Non-verbal communication occurs without using any oral or written word.[**Instead of written**](https://www.iedunote.com/written-communication) or [**oral words**](https://www.iedunote.com/oral-communication-fails), it relies on various non-verbal cues like physical movements, tasks, colors, signs, symbols, signals charts, etc. to express feelings, attitudes or information.

Although no word is used in non-verbal communication, it can effectively communicate many human feelings more accurately than verbal methods of communication.

**Importance of Nonverbal Communication**

Some important points expressing the importance, necessity, advantages or functions of non-verbal communication are discussed below:

**Well Expression of the Speaker’s Attitude**

Various non-verbal cues of the speaker like physical movements, facial expression, a way of expression, etc. play an important role in expressing the inner meaning of the messages in face-to-face conversation and interview.

For example, the facial expression of the speaker indicates his attitude, determination depth of knowledge, etc.

**Expressing the Attitude of the Listener and Receiver**

Sometimes the appearance of the listeners and receivers conveys their attitudes, feelings, and thoughts regarding the messages they have read or heard.

**Gaining Knowledge about a Class of People**

Clothing, hairstyle, neatness, jewelry, cosmetics, and stature of people convey impressions regarding their occupation, age, nationality, social or economic level, job status, etc.

For example; students, policemen, nurses, etc. can easily be identified through their dresses.

**Gaining Knowledge about the Status of a Person**

Non-verbal cues also help to determine the relative status of persons working in an organization. For example, room size, location, furnishings, decorations, lightings, etc. indicate the position of a person in the organization.

**Communicating Common Message to All People**

In some cases, non-verbal cues can effectively express many true messages more accurately than those of any other method of communication.

For example; use of red, yellow and green lights and use of various signs in controlling vehicles on the roads.

**Communicating with the Handicapped People**

Non- verbal cues of communication greatly help in communicating with the handicapped people.

For example; the language of communication with the deaf depends on the movements of the hands, fingers, and eyeball.

**Quick Expression of Message**

Non-verbal cues like sign and symbol can also communicate some messages very quickly than written or oral media.

For example; when drivers of a running vehicle are to be communicated that the road ahead is narrow or there is a turn in the road ahead, we generally use signs or symbols rather than using any written or oral message.