

# NON VERBAL COMMUNICATION





Nonverbal communication is an elaborate secret code that is written nowhere, known by none, and understood by all.

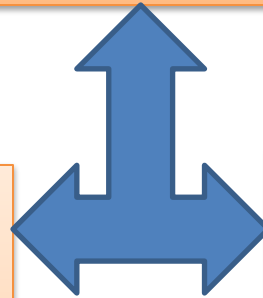
— Edward Sapir —

# Transmission of meaning other than oral or written words

- Through facial-expression, body postures, eye contacts, clothing, silence etc
- Instinctive and spontaneous
- God given language
- More than 55% of human communication is through non-verbal clues



**Non Verbal**



**Visual**  
(Can be seen)  
Eg: Signs,  
Colours

**Auditory**  
(Can be heard)  
Eg: bells, horns

# Components of Non Verbal Communication

- Non verbal message produced by the body
- Non verbal message produced by the environmental setting(Time, Space, Silence)
- 1. Kinesics
- 2. Proxemics
- 3. Chronemics
- 4. Paralanguage
- 5. Haptics

# Kinesics- study of body language



Invented by Ray Birdwhistell, 1952, an anthropologist, in the book *Kinesics and Context*.

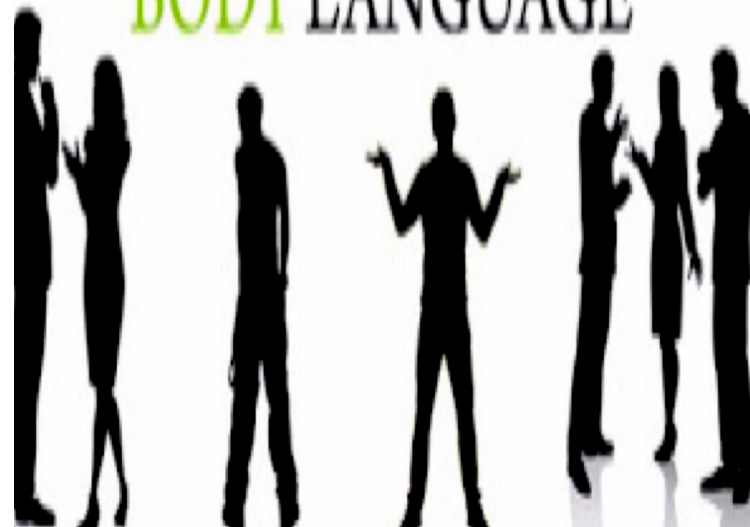
