

## Concept of Communication

The word communication is derived from latin word "Communicare" which means to impart or to transmit. The word 'communicate' breaks down into "Communi's" meaning "share".

Definition: Communication is the process of exchanging information and meaning between or among individuals through a common system of signs, symbols and behaviour.

Various definitions: →

Keith Davis : "Communication is a process of passing information and understanding from one person to another"

Peter Little : "Communication is a process by which information is transmitted between individuals and/or organisations so that an understanding response results."

Allen Lewis : "Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It includes systematic process of telling, listening, understanding and responding."

• Importance of Communication: →

- A.] Base for Action
- B.] Planning becomes easy
- C.] Means of Co-ordination
- D.] Aids in decision making
- E.] providing effective leadership
- F.] Boosts morale and motivation

## History of Communication

The harsh sunbeams hit the Calleman's skin like a bag of rocks. He scratched his head as he jumped up to plan his big day. It was hot and humid and the large animals would gather around the lake again. His long haired wife was feeding the screaming offspring before she left the cave to gather delicious plump berries. The Calleman grabbed his club and went to join the other tribesmen. They were waiting beside the bushes. One of them was drawing their attack strategy in the dirt with a long stick. Come sundown, the hunt will begin.

Since the dawn of time, even before we developed languages, we strived to communicate. We warned each other of danger or how to communicate. The oldest form of communication was cave drawings. After that came pictograms — Ideograms → Hieroglyphic writing → alphabet - 1500 BC → postal communication → printing → post boxes → telegraph → fax machine → T.V & Internet →

## Purpose of Communication :-

It serves major purposes

1. To inform → When people share knowledge about the world in which they live, they are participating in the process of informative communication. Informative communication is very important part of our life. It is everywhere. Working world, young students and adults.

2. To express feelings : When people share knowledge Affective communication is the process through

which people express feelings about things, themselves and others. Expression of self. It contributes to the formation of self-concept. Helps in good professional and personal relationships.

### 3. Imaginative Communication: → When people make believe

#### I. • Process of Communication

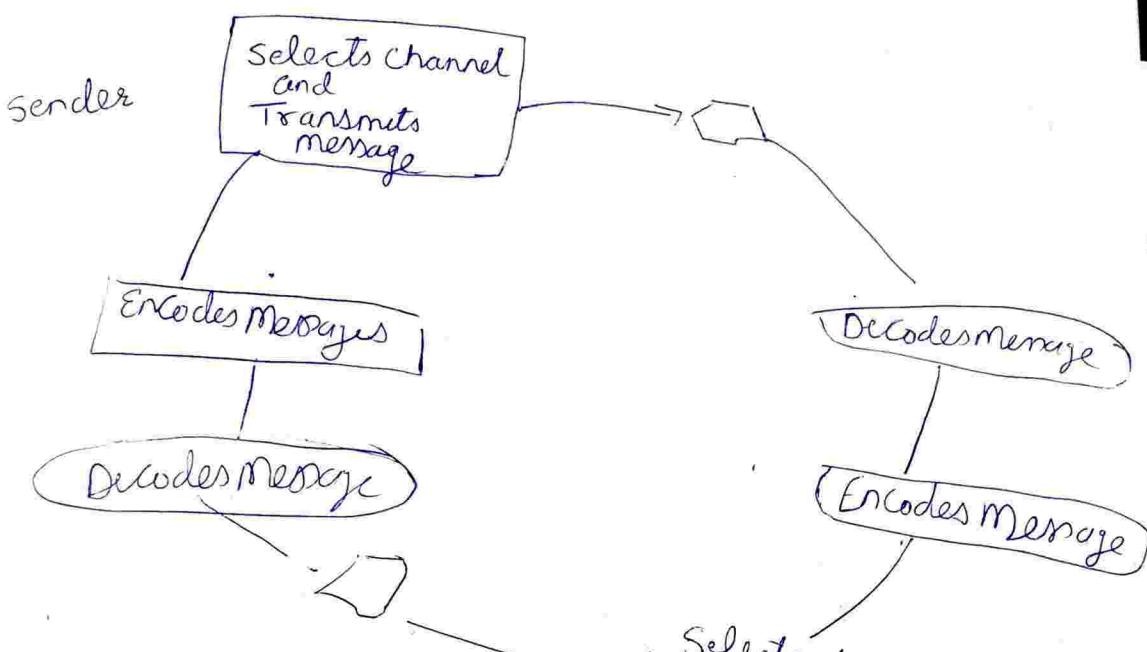
- Communication means ~~for~~ expressing feelings, Conveying, Speaking, Corresponding, Writing, listening, <sup>recharge letter</sup> and Exchanging. <sup>emals</sup>
- Studies indicate that managers typically spend 60 to 80 percent of their time involved in communication.

