Business Communication (HS-218)

Week 2 (Recorded Lecture 1)

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Levels of Communication

Intrapersonal Communication

Interpersonal Communication

Small Group Communication
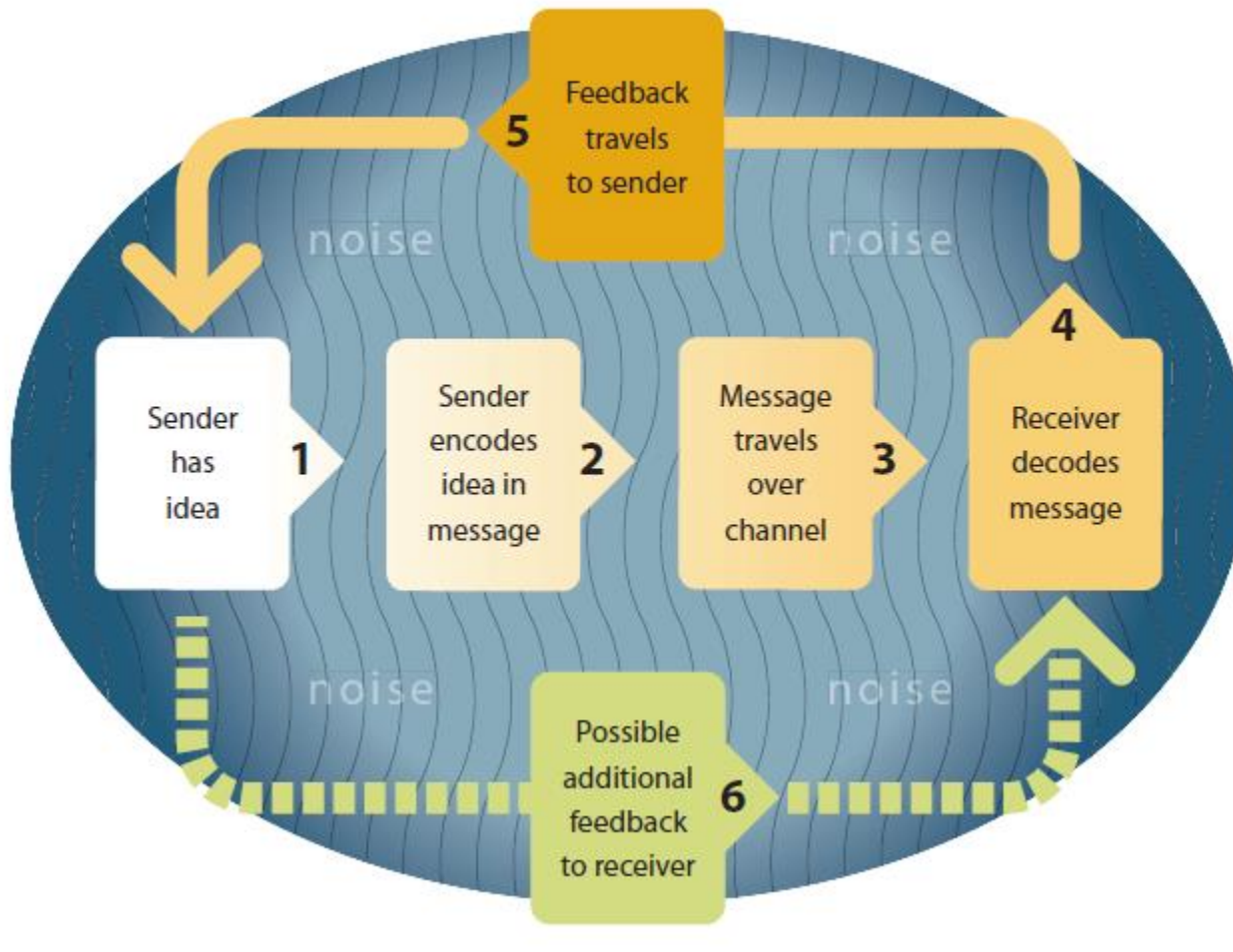
Organizational Communication