A. facial expression,

B. posture & gesture,

C. personal appearance

D. eye contact

BODY LANGUAGE

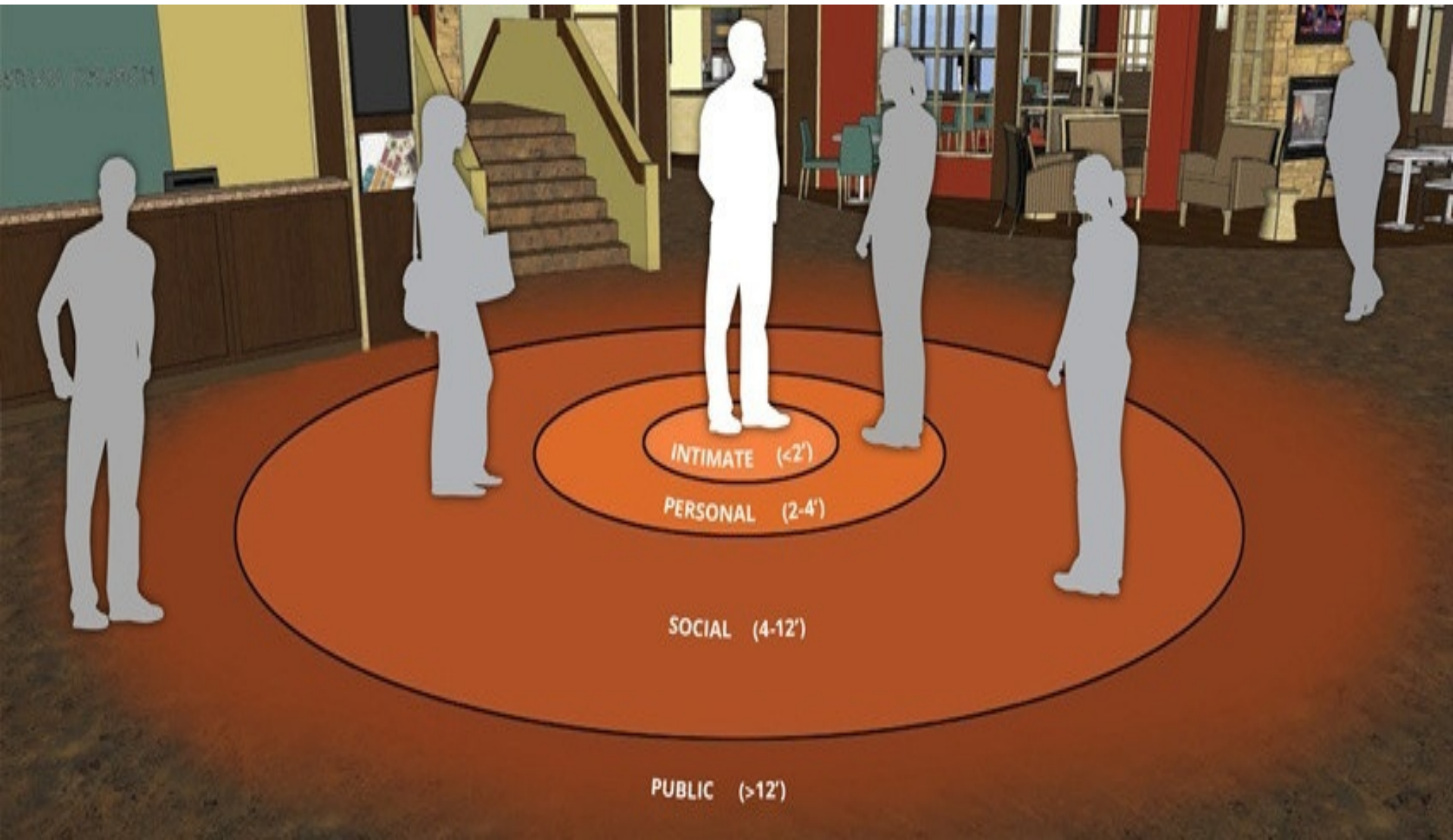


Humans can make and recognize about 250000 expressions



**Proxemics**- study of space language, physical distance

Anthropologist Edward Hall



# Chronemics-Role of time & use of time

- Thomas J. Bruneau, 1970

How time is perceived  
& valued -

It includes punctuality,  
willingness to  
wait, and interactions.

- Time can be used as an  
indicator of status
- Monochronic time &  
Polychronic time





# Paralanguage

*"Not only what you say, but how you say it also matters."*

Paralanguage consists of:

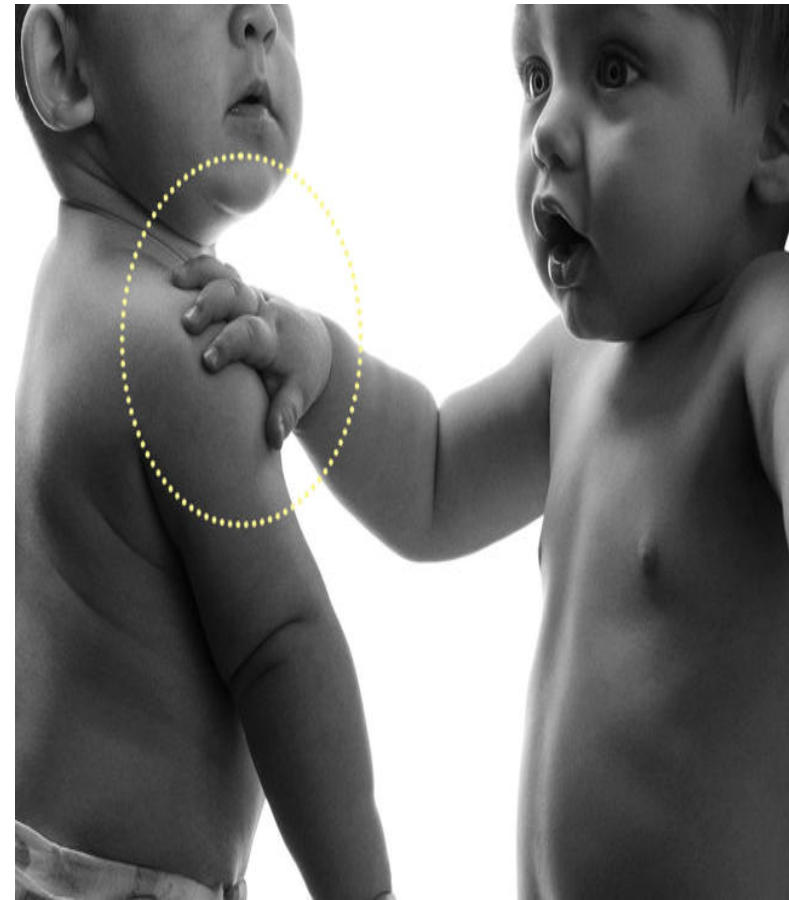
- Rate
- Pitch
- Volume
- Vocal Fillers
- Quality-Made up of tempo, resonance, rhythm, and articulation



- George L. Trager in- 1950
- All vocal aspects of communication like voice quality and modulation.
- Other Examples- Sigh, Gasp, Yawning, Moaning, Throat-clearing etc.