#### II. Importance of Communication in Organisation

- I Attending meetings and Meeting Reports related to Strategic plans and company policies.
- II Collaborating with others to make decisions and accomplishing tasks.
- III Establishing productive working relationships with coworkers, superiors, clients, customers and outside vendors.
- IV Presenting information to large and small groups.
- V Explaining and clarifying management procedures and work assignments.
- VI Evaluating and Counselling employees.
- VII Promoting the company's products, services, and image.

#### The Communication process:

- Helps employees understand terms and conditions of their employment and drives their commitment and loyalty.
- Gives employees a voice → an increasingly meaningful component of improving employees' satisfaction with their employer.
- Helps to lessen the chances for misunderstandings.



A Sender : In the process of Communication, the Sender is an individual / or group of organisation who starts the communication. The sender's experiences, attitudes, knowledge, skills, perceptions, and culture influence the message.

According to Burnett and Dollah (1989) "The written words, spoken words, and non-verbal language selected are paramount in ensuring the receiver interprets the message as intended by the sender."

b) Idea/Message An idea is a set of signs or symbols such as words or gestures. It is defined as information conveyed by words (in speech and writing), and /or other signs and symbols. A message (verbal/non verbal) is the content of communication process. Thus the Organisation of the message in communication is called as gender.

### c] Encoding:

The sender carefully designs a message by selecting

- words that clearly convey the message

When using channels other than writing, choosing nonverbal signals (gestures, stance, tone of voice)

The process of ~~sending~~ selecting the message is referred to

as encoding. The primary objective is to encode the message in such a way that message received is as close to the message encoded. Knowledge of receiver's education, experience, viewpoints, culture and other information aids

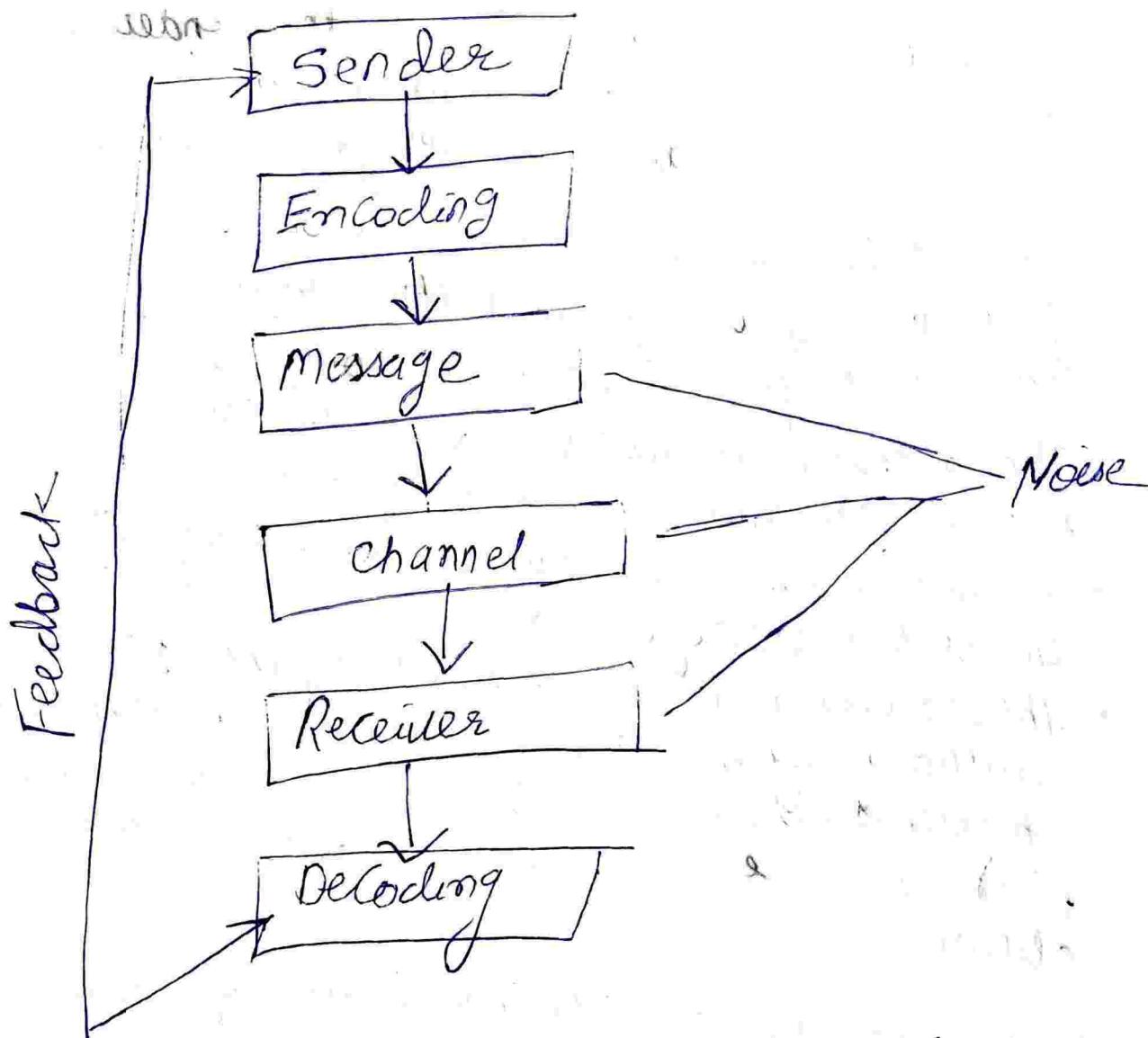
The sender is encoding the message. If information about receiver is unavailable, then sender can put himself or herself in the receiver's position to gain early accurate insight. Our attitudes, values, beliefs and past experiences act like a cognitive filter influencing all the information. It impacts the way we encode and decode the message.