Public Communication

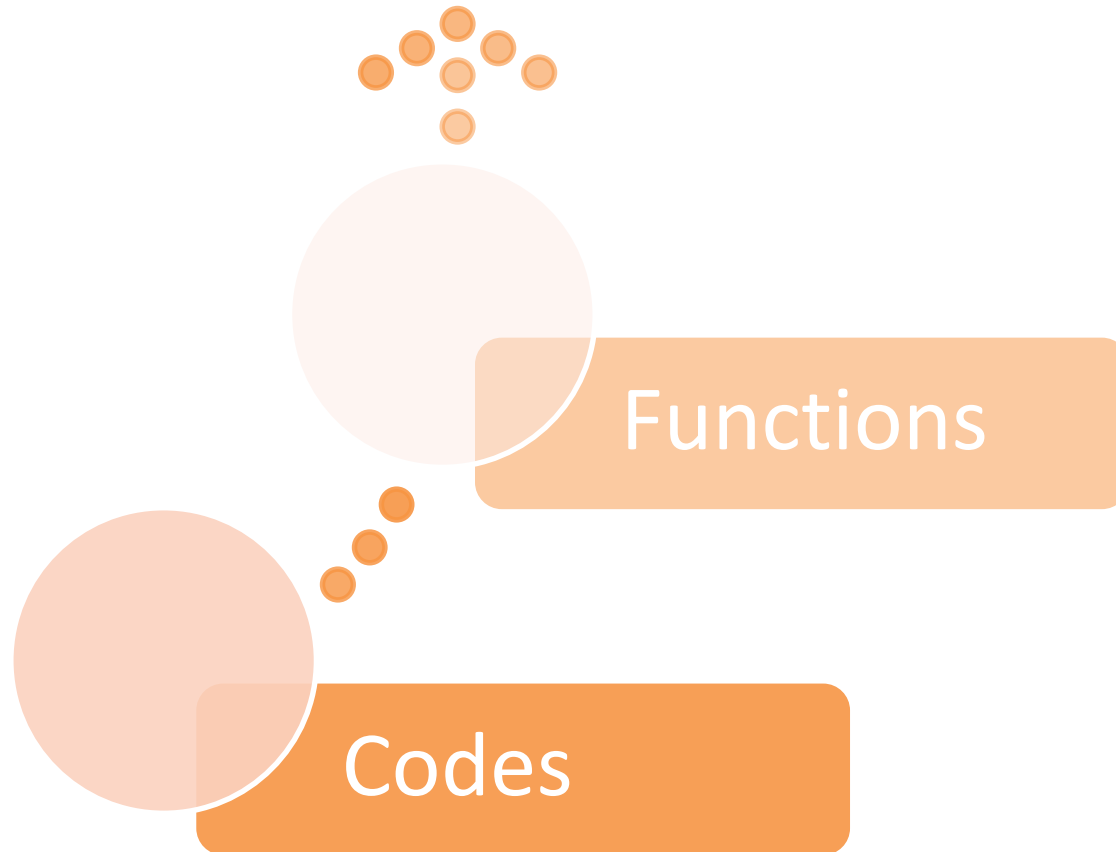Mass Communication

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FIGURE 1.5 The Communication Process

Non-Verbal Communication

Functions

Codes

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Functions of Nonverbal Communication

Reinforcement

Modification

Substitution

Regulation

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Reinforcement

Nonverbal cues emphasize or underscore a verbal message.

For example, when you raise or lower your voice, or slow down your rate of speech so you can deliberately stress a series of words, you are using nonverbal cues to accentuate your words.

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Modification

Nonverbal cues can contradict or negate verbal messages.

For example, your face is contorted into a grimace. Your eyes are narrowed and eyebrows furrowed. Yet, you are yelling, "I am not upset!"