# **Haptics**- any form of communication via sense of touch

- The sense of touch is the fundamental component of haptic communication for **interpersonal relationships**
- **Olfaction** is the sense of smell.



**A. Kinesics or Body language** is an integral part of communication. Our body consciously or unconsciously conveys messages, moods, attitudes in the same way as we use language to express our feelings. Facial expression, posture & gesture, personal appearance, eye contact and even silence come under **Kinesics**.

**i) Facial expression:** The face is said to be the mirror of the mind. Whatever we feel is reflected in our face. Facial expressions include the emotions expressed by head, eyes, nose, mouth and lips. A smile means friendliness, a frown means anger, a creased forehead shows worry etc.

**Happiness**



**Surprise**



**Fear**



**Neutral**



**Disgust**



**Anger**



**Sadness**



## ii)Posture

--is the position adopted by the body. It helps in conveying a message. It reveals a great deal about the individual like– A raised head means openness, a tilted head means curiosity. The context or the situation also influence the postures and their meanings.

- ❖ Standing straight and erect demonstrates confidence
- ❖ Sitting with crossed legs and folded arms demonstrates closed nature or defensiveness.
- ❖ Leaning back of body on Chair means lack of interest



### iii) Gestures--

---are small body movements that transmit specific information. Some gestures may be conscious while others may be involuntary. Some gestures have universal meaning like a headshake for “no” or a handshake for “Hello”.

- ❖ Pointing fingers demonstrates authority
- ❖ Arms on side tell that the person is relaxed
- ❖ Hands on hips indicate anger or defensiveness
- ❖ Sitting on the edge of chair denotes interest of the listener.
- ❖ A limp handshake means lack of enthusiasm.