### D] Things to note

Various behaviours can cause breakdown in the communication process at the encoder stage, such as when the sender uses:

- Words not present in the receiver's vocabulary
- Ambiguous, nonspecific ideas that distort the message
- Nonverbal Signals that contradict ~~the~~ words
- Extensions such as um, grammatical errors, mannerisms, extreme hand movements, jingling keys or drop styles that distract the receiver.
- Anything that interferes with clear communication is called noise.
- Noise can interfere with each step of the communication process.

c As a cyclical exchange of messages the goal of communication is to ensure that you have moved an idea in your head into someone else's head so that they understand as you understand it.



- Medium serves as the means of communication whereas channel refers to the means of transmission of a message between the sender and the receiver.
- medium → Oral, written or non-verbal
- channel → Concrete → little-refined —

~~A sender conveys his/her message to the receiver by some medium (oral, written or non verbal) over some channel~~

## channel → distribution → path

channel → pipe → Water  
 medium → Water itself

Carol M. Lehman  
 Debbie D. Supreme

Ih

## Various channels/medium of communication

J The receiver's task is to interpret the sender's message both verbal and non-verbal, with as little distortion as possible. The process of interpreting the message is referred to as decoding. Because words and non-verbal signals have different meanings to different people, countless problems can occur at the point in communication process.

- K • The receiver does not understand the words being used as the words are ambiguous or nonspecific
- L • The non-verbal signals may be distracting or contradict the verbal message.
- M • The receiver is intimidated by the position or authority of the sender, resulting in tension that prevents the receiver from concentrating effectively on the message and failure to ask for needed clarifications.

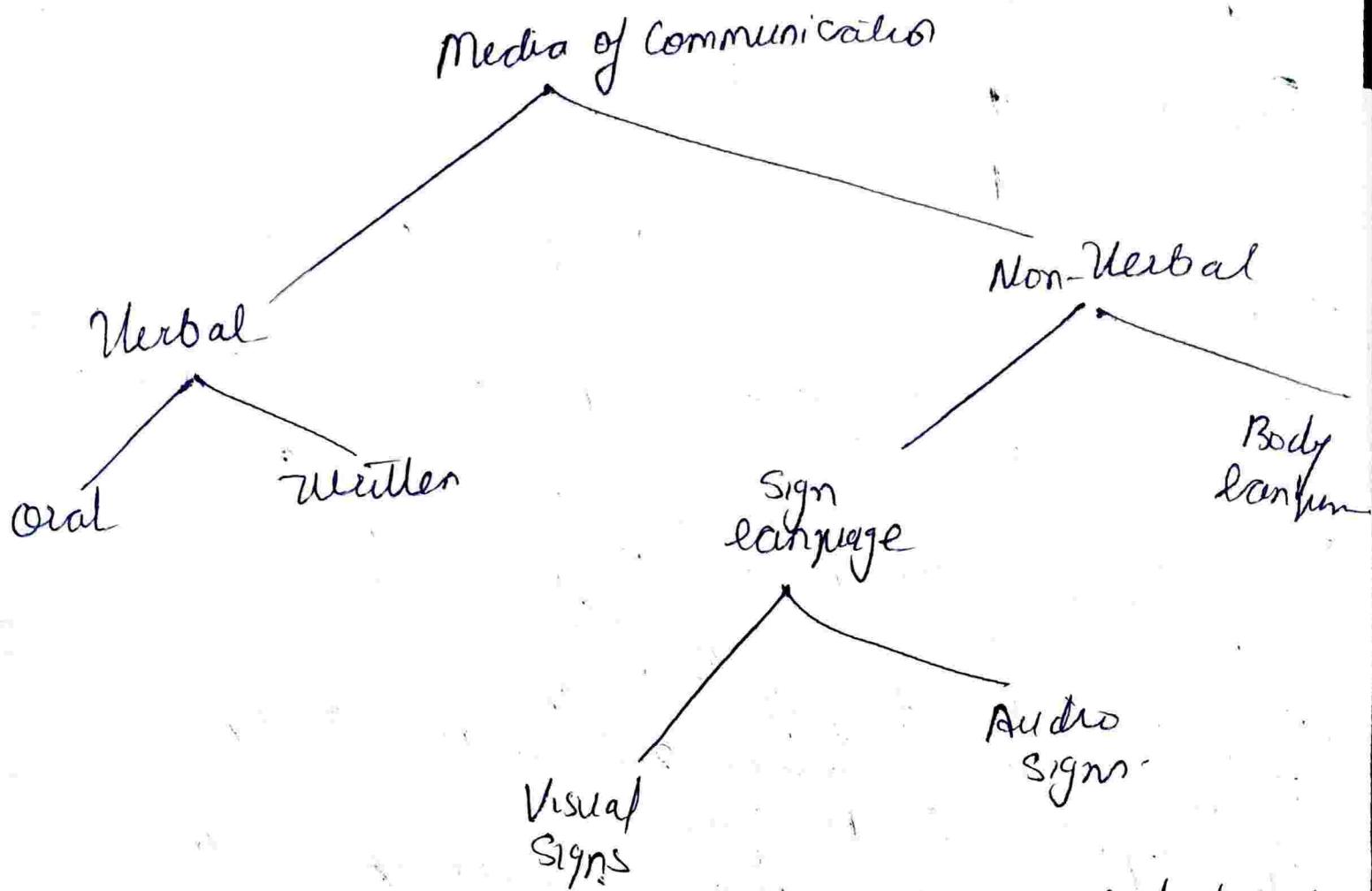
Medium → Communication is the process in which a communicator or participant in a communication event sends or transmits a message/information to receiver through a mutually understood set of symbols.

