



ĐẠI HỌC BẠCH KHOA HÀ NỘI  
VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG

# Nonverbal Communication

## Technical Writing and Presentation

SoICT - 2020

# Content

1. What is nonverbal communication?
2. Difference between verbal & nonverbal communication.
3. Importance & Power of nonverbal communication.
4. Types of nonverbal communication.
5. Forms of nonverbal communication.
6. Nonverbal Communication Around the World.
7. Nonverbal communication must be **understandable**.

# What is nonverbal communication?

**Nonverbal Communication = Communication without words**

Nonverbal communication is a process of communication through sending and receiving wordless messages.



# What is body language?



- ❖ Little attachment to consciousness, unconscious expression.
- ❖ Expressed through gestures, smile, gesture.
- ❖ Exchange of attitude between people, sometimes using words instead.
- ❖ Is a communication art used in everyday life.

## Verbal & Nonverbal communication

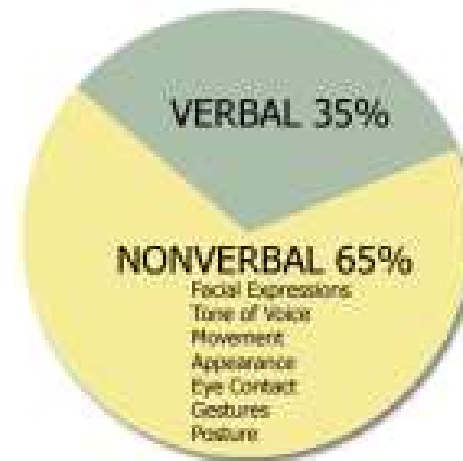
- Before moving forward, let's keep in your mind that verbal communication and nonverbal communication are interconnected and they operate together in communication.
- Verbal and nonverbal are all types of communication. But the difference between them is that we use our voice in verbal communication and we use body signs in non-verbal communication.

# Importance of Nonverbal Communication

Verbal & nonverbal Communication plays an important role in how people interact with one another. People are using around **35% verbal communication** and **65% nonverbal communication** in daily life. Nonverbal communication has also **cultural meaning**.

**“The most important thing in communication is to hear what isn’t being said.”**

**Peter F. Drucker**



## Power of nonverbal communication

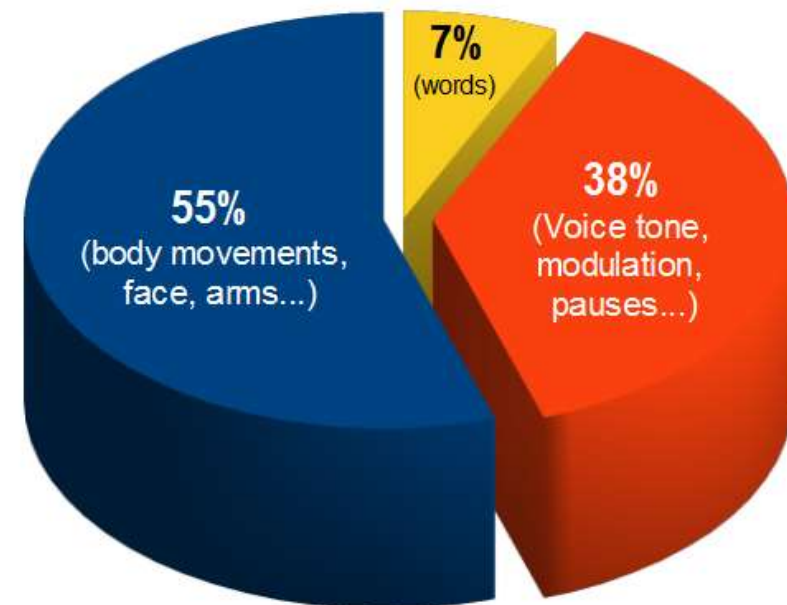
Nonverbal communication is the most powerful form of communication. More than voice or even words, nonverbal communication helps to create your image in others mind and even you can express your emotions and feelings in front of others, which you are unable to express in words.



## What does the body reveal?

- ❖ Combined with speech to increase communication efficiency
- ❖ As in other languages, there are forms, functions and meanings
- ❖ Faces, movements, eyes, smile, distance are important.
- ❖ Decoding the cues will help each person in

What does the body reveal?





