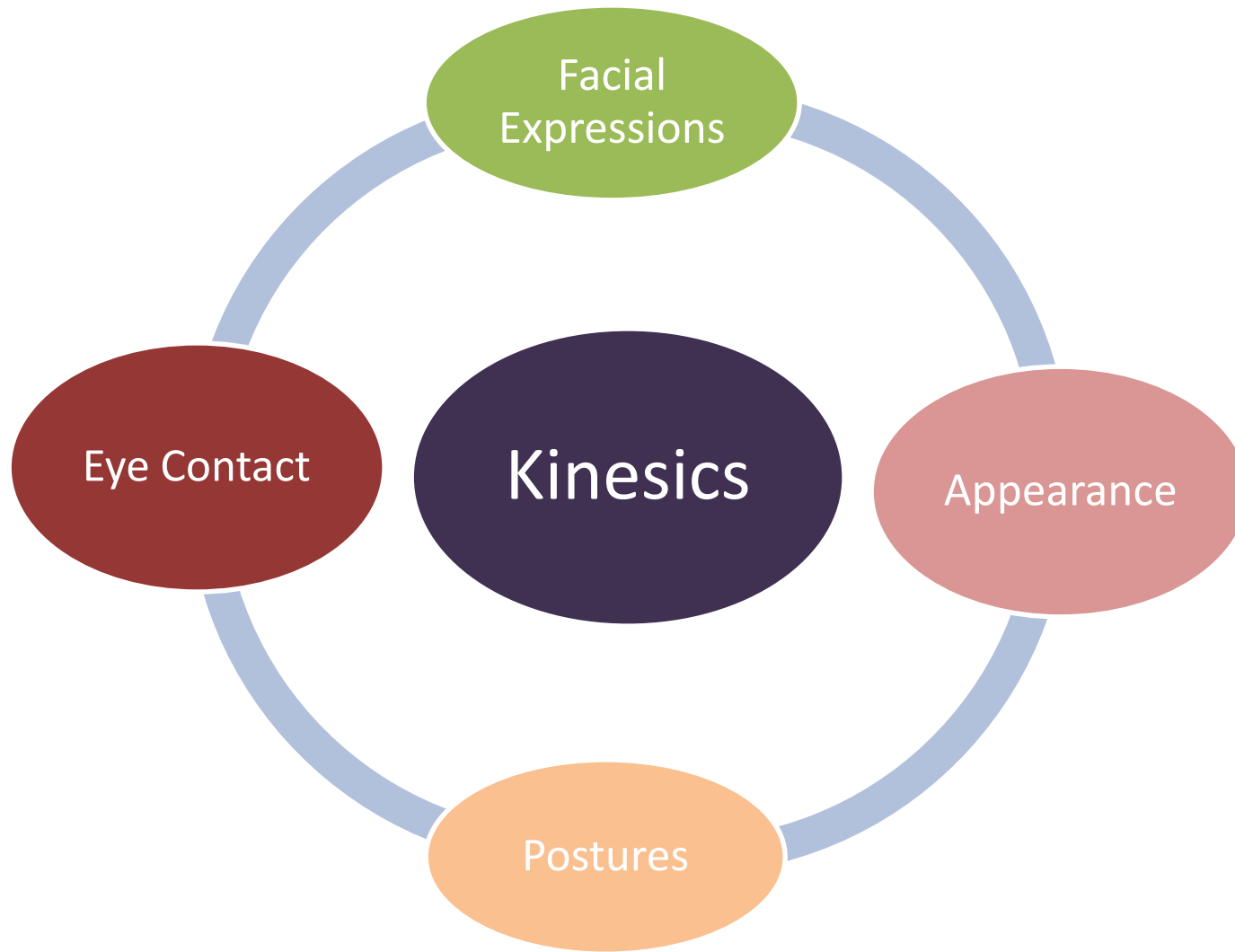
Your body language can:

- Repeat the message your words are saying
- Contradict what your words are saying
- Be a substitution for your verbal message
- Add to the meaning of your message
- Accent or make the message stronger, like pounding your fist on a table

Classification of Non-verbal Communication



Classification of Kinesics



Facial Expressions

Face is the primary site for expressing emotions, it reveals both the type and intensity of feeling .

Facial expressions are the key characteristics of non-verbal communication. One's facial expression can communicate happiness, sadness, anger or fear.