It is through this universal set of symbols through which sender encodes the message and the receiver decodes it. For human beings, it is language.

C means a compulsion desire to share thoughts and feelings. It has a compulsive instinct to share those thoughts

Other

The immediate result of the change in language is reflected in words - Newer and newer words are coined.



- Communication channels are mediums through which you can send a message to its intended audience
  - In person conversations → direct face to face
  - Emails → It can be sent to large group of people. It takes very less time. A company can send a quick note to people. This helps in tracking also.
  - Documents → Resumes, notices, circulars, orders, applications, suggestions. These documents provide authority and contain essential information.
  - Phone calls → Conference calls, VOIP
  - Video conference
  - Instant messaging apps
- The flow of information through human communication channel is enormous - Anand Rajora

Formal channels - Reports, internal email requests, legal and commercial notices

Informal → phone calls, instant messaging  
podium.com

I The receiver's task is to interpret the sender's message.

D The receiver's task is to interpret the sender's message.  
In both verbal and non-verbal

L The receiver may be from another culture and his or her cognitive styles may not interpret the message as intended because of differing values and practices

K The receiver may prejudge the topic as too boring or difficult to understand and does not attempt to comprehend the passage.

ir The receiver is close-minded and un receptive to new different ideas.

Feedback → The receiver responds to the sender's message; the response is called feedback. It may prompt the sender to modify or adjust the original message to make it clear to the receiver. Feedback may be verbal or non-verbal.

A remark "Could you clarify?" or a perplexed expression provides clear feedback to the sender that the receiver has not understood the message. "Completely & Yes I understand" is there.

## II. Non-Verbal Communication

### A] Concept and Elements :-

There are two primary forms of communication:  
Verbal and Non-Verbal

Verbal communication uses words to convey a message whether that's orally or in writing.  
Experts believe that approximately 70% of all human communication is non-verbal.

According to Peter Drucker "The most important thing in communication is hearing what isn't said".

To be noted

[Somatic experiencing] → A type of therapy used to help treat the effects of trauma, takes into account the body language and physical responses of the person in treatment as the therapist introduces a small amount of traumatic material. The therapist reads non-verbal cues in order to assess the individual's reaction.

[Body Mind psychotherapy] The therapist measures an individual's breath, sounds, movements in order to find counterproductive behaviours]

## Encoding/Decoding - Stuart Hall - 1973

Decoding is how an audience member is able to understand and interpret the message. It is a process of interpretation and translation of coded information into a comprehensible form. The audience is trying to deconstruct the idea by giving message to symbols and by interpreting it as a whole.

- D We write emails, facilitate meetings, participate in conference calls Create Reports, devise presentations,
- In debate with your colleagues. The list goes on so how can we provide a huge boost to our productivity?
- S k 7Cs of effective communication

A. 1] clear → When writing or speaking to someone, be clear about your goal or message. What's your purpose in this communication? If you're not sure then what will happen as audience will also not be

TIPS: To be clear try to minimize the no of ideas in each sentence. Make sure you are easy to understand, its meaning. People shouldn't have to read between the lines and make own assumptions to understand on their own what you're trying to say.

Information and actions required must be clear

B. 2] When you're concise you can stick to the point and keep it brief. The audience does not want to Read 6 sentences like - 3

Are there any unnecessary sentences?

Are the filler words which you can delete?

For instance, literally, basically I mean take you repeated the point in several ways.

