



**Non-verbal Communication**

# What is non-verbal communication?

- Non-verbal communication is the transmission (sending and receiving) of messages without using words. Non-verbal cues such as eye contact, facial expression, gestures, postures and body language are used to convey messages.

## Note:

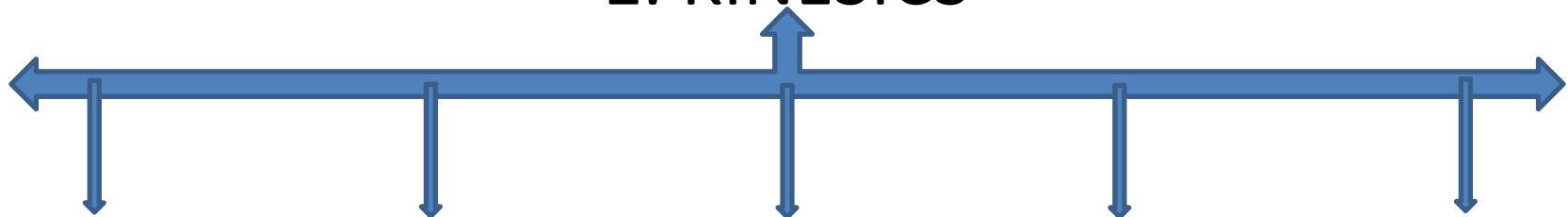
*Verbal communication and non verbal communication are interconnected and operate together.*

# Why is non-verbal communication important?

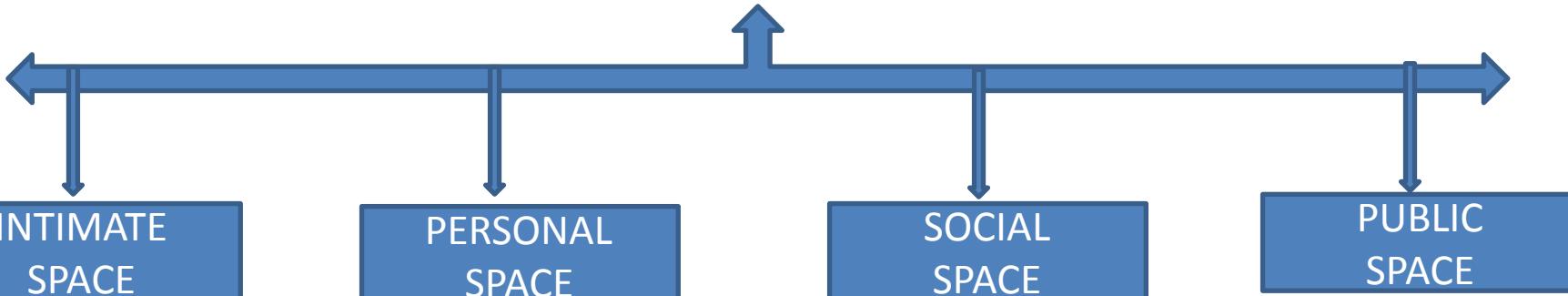
- *To interpret and understand accurately.*
- *Detect deception.*
- *Express emotions.*
- *Build healthy relationships.*
- *Convey active listening.*
- *Establish trust and rapport.*
- *Convey confidence and authority.*

# TYPES

## 1. KINESICS



## 2. PROXEMICS



# KINESICS

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- *Kinesics focuses on the study of body movements, gestures and facial expression and how these help in conveying messages, emotions, intentions and attitude.*



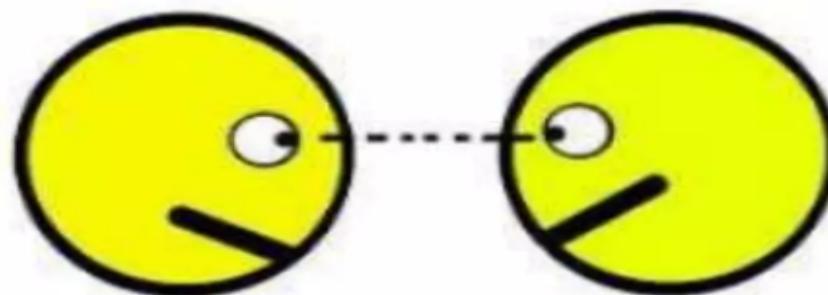
# KINESICS INCLUDE FOLLOWING THINGS

- 1. Eye Contact*
- 2. Facial Expression*
- 3. Gestures*
- 4. Posture*
- 5. Personal Appearance*