# Types of Nonverbal Communication

**There are two types of nonverbal communication:**

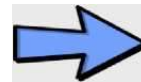
- **Intentional nonverbal communication**

Example: Pointing out the finger, giving smile and clapping.

- **Unintentional nonverbal communication**

Example:.....?

**This may be intentional or unintentional nonverbal communication message?**



# Form of nonverbal communication

1. Eye Contact
2. Facial Expressions
3. Posture
4. Haptics or Touch
5. Gestures
6. Personal Space

# Eye Contact

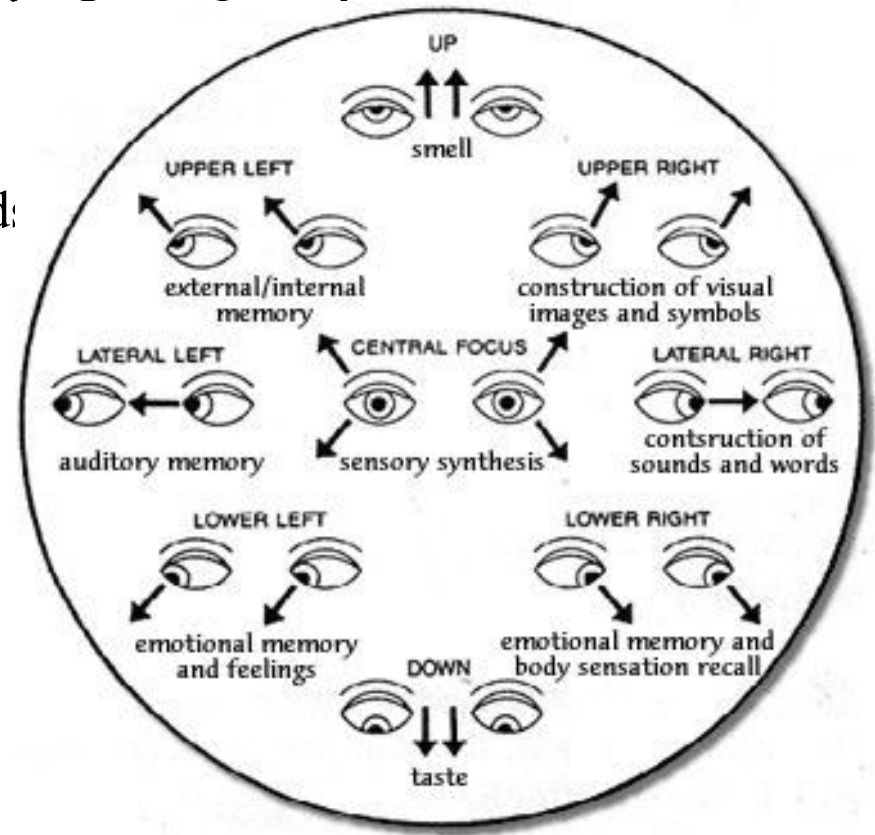
Eye contact, a key characteristic of nonverbal communication, expresses much without using a single word. In American culture, maintaining eye contact shows respect and indicates interest.

**Eye contact also establish the nature of a relationship.**



## The language of the eye

- ❖ Eyes to the right then down to yourself: trying to capture your own emotions.
- ❖ Eyes left and down: in monologue.
- ❖ Look up, then left: Imagining something.
- ❖ Glance to the left: Try to memorize sound.
- ❖ Glance right: Try to recall the sound
- ❖ Raised eyebrows.
- ❖ Eyes wide open: Showing surprise



# Facial Expressions

Facial expressions are the key characteristics of nonverbal communication. Your facial expression can communicate happiness, sadness, anger or fear.



## Effect of smile

- ❖ A smile with 10 ton tonic / Contribute to build immune system / Protect body against disease / heal wounds / prolong life / Nothing helps us cheaper smile.