C) Company  
D) Go  
E) Ar  
F) Roll  
• 14  
• 33  
• 129  
• 027

- c) Concrete  $\Rightarrow$  clear. There are details but not too many. It's a lone like focus. your message is solid
- d) Correct  $\Rightarrow$  error free  
Have you checked grammatical errors  
All authors name & title and spelled correctly

## Non-Verbal Communication

effective communication →

It is the process of exchanging ideas, thoughts, opinions and data so that message received is understood with clarity and purpose. When we communicate effectively, both are satisfied.

It occurs in many forms → verbal and non-verbal, visual and listening. It can occur in the person on the internet (forums, social media and websites) over the phone (through apps, calls, video) by email.

Workplace →

- Manage employees and build teams
- Grow organization and retain more employees
- Benefit from enhanced creativity innovation
- Build strong relationships and attract more opportunities

Personal life →

- Improved social, emotional and mental health
- Deepen existing connections
- New bonds
- Better problem solving and conflict resolution skills.

(1) Give your whole attention

(2) Get a team communication right

(3) Inform and Inspire

(4) Practice Active listening

(5) Choose the best method of communication

(6) Personal skills

(7) Conduct team building activities

(8) Show Appreciate

\* According to Cutlip Stett M-Center Allen H.  
Principles of Effective public Relationships

- ~~1~~ Clear:  $\rightarrow$  clarity about goal or message  
Try to minimize ideas. Make sure reader understand meanings. No assumptions or read between the lines.
- ~~2~~ I wanted to give a quick note about Daniel who's working in our department He's a great one.

## Fcs of Effective Communication:

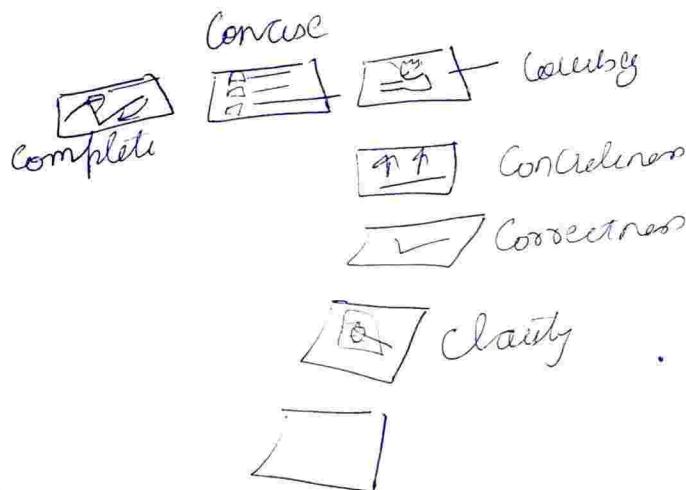
- ~~D~~ According to University of Wisconsin professor Scott M. Cutlip
- ~~I~~ According to Scott M. Cutlip and Allen H. Center
- ~~T~~ first used 7 Cs of communication in their book
- ~~U~~ Effective Public Relations in 1952
- The original list was as follows
- A] Completeness
  - B] Conciseness
  - C] Consideration
  - D] Concreteness
  - E] Courtesy
  - F] Clarity
  - G] Correctness

1 Clarity  $\rightarrow$  clear  $\rightarrow$  During the process of communication one must be clear about the goal or message. If sender is not clear than receiver cannot be.

For clarity following tips are required

- A] Minimize the no. of ideas
- B] Read between the lines (make assumptions)
- C] Using of exact and appropriate words to focus on a specific message for easier understanding.
- D] Receiver should be aware about purpose
- E] If there are multiple goals, then each goal should be laid out separately.
- F] Content should be clear  $\rightarrow$  simple language, simple structures, and no archaic words or jargon.  
focusing on core points

- and  
s.
- 1) Short and Simple sentences
  - 2) Appropriate idea flow ensures readers are encouraged to seek information



For eg:

Good eg  
 I wanted to reach you a quick note about John Kekker who is working in your department. In recent weeks he's helped the IT department. We've got a tough project due to run over next three months. Could we please have his input

#### IV. Concise →

When you are concise in your communication, you stick to the point in brief. If message can be communicated in three sentences then no need of full or six sentences

Bad eg  
 I wanted to write you a quick note about Daniel who is working in your department. He's a great and I like to talk to you more about him when you have more clarity)

(completeness and conciseness)

Are there unnecessary sentences?  
 Have you repeated the point several times in different ways?  
 Are there any adjectives or filler words that you can delete. For instance you see definitely kind of literally basically or I mean

- A.) Mindful of Words' choice  
 B.) Limiting your Word Count  
 enough to write concisely  
 C.) You need to choose the strongest words  
 D.) Use of Redundant Words → one word

Eg

The grocer's were carried into  
 apartment by Paula (9) words

Paula carried groceries into the apartment (7)

The department is on the tight budget this month  
due to the fact that it overspent the previous  
month.

