Week 2

Chapter 11: Nonverbal delivery

1. P309 - Martin Luther King speech - seems confident, looks at his notes a fair amount, well dressed, seems fidgety. With audio, his voice is powerful.
2. P310 - Presentations can be informationally good but poor in terms of presentation.
3. P310 - Nonverbal communications are subtle, constantly transmitted, and can not be retracted.
4. P311 - Nonverbal communication can be the first thing experienced and flavour the rest of the experience.
5. P314 - nonverbal communication as a substitute for language:
   1. Illustrator - gesture to reinforce a point - nod + yes.
   2. Emblem - gesture that means a word - ok sign
   3. Regulator - gesture to control, maintain, or discourage interaction - raising your hand.
   4. Affect display - gestures emotion - smiling, frowning.
   5. Adaptors - communications that help you feel secure - playing with your hair, fidgeting, chewing pencils.
6. P314 - nonverbal communication is a cultural constant.
7. P315 - Nonverbal communication is believed more than verbal communication
8. P315 - deceptive communication - reduction in eye contact, awkward pauses, higher pitch, deliberate articulation of words, increased delay, increased body movements, decreased smiling, decreased speech rate.

8 types of nonverbal communication

1. P318 - Space - distance between objects/people. Studied in proxemics. Power = more and better space. Don't do big movements and pacing unless it matches tone. Don't keep hands in pockets or cross arms.
2. P320 - Time - Keep a fairly reasonable amount of time for all of your points. Don't rush. Chronemics is the study of time perception. Expectations of time matter more than how long it actually takes.
3. P321 - Physical characteristics - people prefer symmetrical faces. People make assumptions off of physical characteristics that are often inaccurate.
4. P321 - Body movements - complement, repeat, regulate, or replace verbal movements.
5. P322 - Touch - functional-professional touch (medical examination), social-polite touch (handshake), friendship-warmth touch (hug), Love-Intimacy Touch (Kiss), Sexual-Arousal touch (intercourse).
6. P322 - Paralanguage - tone, intensity, pausing, silence in language.
7. P322 - Artifacts - tattoos, jewellery, ect. Can communicate identity, but may be counterproductive in the workplace.
8. P323 - Environment - office environment & whatnot.

Movement in speech.

1. P326 - Gestures tend to be subconscious. Can be used to regulate emotion.
2. P327 - Facial gestures - should reflect your verbal communication.

Visual aids

1. P329 - handouts, overhead projections, whiteboard, ect.
2. P239 - Visual aids should only be used if their purpose is clear to the viewer.
3. P333 - Visual aids can break - have a backup.
4. P333 - Aids need to be legible, big, simple, clear and consistent.
5. P334 - don't annoy an audience with an overly chaotic powerpoint.
6. P346 - Red/green colourblind is a thing.
7. P337 - Colour is culturally informed - red may mean masculine or danger.
8. P338 - Hints for visual aids
   1. Simple
   2. One idea per slide
   3. Avoid clutter
   4. Bold font
   5. Analogous colour
   6. Clip art sparingly
   7. Proofread
   8. Check the room prior
   9. Have a backup

Nonverbal strategies for success

1. P340 - Watch reactions - understand your audience's expectations and reactions, plan for feedback/growth.
2. P340 - Get someone to watch you in advance
3. P340 - Focus on one behaviour at a time.