

## UNIT - 4 (Non - Verbal Communication)

### Non - Verbal Communication

It is also known as 'Communication by implication' and it consists of hidden messages.

### Forms | Media

① Sign language

② Action language : the action in a particular situation ~~leads~~ knowingly or unknowingly leads to interpretation which communicates.

③ Objective language : ~~here~~ here the display and arrangement of material things (dress) communicates.

④ Spatial/environmental : Here the place / environment communicates.. (lighting / ~~sitting arrangement~~ colour / ventilation / Temp, etc)

⑤ Silence

⑥ Demonstration : a display or exhibition of how something works.

⑦ Proxemics : the distance <sup>that</sup> people keep themselves with others is known as proxemics.

Proxemics → Intimate Zone (3-6 inches or less)  
→ Public Zone (6 feet to 10+ feet)  
→ Social (90 inches to 5 feet)

⑧ Time: It tells about the discipline and punctuality of a person.

⑨ Para language: Non-verbal things in a communication are called para language and sounds are the basis for this.  
It includes tone of voice, power of emphasis, pitch, rhythm, volume, speed of delivering, cause of break, softness or loudness.

→ Four subdivisions of para language :-

1. Voice Qualities
2. Vocal Characterizers
3. Vocal Qualifiers
4. Vocal Segregates

### 1. Vocal Qualities

It includes pitch, volume, rate, etc.

### 2. Vocal Characterizers

It includes coughing, throat clearing, laughter

### 3. Vocal Qualifiers

It includes variation in pitch and volume.

### 4. Vocal Segregates

It includes sounds or the pauses.

## Kinesics

Kinesics refers to the body language.  
It is divided into 56 parts / subcategories :-

1. Facial expression
2. Gestures / Postures
3. Body-Movement
4. Tactile
5. Eye contact

### 1. Facial Expression

The face has 4 imp parts :-

Upper face → eyebrows and forehead

Middle face → eye, eyelids and nose

Lower face → mouth and chin

Side face → cheeks

<sup>emotions</sup>  
The ~~expression~~ we can show using features of face are anger, sadness, surprised, fear, happiness, frustration, etc.

### 2. Gestures / Postures

It is the movement of the head, hand and body.

shrugging of shoulders, thumbs up, shaking of hands, nodding of head (affirmative), pointing finger (offensive), winking of eye (secretive).

### 3. Body Movements

leaning forward → showing interest  
leaning backward → not interested  
walking indicates feeling good, happy,  
tired, cheerful

### 4. Tactile (Touch)

A pat on the back → appreciation  
holding hands → intimacy  
shaking hands → confidence

Eye Contact → shows confidence, lack of  
confidence, nervousness,  
love affection.

### Att equates

→ Do it yourself

### AIDA Strategy

Attention Interest Desire Action → AIDA

Man power selection → recruitment, selection,  
Interviews.

## Stages of Negotiation

1. Preparation
2. Discussion
3. Clarifying goals
4. Negotiate for a win-win outcome
5. Mutual benefit of both parties
6. Agreement
7. Implementing a course of action.

## Styles of Negotiation

- ① Accommodating → Person preserves personal relationships.
- ② Avoiding → The person differs or dodges the controversial aspects.
- ③ Collaborating → where other parties are also involved.  
It is done with the concern and support of others.
- ④ Competing (dominance) → The person wants to win the negotiation no matter what.
- ⑤ Compromising → They do what is fair due to limited time frame.

## Reasons for Conflicts

1. Power,
2. Status,
3. Authority