

Non-Verbal Communication

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Introduction

- Communication through words is called Verbal communication ; communication through other symbols is called Non-verbal communication.
- Non –verbal communication occurs mainly through visual symbols and auditory symbols.
- Visual symbols are those which are seen and auditory symbols are those which are heard.
- Written communication can be enhanced by using various symbols and graphics

Types of Non-verbal Communication

- Colour.
- Pictures.
- Diagrams.
- Graphs and Charts.
- Maps.
- Signs and Symbols.
- Auditory Symbols.
- Body Language.

Colour

- Colour is an important and powerful means of communication.
- Ex. – Traffic signals, identification of different products and materials in industry, teams have colour in uniform, countries have colour in their flag.
- Colours give added dimension to maps, charts and graphs.
- It is also used in clothing, design and decoration.

Pictures

- Pictures are used in brochures, posters and advertisements.
- They are universally understood, easily remembered and make an immediate impact because they are easier to 'take in'.
- Pictures are used extensively in advertising as they attract and convey the message instantly.

Diagrams

- A Diagram is a figure.
- It consists of simple line drawing .
- It accompanies and illustrates the parts and operations of any particular thing.

Graphs and Charts

- They represent statistical information.
- Special skills are needed to prepare and to understand a chart or graph.
- Information presented in a chart or graph allows the overall situation to be seen at a glance.
- Every chart or graph must be properly titled to show what information it represents, must have labels and keys to explain what the different bars/parts stand for.
- Ex.-
 - 1) Bar Charts.
 - 2) line graph: A line graph compares two variables (x-axis and y-axis)
 - 3) Pie Chart: It is a circular diagram for displaying percentages.
 - 4) Flow Chart: it is used for indicating procedures.

Maps

- Maps are representations of territory.
- Used for conveying the space relationships between places.
- They can convey geographical information like transport routes, climatic conditions, distribution of population, crops, animal life and vegetation.
- They can convey sociological factors like religion, literacy and health.
- Maps has labels to show four directions, a key to explain the meaning of the symbols used and a scale to show kilometres represented by centimetre.

Signs and Signals

- A sign is a mark to represent something.
- For ex.- + for plus, skull and cross bones for danger. It has fixed meaning.
- Signal is previously agreed movement which serves to warn, direct or command.
- For ex.- coming on of a green light in a signal to go ahead, firing of gun salute signals the arrival of a VIP.

Auditory Symbols.

- 1) Sounds: sounds are used mainly for warning, like sirens.
- 2) Whistles: whistles are used by sports directors, the police /army to call members to assemble.
- 3) Bells and Buzzers: are used to indicate the starting and ending of work periods. Used by special vehicles like fire engines and ambulance.
- 4) Beeps: are used in many electronic gadgets.
- 5) Tunes: are often used as identification marks.
Ex.- programme on radio/TV have a signature tune.

Body Language

- Body Language means the changes that occur in the body position and movements that show what the person is feeling and thinking.
- It is involuntary and unconscious and makes a powerful impact on others.
- Body language can make or spoil a presentation.
- Body language consists of many aspects:
 - 1) Appearance.
 - 2) Clothing and accessories.
 - 3) Posture.
 - 4) Facial expression.
 - 5) Smile.
 - 6) Eye contact
 - 7) Gestures.
 - 8) Energy.
 - 9) Space.
 - 10) Time.

- 1) Appearance:
 - a) two important factors that contribute to appearance are grooming and personal hygiene.
 - b) care of skin, nails, feet and hair are expected standards.
 - c) appearance makes the first impression.
 - d) lack of neatness or cleanliness, carelessness in grooming, clumsy clothes make a negative impression.
- 2) Clothing and accessories:
 - a) It is a very important aspect of body language.
 - b) It requires good taste/judgement to make a subtle impression.
 - c) Appropriateness for the occasion is essential, formality of the occasion, the time of the day, the season, cultural background of the people and the conventions all represents desired impression.
 - d) Accessories like tie, footwear, jewellery need careful selection.

- 3) Posture:

- a) posture is the way we hold ourselves, the way we stand or sit.

- b) it indicates our feelings, thoughts, attitudes and health.

- c) posture can indicate disregard or disrespect for others.

- 4) Facial Expression:

- a) The expression on the face is the most obvious aspect of body language.

- b) a cheerful and gloomy face influences most people.

- c) several expressions on the face can convey ,with or without words, the attitude, feelings and reaction of the communicants.

- 5) Smile:

- a) A smile is a universal gesture.
- b) It is also a useful non-committal gesture when it is better to be silent.
- c) it could be sarcasm; it cannot be conducive or good relationships.

- 6) Eye contact:

- a) Eye movement is a key part of facial behaviour, directing others attention or showing surprise or happiness .
- b) It is a very important communicative factor.
- c) Eye contact between speaker and listener is necessary for indicating that both are interested in the communication.
- d) while making oral presentation it is important to create rapport with the audience with eye contact.
- e) presenters take the whole audience in the sweep of the eye making brief eye contact .

- 7) Gestures:

- a) gestures are movements of hands/head /body ; they are natural accompaniment of speech.

- b) a person who does not make any movement while speaking appears stiff and mechanical.

- c) no two persons make exactly the same gestures ; yet the general meaning is easily recognised.

- 8) Energy:

- a) a person with a high level of energy makes a great impact on others.

- b) energy conveys competence and inspires respect.

- c) a healthy person is energetic and maintains a certain level of enthusiasm in work.

- d) a person's enthusiasm is reflected in the style.

- 9) Space:

- a) individuals maintain a certain space between themselves in various social and interpersonal situations.
- b) the distance we keep from other person while speaking, indicates the relationship.
- c) we maintain a respectful distance from our superiors.

- 10) Time:

- a) time given to listen or to speak to people creates a sense of self-esteem in them, it is equated with care and concern.
- b) a sense of timing generates respect and goodwill.

Thank-you