## Posture

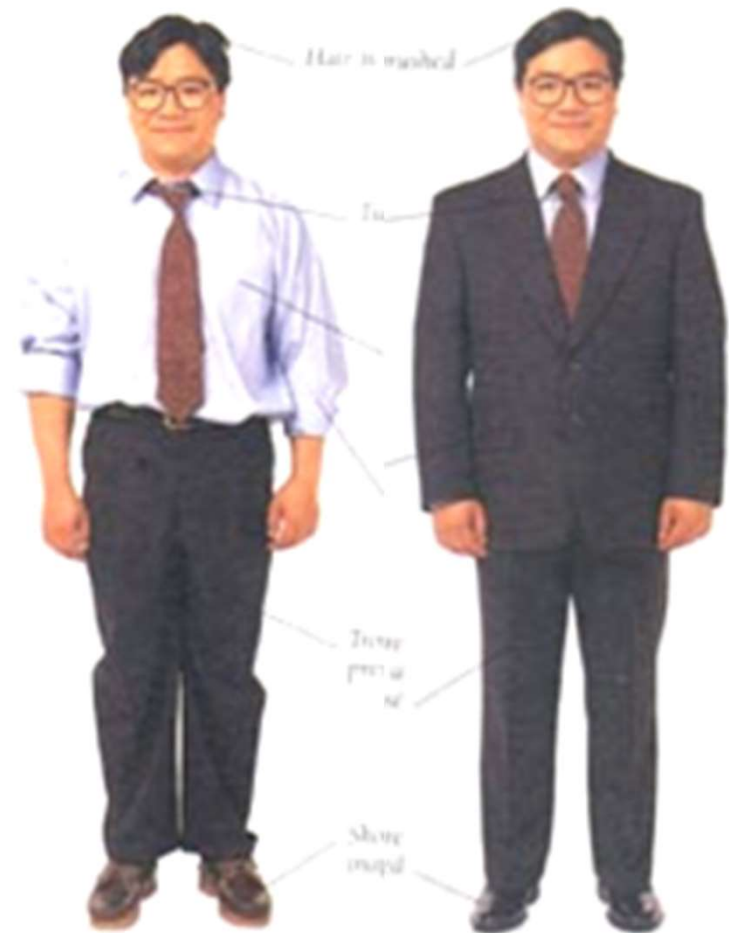
Posture and how you carry your self tells a lot about you. How you walk, sit, stand or hold your head not only indicates your current mood, but also your personality in general.

For example, if you cross your arms while standing, you indicate that you may be closed off and defensive. Meanwhile, walking with your head down and avoiding eye contact with others may indicate shyness.



## Costume

- ❖ Social status, economic ability
- ❖ Academic level
- ❖ Ethical standards
- ❖ Better than a listener





## Haptic or Touch

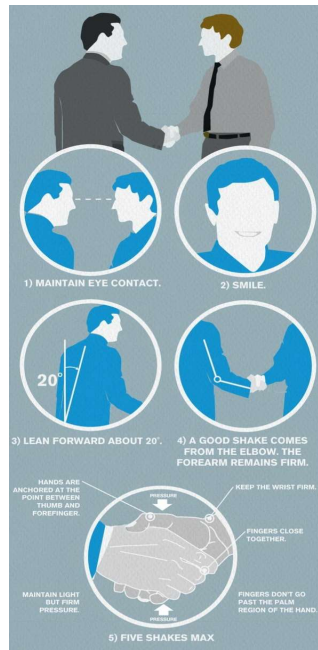
Haptic communication is communicating by touch. Touch or Haptic is the characteristic of nonverbal communication and used when we come into physical contact with other people.

**For example: We use handshakes to gain trust and introduce ourselves.**



# Shake hands properly

- ❖ Look at the enemy's eyes / Smile
- ❖ Sloping forward about 20 degrees, hands forward
- ❖ Moderate effort from the elbow. Hold arm steady / shake hands



# Gestures

A **gesture** is a characteristic of nonverbal communication in which visible body actions communicate particular message.

Gestures include movement of the hands, face, or other parts of the body.



# Gestures

- ❖ Symbol
- ❖ Illustrative
- ❖ Regulatory
- ❖ Is a double-edged sword



---

**Let see some most common gestures**

# OK

**Australia, USA, UK, Canada**

Expressing satisfaction

**Brazil**

The inverted OK icon is viewed as a rude gesture. Similar to greeting with one finger



# Horn-shaped finger



- **Mỹ**

Các rocker biểu đạt sự chấp thuận, bản chất là khuấy động sân khấu

- **Italy, Brazil, Colombia, Tây Ba Nha, Bồ Đào Nha**

Thông báo với ai đó rằng họ đã bị vợ “cắm sừng”