Eye Contact

Eyes are especially effective

- For indicating attention
- To convey sincerity
- Influencing others
- Regulating interactions
- Establishing dominance



Note: Lack of eye contact may be perceived as rudeness, indifference, nervousness, or dishonesty



Eye Contact Across Cultures

In American culture, maintaining eye contact shows respect and indicates interest.

In UK, maintaining eye contact for 60-70% of the time is a tendency.

Middle eastern countries . Eye contact is less common and is considered less appropriate than in western cultures.

In China and Japan, Juniors are discouraged from making eye contact with seniors.

Postures

By moving your body you can express both specific and general messages , some voluntary and some involuntary .

Posture and how one carries self tells a lot about him/her.



Body Posture-Interpretations

Body Postures	Meanings
Sitting erect	High energy and confidence
Leaning forward	Interested in the speaker
Leaning backward	Lack of interest
Open arms	Openness, willingness to accept
Crossed arms	Closed to new ideas, defensive
Tapping feet, biting nails	Nervousness
Sitting with hands on the chin	Attentiveness

Hand Gestures

A gesture is a characteristic of non-verbal communication in which actions communicate particular message.



Hand Gesture- Interpretation

Palms slightly up and outward: Open and friendly

Palm down : Dominant, emphasizing and possibly aggressive



The palm up, palm down is very important when it comes to hand shaking and where appropriate offer a handshake upright and vertical, which should convey equality

Appearance

The way one dresses for an occasion can make or break image. Wearing the right outfit for every occasion is, therefore, important.



Physical Appearance-Points to Ponder

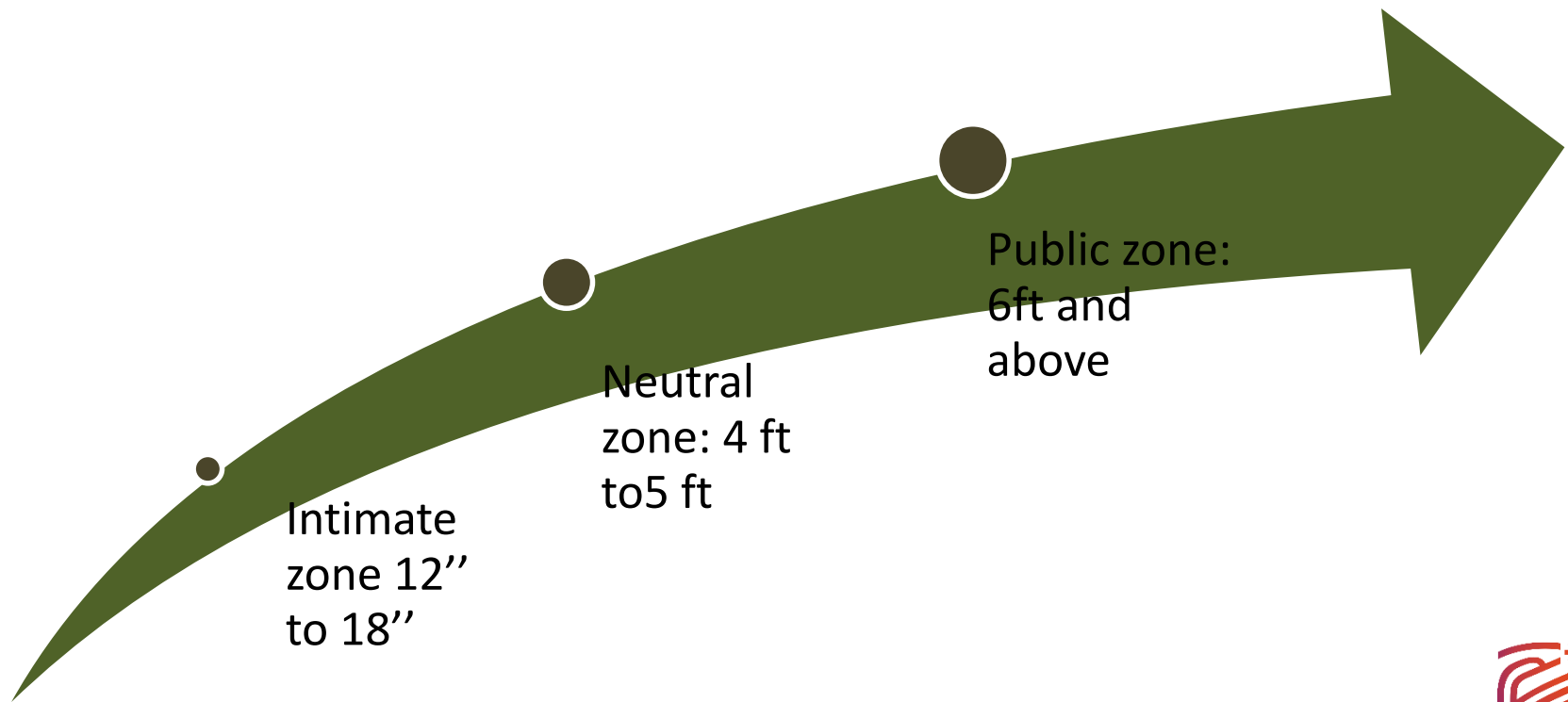
- Try to maintain your own distinct style
- Wear clothes that match your personality
- If there is a corporate dressing policy, follow it. If not, wear what everyone is wearing
- Make sure the dress is neat and clean
- Odour plays a crucial role. Be careful about it as well