The department is on the tight budget because of last  
 month's overspending

Eg I wanted to ~~talk more~~ about the email which are  
 sketched out last Thursday. I really think that our  
 target market is going to definitely see the company's  
 philanthropic effects. I could make a big impact.

I wanted to quickly discuss the email marketing campaign  
 that we analyzed last Tuesday. Our target market  
 will definitely know about philanthropic effects

[Conciseness means forming the message with minimum  
 no of words possible without invalidating the other  
 facts. Avoid repetition and filler words or phrases  
 such as ~~in short~~, as stated before, due to the fact that  
 as stated before etc.  
 It is more appealing and comprehensible -  
 (Completions and considerations)]

III. Concreteness → When your message is concrete  
 your audience has a clear picture of what you want  
 to tell. There are (too many) details & vivid facts and  
focus the message is solid

Concreteness implies being particular and clear rather than unclear and general. It strengthens the confidence. It has specific facts and figures. It makes use of words that are clear and build the reputation.

"I know that you believe you understand what you think I said but I am not sure you realize that what you heard is not what I meant."

- ✓ Concreteness means being specific, definite, vivid rather than vague and general.
- It is supported with specific points and figures.
- It makes use of words that are clear and that build the Reputation.
- laser sharp focus
- Use active voice than passive voice
- Use clear and image building words
- Manage being spoke, meaningful and focused

Eg Depression is a global issue  
Depression is a global issue as 30% of youth is depressed.

Advertising Story -

The Lunchbox Wizard  
will save your time  
everyday.

#### 4. Correctness

Thanks so much for meeting me at lunch today. I enjoyed your conversation. I am looking forward to meet you again.

How much time do you spend?  
No more. I bought a complete  
Lunchbox Wizard from your  
refrigerator to quicken a healthy  
lunch and have more time  
play or read with them.

### III Coherence:

All points are logical

All points are connected and relevant to the main topic. Tone and flow of text is consistent  
Ideas are well linked

Organizing ideas in a logical manner  
Connecting them effectively by using time-order spatial order, dramatic.

e.g. One morning I shot an elephant in my Pyjamas.  
How he?

A] Stolen Painting found by Tree

B] Milk Pinters are trying to Powder

C] Peacock neither can talk at Moon.

### II. Concreteness:

## Non-Verbal Communication

Non-Verbal Communication is the process of conveying a message without the use of words.

Non-Verbal Communication is continuous, ongoing and in constant motion. Even when we stop interacting we can't turn our eyes off non-Verbal communication. Our posture, eye contact, facial expressions, physical appearance are always communicating with us, whether intentional or unintentional.

- It is multi-channelled → it is rarely sent through just one channel in isolation, rather it accompanies multiple channels and occurs in clusters. For eg squinted eyes — furrowed brow — pursing of the lips. So, we need to be aware about the entire cluster when we are decoding a particular message. Non-Verbal congruence is the consistency among the cluster of non-Verbal signals we are observing. So standing their arms crossed along with furrowed eyebrows is there.

Non-Verbal Communication is conscious/intentional and unconscious/unintentional. Sometimes, we are conscious about the communication. Eg in interview etc. Sometimes we are unconscious → we often smile and cry without thinking at all.

- Non-Verbal Communication is ambiguous → As we all know that Verbal communication often leads to confusions etc. But non-Verbal communication is more ambiguous. Many non-Verbal signs have ambiguous language. Like Did anybody wink because of affection, share some knowledge or thoughts or something only?. There are no rules for it.

Non Verbal Communication occurs face to face and through mediated communication channels.

When people think of non-verbal communication, they think of behaviours and actions directly connected to the body such as gestures and facial expressions. When communication takes place through mediated platforms, like text messaging or social media posts, they usually think of it as non-verbal communication. According to Mc Rochester (2013) communication such as text messages is referred to as fingered speech. Such communication has transcended the message, facial expressions can be relayed through emojis, emoticons and gifs etc.

(quotes)

"Listen with your eyes as well as your ears"

Graham Speechley

"What you do speaks so loud that I cannot hear what you say." - Ralph Waldo Emerson

"He who does not understand your silence will probably not understand your words."

Elbert Hubbard

"~~You can tell~~ People may hear your words,

but they feel your attitude.

The most important thing in communication is to hear what is being said. Peter Drucker

- White cage dwellers always used gestures
- your body language or non-verbal communication says more about you.
- Within first seven seconds of meeting, one can tell how someone feels about herself by expression.
- Walk into the room of strangers and from their <sup>stance</sup> movements and expressions, you receive messages about their attitudes, feelings, moods and emotions.

Look at two women

- ① Slouching shoulders lowered head + hands fidget over stomach → less confident.  
→ teenage girl → slouching shoulders
- ② Eye-twinkle → hand and arms move freely + smile feel is firm → confidence → smile → joy

③ Bulwer's Chirologia or the Natural Language of the Hand - 1634  
First book on body language. By 19th

- B] By 19th ~~directors and teachers of drama instructed actors to express through posture and gestures.~~
- B.] Expressions of the emotions in Man and Animals (in 1872)  
Charles Darwin discusses the connection between humans, apes and monkeys. These species use similar facial expressions, inherited by a common ancestor.