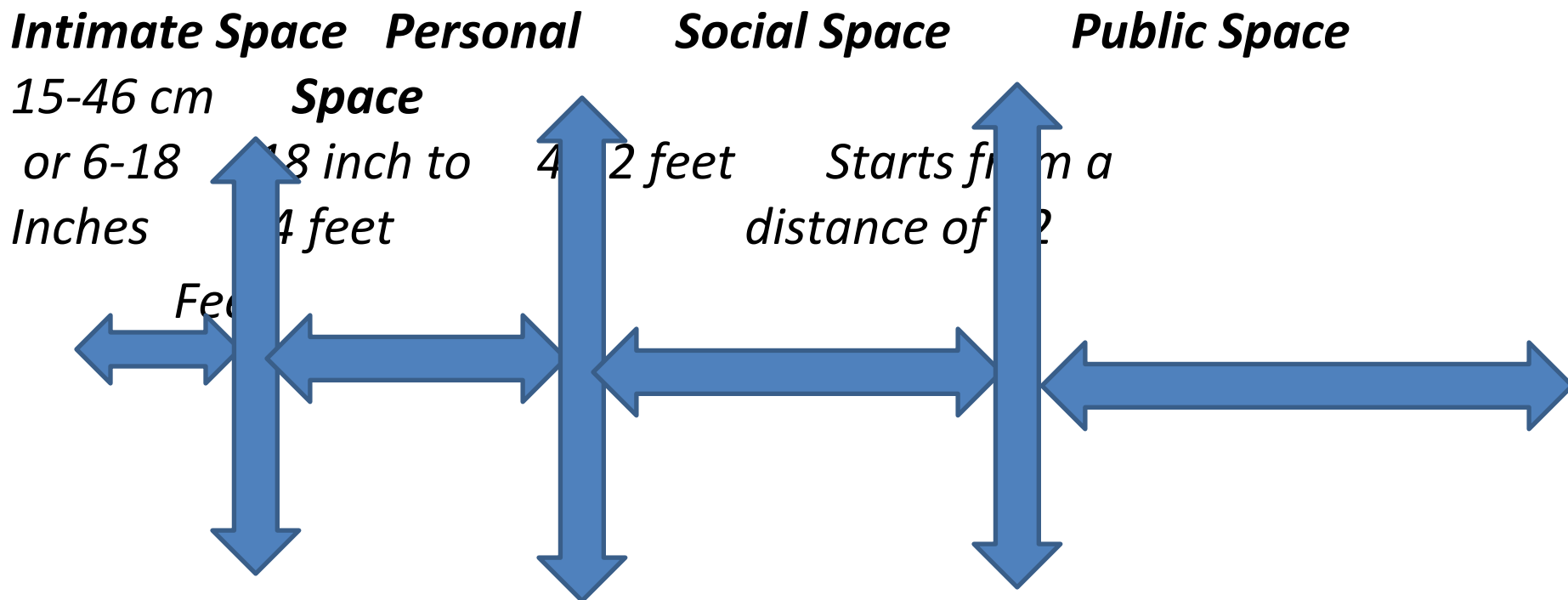
#### **iv)Eye Contact:**

- --constitutes a very important factor of face-to-face communication. Through eye-contact, the speaker gets signals whether the channel of communication is open. Depending on our feelings we have smiling eyes, angry eyes, painful eyes, evasive eyes, and so on.

**V) Silence:** Silence is also a kind of non-verbal communication that can speak louder than words. It decides the relationship between the communicators.

## B. Proxemics or territory or space

- The term PROXEMICS is derived from the term *Proximity*, which means closeness. A lot of communication happens in the way we use space around us. **Edward T. Hall** defined space in four categories:



- In **Intimate space** upto 18 inches, only selected friends, family members are allowed to enter. It is used for a more familiar kind of communication and also to share secrets.
- **Personal Space** extending from 18 inches to 4 feet is used for normal communication with friends, colleagues and associates.
- **Social Space** can be anywhere between 4 feet to 12 feet. It reflects a formality of relationship as well as reason, planning and control.
- **Public Space** is from 12 feet to eyesight. One has to raise the voice to be heard. This space lacks in personal touch and there is detachment.

## C. Chronemics

- Chronemics is the study of how time affects communication. It is used to understand the use of time in differing cultures, its effect on technology and time management.
- We try to control time, trying to use it more effectively. Good timing is very crucial in communication. Time is used as indicator of status.
  - ❖ The act of making an individual of lower status wait is a sign of dominance.
  - ❖ The persons with more power in an organisation will speak more often and for longer duration



- Time is perceived differently in different cultures. There are two categories of time according to time perception
- a) Monochronic time and
- b) Polychronic time
- Western cultures have developed a monochronic view of time, meaning that they focus on sequential completion of tasks and are highly conscious of time. Other cultures in Asia and Latin America live polychronic lifestyles and are less dependent on structured time frames and singular tasks, focusing more on tradition and relationships.

Monochronic Culture	Polychronic Culture
Do only one thing at a time	Do multiple things at a time
Focus on task	Easy distracted and interrupted
Short-term relationships	Long-term relationships
Work fixed hours	Work at any time
Stick to a plan/schedule	Can easily ruin a plan/schedule
Followed in countries like Germany, Canada, Switzerland, United States etc	Followed in countries Saudi Arabia, Egypt, Mexico, Phillipines, India etc.

## D. Paralanguage:

- It is the type of non-verbal communication where message or information is deduced from the non-lexical components of speech like **voice, pitch, tone, intonation, pauses, and volumes**. Non-lexical means not relating to words. In Paralanguage one has nothing to do with what actual words are saying, the meaning in it is derived from the way speech is presented.

- ***Voice:*** Volume is the loudness or softness of a person's vocal tone. The quality of voice conveys a lot of meaning. A voice can be sweet, soft, pleasant, nasty, clear or indistinct. The voice can reveal a speaker's background, temperament, education etc. A speaker should adjust the volume depending on the size of the audience.
- ***Pitch:*** It is the highness or lowness of a person's vocal tone. An unchanging pitch may be boring or monotonous and can decrease a listener's attention. A person in position uses a higher pitch than a subordinate

- ***Rate:*** It is the speed at which a person speaks.
- ***Intonation:*** It is the variety, melody, or inflection of a person's voice. It is a part of effective communication. For example, a serious message should not be delivered in a high tone, but in a sombre tone.
- ***Pause :*** A pause emphasises a message. A proper pause can highlight a message and a wrong pause may send wrong message. For example “Fruit Trees” and “Fruit, Trees” mean two different things.



