

Nonverbal Communication

by

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- Our body is so incredibly versatile that it can send thousands of nonverbal messages. When we encounter people, we usually look first at their face to see if their expression reflects what they are saying.
- Then we listen to the tone of their voice to check if there are any indications of the emotions involved and finally, we listen to the spoken words to get the actual meaning involved.

■ A pioneer in the field of nonverbal communication, Professor Ray Birdwhistell said, 'more human communication takes place by the use of *gestures, postures, position* and *distance* than by any other way'.

Paralanguage

- Paralanguage refers to oral communication; it refers to the rate, pitch, and volume qualities of the voice that interrupt or temporarily take the place of speech and affect the meaning of the message. For example, saying “uh” or “uh-huh”, crying & laughing, loud or soft, high or low, fast or slow. Paralanguage conveys emotions.

- Differences in volume of speech, for example, are culture specific as well as gender specific. Arabs, for example, speak loudly, feeling that this shows strength and sincerity. People from Philippines, however, speak softly, as they believe that this is an indication of good breeding and education.

Paralanguage

- Thais also speak softly, speaking loudly only when they are angry. When they first hear US Americans speak, the Thais think Americans are angry because of the loudness of their speech.

- Males usually speak louder and in a lower pitch than females. Italians and Arabs speak faster than do people of the United States.

■ Proxemics

(refers to the ways in which people structure and use space in their daily lives).

Proxemics

- Hall (1990) reports that the psychologists have identified four zones:

The intimate zone: less than 18 inches

The personal zone: 18 inches to four feet

The social zone: 4 to 12 feet

The public zone: over 12 feet

For Example, US people tend to need more space than do persons of certain cultures, such as Greeks, Latin Americans, or Arabs. Japanese stand farther away than do US people when conversing.



Haptics

(refers to touch which is an important mode of expression in interpersonal communication).

Haptics

- When haptics used properly, it can create feelings of warmth and trust; when used improperly, touch can betray trust and cause annoyance. Some cultures are very comfortable with bodily contacts and others avoid it.
- Touch and Don't touch cultures:**

Don't Touch

Japan
United States
Canada
England
Scandinavia
Other Northern European countries

Middle Ground

Australia
France
China
Ireland
India
Middle East countries

Touch

Latin American countries
Italy
Greece
Spain & Portugal
Some Asian countries
Russian Federation

■ Kinesics

(A more traditionally studied code of nonverbal communication is kinesics or the visual aspects of behaviours).

It includes facial expressions, gestures, and posture.

■ Chronemics

(An interesting but often overlooked dimension of nonverbal communication is chronemics, or our use of time).

Chronemics

- Countries that follow monochromic time perform only one major activity at a time; countries that follow polychronic time work on several activities simultaneously.
- For Example, USA, England, Switzerland, and Germany follow monochromic time, whereas, Latin America, Mediterranean as well as Arabian, and Indian people follow polychronic time.



Oculesics

(Gaze and eye contact)

- Some culture place more emphasis on oculesics than others. People in the United States, Canada, Great Britain, and Eastern Europe favour direct eye contact.
- Eye contact is considered a sign of respect and attentiveness in these countries. People who avoid eye contact may be considered insecure, untrustworthy, unfriendly, disrespectful, or inattentive.

Oculesics

- In other cultures, there is little direct eye contact. The Japanese direct their gaze below the chin. They feel uncomfortable with maintaining direct eye contact throughout the conversation.
- People in China and Indonesia also lower the eyes as a sign of respect, feeling that prolonged eye contact shows bad manners. In India, and Egypt eye contact is related to position and gender. In India, eye contact is avoided between people who are on different socioeconomic levels.

Oculesics

- In Egypt, there is no eye contact between men and women who do not know each other. Germans value direct eye contact, their eye contact is more intense than US people.
- In US the prolonged stare is associated with nonverbal communication between male homosexuals who use it to signal interest in each other (Samovar & Porter, 2004).

Olfactics (*Smell*)

- A person's smell can have a positive or negative effect on the oral message. The way someone smells remains in our memory after the person has gone.
- Most people in the United States respond negatively to what they consider bad odors, such as body odor, breath odor, or clothes that emit unpleasant aromas such as perspiration. They place great importance on personal hygiene.

Olfactics

- Other cultures have different concepts of natural odors; they consider them as normal and think attitudes of people in the United States are unnatural.
- Arabs, for example, are comfortable with natural odors. Chinese say that people who consume lot of meat, such as US Americans, emit an offensive odor.

Chromatics (*Colour*)

- Colour can affect your mood, your emotions and your impressions of others. Certain colours have both negative and positive connotations. In USA , black is considered a sophisticated colour but it may also represent sadness.
- White is pure and peaceful, but in some cultures it is associated with mourning. Blue may represent peace and tranquility or sadness and depression, as in “I feel blue”.

Chromatics

- Black is the colour of mourning to many European countries and the United States, but white is worn to funerals in Japan, India, etc. Red has funeral connotation in African countries.
- In the US, white is typically worn by brides, although in India, red or yellow is worn.
- Purple is sometimes associated with royalty, but it is the colour of death in many Latin American countries.

Chromatics

- Red is associated with romance, but red is not an appropriate colour in Japan. Men should avoid wearing a green hat in China as this signifies that their wife or sister is a prostitute.
- Blue in Iran is an undesirable colour.

■ Physical Appearance

(Another visual dimension of nonverbal communication is the physical appearance of the human body).

Vocalics

(Vocalics is concerned with the use of the voice in communication. It focuses on how we say something rather than what we say)

■ Artifacts

(Artifacts include the use of the environment and objects).

Silence

- Silence is a form of nonverbal communication that may be interpreted in various ways. It includes agreement or disagreement, lack of interest, or contempt.
- People in India, and East Asia consider silence an integral part of business and social discourse. In Buddhist religion, there is a great importance of the power of silence.

Thanks !!!!