C.] 1960's Desmond Morris → created a sensation when his book The Naked Ape and Man watching was based on it.

When incongruity occurs between verbal and non-verbal messages

(incongruity)

- Verbal, then 7% of the message is conveyed through words, 38% vocal quality - 55% → gestures and postures
- Prof Albert Mehrabian → University of California

Leg while presenting, Arthur uses index finger to rub his nose and then uses left finger to tap of forehead. It shows his insecurity as presentation.

Since body language is a natural, unconscious language that broadcasts true feelings and intentions, they'll likely choose the non-verbal message.

Your non-verbal communication cues - the way you listen, move or sit → show how truthful you are → whether you care or not.

It can play five roles

- ① Repetition → It repeats and often strengthens the message you are making verbally.
- ② Contradiction → It can contradict the message by indicating you are not telling the truth.
- ③ Substitution → It can substitute a verbal message. It conveys a far better message.
- ④ Complementing → It may add to or complement your verbal message. If a boss pats an employee, in addition to a verbal message (praise), it increases the impact of the message.
- ⑤ Accenting → It may accent or underline a verbal message. Pounding the table can underline the importance of message.

## The Importance of effective communication Edward G. Weethem

- Ambiguous: → Verbal Communication has more rules  
But non-verbal communication has fewer rules.  
It is learnt unconsciously. Catching someone's eye  
show humour, challenge, or friendship (depends on a  
situation). There is no full-proof dictionary or grammar  
of how to interpret non-verbal communication.
- Continuous Constant → Physical appearance, emails  
Instagram pictures etc. Never stop communicating
- It uses multiple channels. When I talk to a friend,  
I listen to my friend's tone of voice, watch facial  
expression, use of eye contact, and gestures.  
I want to make friends → fix my hair, laugh at jokes,  
put on flattening clothes

According to Burgoon and Nobles (2002) → Our reliance on  
non-verbal communication becomes even more intense  
when people display mixed messages of verbal and non  
verbal behaviour that convey contradictory meanings.  
Jones and LeBaron (2002) → Verbal and Non-verbal forms  
of communication work together to create meanings  
(Jones and LeBaron)

As communicators, we don't emphasize or expose items  
separately, but rather jointly to create meaning (Birdwhistell  
1973)

### Gesture :→

Sometimes a gesture is more effective in conveying a  
message than any words you can use. Signals  
expressing love and support, pleasure and pain, fear, loathing  
and disappointing are clear to decipher

Gesturing to illustrate what you're saying

- When you describe an object, then we use gestures.
- Different gestures have different meanings. Illustrating through gestures create a clear picture for them. They add emphasis to your voice, clarify your meaning and give impact to your message. Whether your point requires a gentle approach, or a firm telling off, your body's instinct is to move along with it.

Examples

- A.] clear sharp gestures move hands in a precise and controlled manner. no wasted gestures, just those specific ones that paint a clear picture and accurately convey the message.
- B.] For presentation, best points separately on fingers. Use fingers separately to touch other hand (start counting with thumb) Biggest people by in with index finger) that is point one for one finger and so on.
- C.) emphatic gestures create a feeling of care and concern. Tilt body towards the other one. You may even touch arm or hand or place your arm around their shoulder.
- D.) A child → stomping feet + clenched fist + screwed up face → not happy
- E.) People who feel threatened touch themselves as a means of self-comfort. Rubbing forehead + rubbing their forehead.
- F.) Elation → sportspeople show arms in open position, mouth and eyes opened
- G.) slouch in step, drooping heads, downward cast eyes  
(lazy)  
class  
less confidence

• Formal Communication: →

Exercise on 7 C's of Communication

A] Completeness →

- I will send email to you when you reached to Dubai.
- She bought the furniture that are shiny.
- It is not possible to give you one week leaves.
- You ~~want~~ fall ~~short~~ short to attach your document with application.
- Bangladesh is making progress in economy.
- Being a good trainer we have believed that you can help us.
- It's your fault, you didn't read my article.

Context.

Formal → Through proper, predefined channels and routes. The flow of information is controlled and needs deliberate effort to be properly communicated. It follows a hierarchical structure and chain of commands. From top level to lower staff. Employees are bound to follow timely.

Timely and Systematic flow of communication

Informal communication is multi dimensional and it moves

Slides : →

H.] Someone's who's thinking hard, finger on head → depression/ Reflection.

• Humans are blessed to create a wide variety of gestures

A] Unintentional gesture → That inhibit ability to act.