# *Eye Contact*

- The eyes are considered to be the windows of the soul. You look to the eyes of a speaker to help find out the truthfulness of his speech , his intelligence , attitudes , and feelings. Eye contact is a direct and powerful form of non-verbal communication

## Eye-Contact



For example:

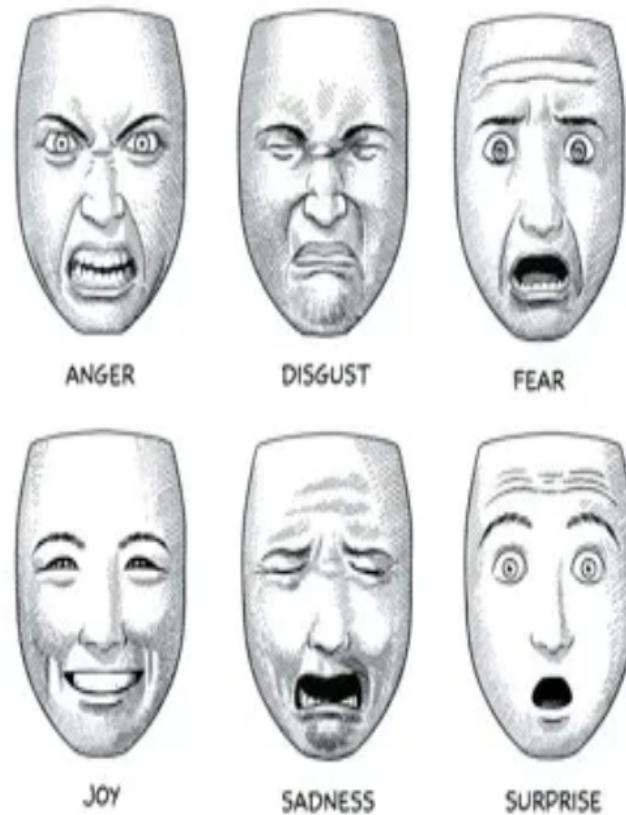
- *Increased eye contact is associated with credibility and dominance.*



# FACIAL EXPRESSION

- *Facial expression refers to certain movements or conditions of the facial muscles that facilitate thought, emotion, or behaviour. Facial expressions occur in clusters because every part of the face – mouth, lips, nose, eyes, eyebrows, chin - contributes to form an expression.*

SIX BASIC EXPRESSIONS



# What are gestures ?

- A gesture is a form of non-verbal communication in which visible bodily actions communicate particular messages, either in place of speech or together and in parallel with words.
- Gestures include movement of the hands, face , or other parts of the body.
- Gestures are an important aspect of human interaction, both interpersonally and in the context of man-machine interfaces.