- Some more Examples, a higher pitch with a accusatory tone denotes the anger, whereas the long pauses show lack of confidence. Not only this, sometime parlanguage even gets dominant over the actual speech or words used. For example, sometimes when we are upset we come up with certain acceptance by saying yes, though our tone or volume seemed so dim that one knowing us actually knows that it's a big no from our side. In Paralanguage the hearing process is involved ultimately, and one with good hearing can identify or get more from it.

# Effective Listening:

Listening is an essential part of spoken communication. Speaking and listening go together and oral communication can not be effective without proper listening. Poor listening defeats the very purpose of spoken words. Listening is a deliberate effort and is much more than hearing. It requires getting the full meaning of what is being said.

Listening effectively takes skill, self-motivation, and practice. Effective listening means concentrating on what the speaker says rather than on how it is said. Lack of attention and respectful listening can be costly - leading to mistakes, poor service, misaligned goals, wasted time and lack of teamwork.

# **Reasons for Effective Listening**

Listening is an important aspect of business communication. It stands third after writing and speaking. A business communicator has to listen to various customer, employees, officer, suppliers, financiers etc. Obviously, it is an unavoidable task for a business person. The important reasons for which a business communicator should know about listening is as follows:

- 1. To gain new information and ideas.**
- 2. To question and test evidence and assumptions.**
- 3. To be inspired and motivated.**
- 4. To improve overall communication.**

## **Types of Listening:**

Different types of listening is required for different situations. Some special skills are required for every kind of listening.



## Discriminative listening

- Discriminative listening is the most basic type of listening, whereby the difference between difference sounds is identified. If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.
- We learn to discriminate between sounds within our own language early, and later are unable to discriminate between the phonemes of other languages. This is one reason why a person from one country finds it difficult to speak another language perfectly, as they are unable distinguish the subtle sounds that are required in that language.
- Listening is a visual as well as auditory act, as we communicate much through body language. We thus also need to be able to discriminate between muscle and skeletal movements that signify different meanings.

- **Comprehension listening** The next step beyond discriminating between different sound and sights is to make sense of them. To comprehend the meaning requires first having a lexicon of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.
- The same is true, of course, for the visual components of communication, and an understanding of body language helps us understand what the other person is really meaning.
- In communication, some words are more important and some less so, and comprehension often benefits from extraction of key facts and items from a long spiel.
- Comprehension listening is also known as *content listening*, *informative listening* and *full listening*
- .

## **Critical listening**

- Critical listening is listening in order to evaluate and judge, forming opinion about what is being said. Judgment includes assessing strengths and weaknesses, agreement and approval.
- This form of listening requires existing knowledge and rules, to understand the words from the speaker.

## **Biased listening**

- Biased listening happens when the person hears only what they want to hear, typically misinterpreting what the other person says. Such biased listening is often very evaluative in nature.

## Evaluative listening

- In evaluative listening, or *critical listening*, we make judgments about what the other person is saying. We seek to assess the truth of what is being said. We also judge what they say against our [values](#), assessing them as good or bad, worthy or unworthy.

Evaluative listening is particularly pertinent when the other person is trying to persuade us, perhaps to change our behavior and maybe even to change our [beliefs](#). Within this, we also discriminate between subtleties of language and comprehend the inner meaning of what is said. Typically also we weigh up the pros and cons of an argument, determining whether it makes sense logically as well as whether it is helpful to us.

- Evaluative listening is also called critical, judgmental or interpretive listening.
- **Appreciative listening**
- In appreciative listening, we seek certain information which will appreciate, for example that which helps meet our [needs](#) and [goals](#). We use appreciative listening when we are listening to good music, poetry or maybe even the stirring words of a great leader.

- **Sympathetic listening**

- In sympathetic listening we care about the other person and show this concern in the way we pay close attention and express our sorrow for their ills and happiness at their joys.

- **Empathetic listening**

- When we listen [empathetically](#), we go beyond sympathy to seek a truer understand how others are feeling. This requires excellent discrimination and close attention to the nuances of emotional signals. When we are being truly empathetic, we actually feel what they are feeling.
- In order to get others to expose these deep parts of themselves to us, we also need to demonstrate our empathy in our demeanor towards them, asking sensitively and in a way that encourages self-disclosure.

How to develop effective listening skills:

- 1. Face the speaker and maintain eye contact.**
- 2. Be attentive, but relaxed.**
- 3. Keep an open mind.**
- 4. Listen to the words and try to picture what the speaker is saying.**
- 5. Don't interrupt and don't impose your "solutions"**
- 6. Ask questions only to ensure understanding**
- 7. Give the speaker regular feedback.**
- 8. Pay attention to what *isn't* said—to nonverbal cues**