# Thumb up



**Australia, USA, UK,  
Canada** Expression  
of consent

**Iran, Iraq**  
An insult to others

**Greek**  
Nuts





# V-shaped finger



## America

Rockers express  
approval, in essence  
stirring up the stage

## Australia, UK, Ireland, NZ

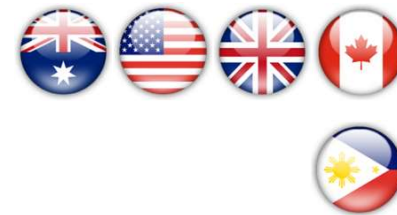
Rude acts that disdain or  
challenge authorities



# Finger wagging

**Australia, USA,  
UK, Canada**  
Call someone

**Philippines**  
Often used to call  
dogs, offensive  
when used with  
people



Finger wagging

# STOP



**Australia, USA, UK,  
Canada**

The sign just stopped



**Greek**

Rude gestures.

Understand as "Go  
die"

## Personal space

Personal space is your "bubble" - the space you place between yourself and others. This invisible boundary becomes apparent only when someone bumps or tries to enter your bubble.



**Personal space**

## Distance

- ❖ Friendly <1m
- ❖ Private <1.5m
- ❖ Social <4m
- ❖ Public > 4m



# Nonverbal Communication Around the World

## Nonverbal Communication in **Pakistan**

Expressing  
happiness,  
respect and  
love for others.



# Nonverbal Communication Around the World

## Nonverbal Communication in China

The Chinese don't like being touched by strangers. Therefore don't make any body contact.





# Nonverbal Communication Around the World

## Nonverbal Communication in **Argentina**

A handshake and nod show respect when greeting someone.

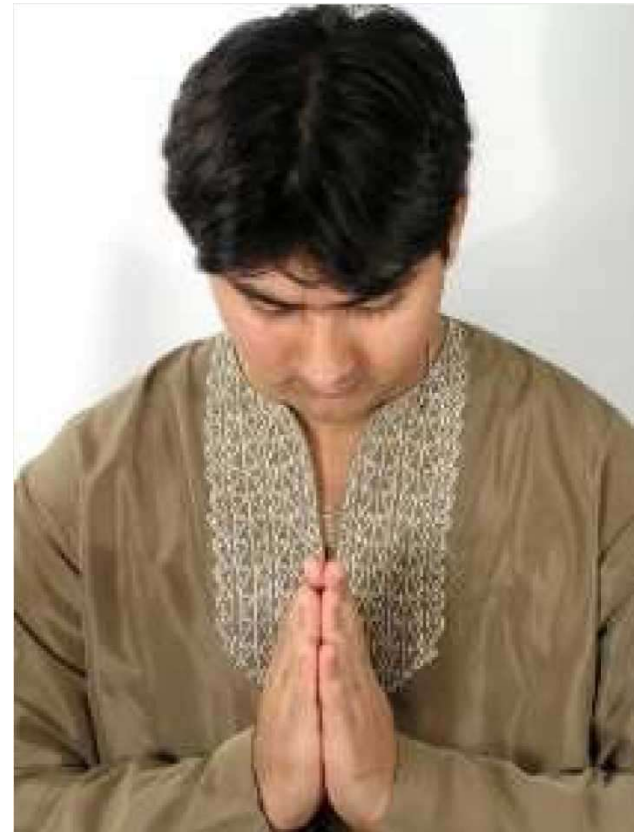




# Nonverbal Communication Around the World

## Nonverbal Communication in **India**

Greeting with 'namaste' - placing both hands together with a slight bow is a very common nonverbal communication and shows respect.



# Nonverbal Communication Around the World

## Nonverbal Communication in the **U.S.A**

Quite Informal way of  
nonverbal communication  
- A handshake, a smile,  
and 'hello'.



## “EAT, PRAY, LOVE”



## Body language on speech

❖ <https://www.facebook.com/ThienDuy5397/videos/2684257891841539/UzpfSTEyNDgwODM3NjE5MjU5NDM6MzI4MjMwNTIwODUwMzc3OA/>



25 YEARS ANNIVERSARY  
**SOICT**

**VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG**  
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

**Thank you for  
your attentions!**

 [soict.hust.edu.vn/](http://soict.hust.edu.vn/)  [fb.com/groups/soict](https://fb.com/groups/soict)