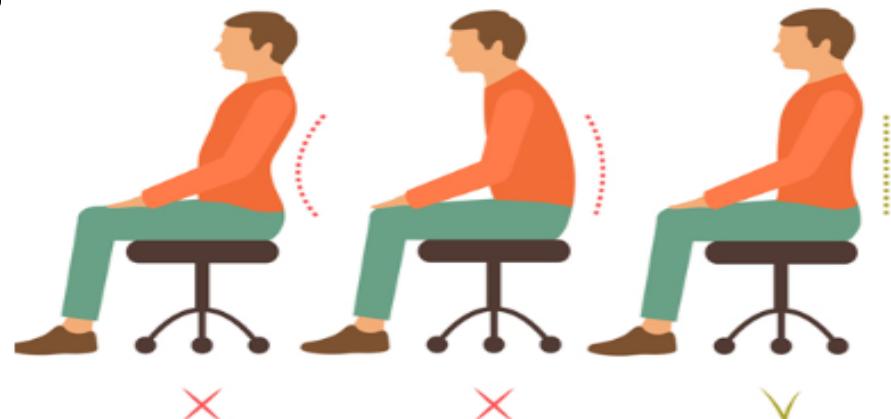
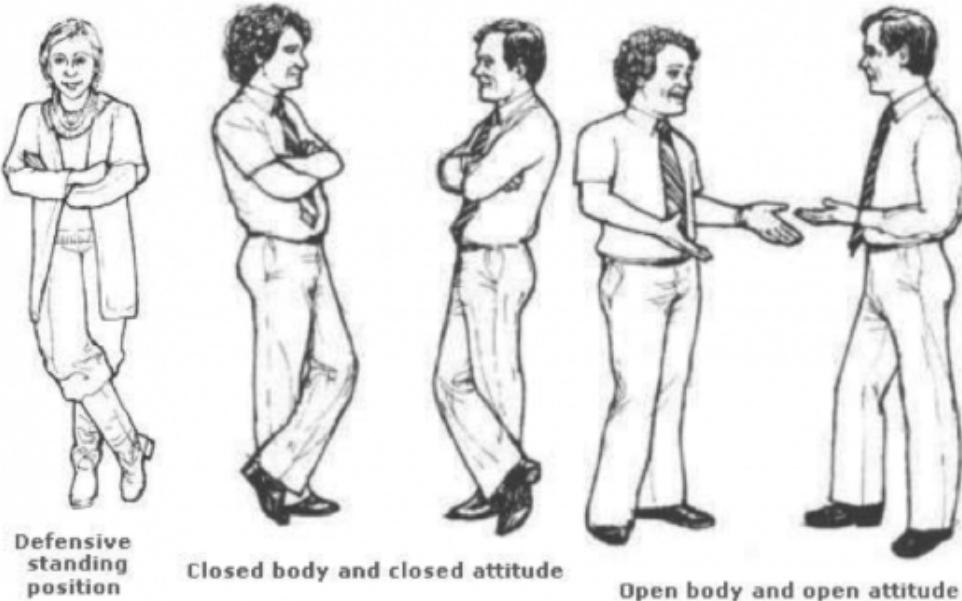
# Example

**Military air marshals use hand and body gestures to direct flight operations aboard aircraft carriers.**



# POSTURE

- *Posture is a position or attitude of the body either with support during muscular inactivity, or by the means of the co-ordinated action of many muscles working to maintain stability.*
- *It impacts how we think about ourselves, how we relate to others, and how others see us.*
- *Upon encountering unfamiliar situations, we become more aware of our posture. For example, in an interview or during a formal speech.*



# PERSONAL APPEARANCE

- *Personal appearance is the way we dress, groom and present ourselves. It must be appropriate to the culture and context. For example, one should not wear informal clothes or gaudy jewellery to a job interview or to a professional meeting.*
- *One's appearance is a part of the message that is communicated. Hence, it should be planned accordingly.*



# PROXEMICS

# Proxemics



## Definition & History

**Proxemics** is the study of human use of space and the effects that population density has on behavior, communication, and social interaction. Proxemics is one among several subcategories in the study of nonverbal communication, including haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time).

Edward T. Hall, the cultural anthropologist who coined this term in 1963. *The Hidden Dimension*, Hall emphasized the impact of proxemic behavior (the use of space) on interpersonal communication. Proxemics remains a hidden component of interpersonal communication that is uncovered through observation and strongly influenced by culture.

# Types of Proxemics

There are 4 categories in Proxemics namely

1. Intimate
2. Personal
3. Social &
4. Public

# 1. Intimate

**Intimate distance** is that which is used for very confidential communications. This zone of distance is characterized by 0 to 2 feet of space between two individuals. An example of intimate distance is two people hugging, holding hands, or standing side-by-side. People in intimate distance share a unique level of comfort with one another. Those who are not comfortable with someone who approaches them in the intimate zone will experience a great deal of social discomfort or awkwardness.

## 2. Personal

**Personal distance** is used for talking with family and close friends. Although it gives a person a little more space than intimate distance, it is still very close in proximity to that of intimacy, and may involve touching. Personal distance can range from 2 to 4 feet. Like intimate distance, if a stranger approaches someone in the personal zone, he or she is likely to feel uncomfortable being in such close proximity with the stranger.