Note: What one wears may make or break his/her image in the organization. Improper attire should be avoided.

Proxemics

When we discuss space in a non-verbal context, we mean the space between objects and people.

Proxemics is the study of space around us. When people tend to get closer, how do we react to the situation? When we enter the lift and it gets crowded how do we behave?



Proxemics(Cont..)

Personal space is crucial and varies across nationalities. Even if a person is at higher levels of the hierarchy, it does not give authority to invade the personal space of another person.

However, as a thumb rule:-

- One must avoid getting into close proximity with another person
- In case a person is moving away while one is speaking, it should give a definite hint that maybe, one is in his/her personal zone.

Para Language

Voice carries both intentional and unintentional messages.

One can use voice to create various impressions.

Silence or vocal pauses can communicate hesitation, indicate the need to gather thought, or serve as a sign of respect .

The tone and volume of your voice , your accent and speaking pace and all those little um's and ah's indicate underlying emotions of the words .



Para Language(Cont...)

The focus is on understanding:-

- Rate of speech
- Volume
- Pitch
- Pause
- Rhythm
- Quality
- Pacing

As a speaker, one needs to focus on paralanguage to effectively connect with the audience. A person may speak, but what he says may be different from what he means. For example, one may not be irritable, but that tone may reflect in one's voice.

Understanding Para Language

Ravi has not performed well this financial year.

Ravi ***has not*** performed well this financial year.

Ravi has not ***performed*** well this financial year.

Ravi has not performed ***well*** this financial year.

Ravi has not performed well ***this financial year***.

Time

Some people, and the communities and cultures they represent, are very time-oriented.

When you give a presentation ..

- Don't make your audience wait .
- Time is a relevant factor of the communication process in your speech.
- The best way to show your audience respect is to honor the time expectation associated with your speech.
- Always try to stop speaking before the audience stops listening.

Touching Behavior

The study of touch, is an important aspect of non-verbal communication.

An example would be; when the boss pats the shoulder of his employee and gives an impression that he/she has done a good job. He / She feels that they have been cared and respected for what they have done.



Touching Behavior(Cont...)

This gesture might be interpreted differently in different cultures. However, although body contact denotes positive vibes in many cultures, it is best avoided when one is unsure what its interpretation would be.

Before giving your presentation, you may interact with people by shaking hands and having a casual conversation. This interaction can help establish trust before you take the stage.



Non verbal Factors Influencing Effective Communication

1. Conflicting signals
2. Honesty in communicating emotions
3. Smiling genuinely
4. Maintaining eye contact
5. Being aware of postures and gestures you use
6. Using appropriate vocal signals
7. Respecting audience's comfort zone
8. Using touch only when appropriate
9. Being sensitive of varying time
10. Interpreting non-verbal signals carefully

Summary

- Non-verbal communication usually blends with speech to carry part of the message – to augment, reinforce, clarify.
- It can send a strong message, in spite of what words say. Even the tone of voice, its pitch, volume, quality, and speed affects what is said.
- Some types of non-verbal communication are facial expressions, posture, gestures, eye contact, use of time and space, personal appearance, touching behavior, and vocal characteristics
- Non-verbal communication is 97% effective as compared to verbal communication which is only 3% effective

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