A hand or finger in front of mouth  
Crossed legs

Folded Arms

Lips pressed together

B.] Signature gestures - It is the one that one person does in a particular way

Twirling hair around finger

Thumb sucking

Eyebeow pulling:

Throat stroking:

Forward tilted head + upcast eyes → Vulnerable

{Signature gestures - of personalities}

III. Fake gestures:- Conceal and fool

Some common gestures that are faked →

Smile, Frown, Cry, Sigh, Hold body as if in pain

[ Anna whined day and night. Her mother remarked it's not enough. So she put on a fake grin. Teeth were clenched and her eyes didn't crinkle ]

IV Micro gestures → flaunch of nose, Tension at eyes

V Displacement gestures → When you're feeling conflicting emotions, you release extra energy by fiddling with objects, stroking your chin, eating, smoking, straightening your clothes, Tossing at your earlobe

VI Emotional gestures → Such as blushing, smiling, crying, shrugging,

(Successful people stand tall, well-dressed, smile on their faces, move with a purpose.)

(pooremics → Edward Thorndike)

Different cultural gestures

## Facial expressions : $\Rightarrow$ Ekistics $\rightarrow$

Fact, no matter what you say, people are going to believe the look on your face rather than what you tell them. It exerts a powerful control over the type and amount of communication between individuals. People make personality and other judgements about each other based on what they see on their faces.

- 44 muscles  
- 22 left, 22 right

Facial nerve ~~that~~ controls facial expressions like a tree.

I - salivation

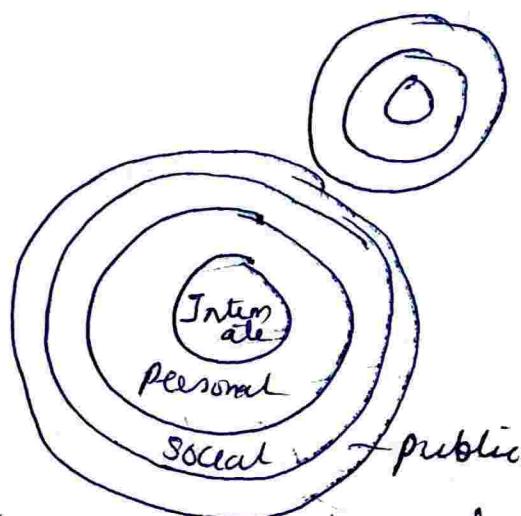
II - taste

III - smile from eye

Disagreement  $\Rightarrow$  Person's gaze  $\rightarrow$  long  $\rightarrow$  lips tightly closed.

1. Open facial gesture  $\Rightarrow$  eyes are engaged  
mouth is relaxed, head is tilted with great interest  
 $\rightarrow$  soft and inviting
2. Crossed arms  $\Rightarrow$  upright gaze  
~~like sadness~~ lightens the mood
3. Holding back emotion like sadness  
muscles around the eyes and mouth closed arms
4. Jutted jaw and protruding eyes indicate anger or annoyance.
5. Pure joy  $\Rightarrow$  your eyes twinkle involuntarily, laugh lines outside corner of your eyes, cheeks raise, lips pull up
6. Faux  $\Rightarrow$  eyes closed, lips are pulled - no gaze
7. Feeling sad  $\Rightarrow$  facial features - slack and saggy, eyes are dull and lifeless.

Proxemics is the study of how we communicate with the space around us. Our interaction with people has a spatial dimension. Contact with people shows our personal relations. When we are standing in the lift, we feel so awkward. We look up and down here and there. The concept was first given by Edward T. Hall. It is represented as



"Proxemics is the study of human use of space and the effects that population density has on behaviour, social interaction and communication. Imagine invisible bubbles around every person that provides each of us with comfort zones for social engagement and person."

Susan Young → The Art of first Impression & Posture Report

Intimate → Selected people → Within 18 inches  
It's the language of nearness. Proximity means nearness. So nearer we are, we will be able to communicate in a special way. It's our private code. We use whispers etc.

Personal → low pitch, 18-4 feet → Colleagues, associates and visitors. We rise above the close circle. It permits unprogrammed and spontaneous communications.

It is related and most of the time certain important relationship

III. Social space language → 4 to 12 feet. We use space mostly for formal purposes. While feelings, emotions may come up in personal and social space. Reason and planning are used in social space. It is therefore of paramount importance.

III. Public spaces → Communication is very formal. The attachment of the intimate and personal space is substituted by detachment of perception, objects of approach and formally communication. We have to measure,

fixed → house

semi-fixed →

Space use → front →

Chronemics → Use of time in NVC. Time is a very important tool. It helps us understand how people perceive and structure time in their dialogue and relationship with others. American → a "can't space time". Spending time with older shows how other is "open time". Spending time with elder shows how other is important. The length of time we spend with different people reflect our interpersonal priorities. In work culture, we spend more time with people of high status clients, who have big portfolios.

Dawna and David Seibold (2000) observed reciprocal

relationship between time and communication. They believe that communication creates a understanding of time and

yet our sense of time restricts our communication

Edward T. Hall → Technical - Scientific measurement of time

formal → social, formal terms  
informal → social, informal terms

At 1. Open state