Examples of Personal Proxemics



### 3. Social

**Social distance** is used in business transactions, meeting new people and interacting with groups of people. Social distance has a large range in the distance that it can incorporate. From 4 to 12 feet, it is clear that social distance depends on the situation. Social distance may be used among students, co-workers, or acquaintances. Generally, people within social distance do not engage in physical contact with one another.

#### Examples of Social Proxemics



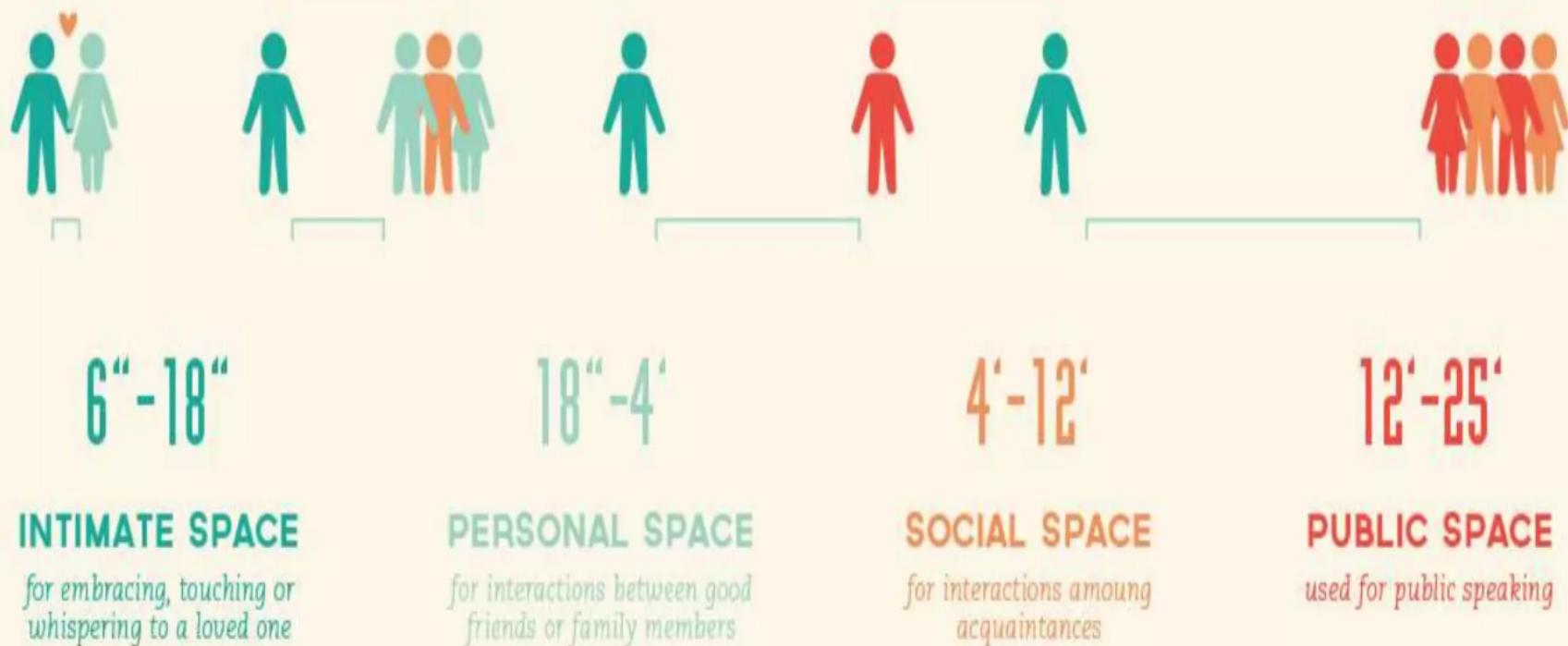
# 4. Public

**Public space** is the space that characterizes how close we sit or stand to someone, like a public figure or public speaker. So, if you are at an event listening to a professor give a lecture, you are probably about 12-25 feet away.

## Examples of Public Proxemics



# Overview



Thank You