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Substitution

Nonverbal cues can substitute for or take the place of spoken words.

For example, when someone asks, "What do you want to do tonight?" a shrug of the shoulders frequently is used in place of "I don't know."

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Regulation

Nonverbal cues can regulate or control person-to-person interaction.

For example, if we feel that talking to a certain person is like talking to a wall, or that when we talk to a person where we can't get a word in return, it may be because we do not get the turns or attention that we feel we deserve when we interact with that person.

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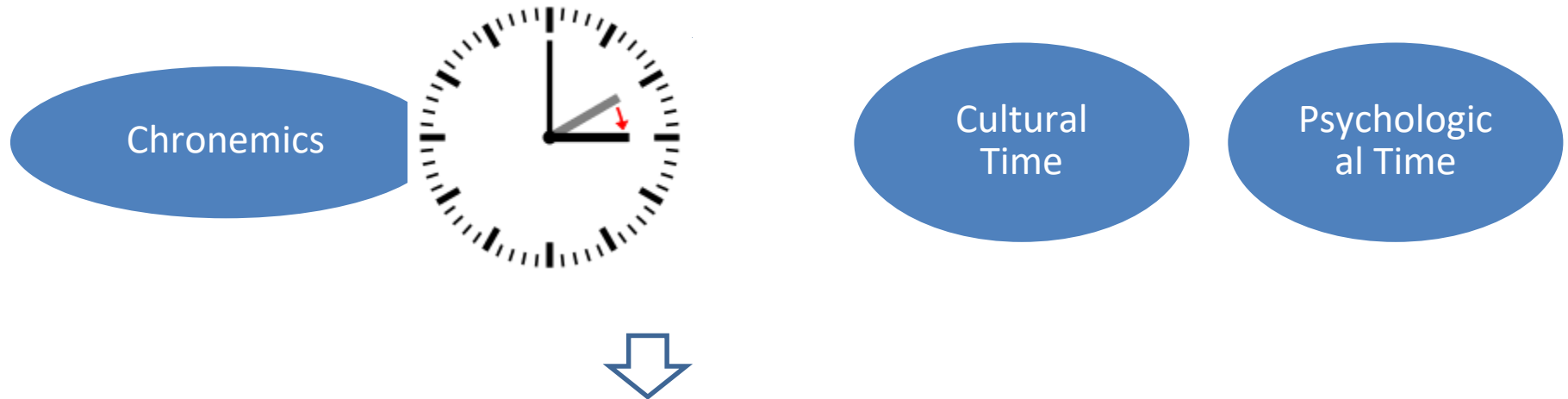
Codes of Nonverbal Communication

- Temporal Codes
- Person Oriented Codes
- Environmental Codes

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Temporal Codes

Chronemics

Cultural Time

Psychologic al Time

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Chronemics

- Technical Time
  - Milliseconds
  - Atomic Years/Leap Years

- Formal Time
  - Seconds, Minutes, Hours
  - Days, Weeks, Months, Years

- Informal Time
  - Forever, Immediately, Soon
  - Right away, As soon as possible

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Time Orientations

Displaced	*Diffused*
Time is viewed exactly	Time is viewed approximately

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Monochronism	*Ploychronism*
One thing at a time	Number of things at the same time

Social Clock

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Psychological Time

- Past Orientation
- Present Orientation
- Future Orientation

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Person-Oriented Codes

- Physical Appearance and Dress

- Gestures and Body Language

- Facial Expressions

- Eye Contact

- Personal Space and Touching Behavior

- Vocal Characteristics

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Person Oriented Codes

v. Personal Space and Touching Behaviour:
Proxemics is space and how we use it. Every culture has norms for using space and for how close people should be to one another.

Relationship	Distance	
Intimate relationship	0	18 inches
Personal relationship	1.5	4 feet
Social relationship	4	12 feet
Public relationship	12	25+ feet