

# COMMUNICATION-II

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# DECODING, MEANING, AND ENCODING

- **Decoding** is the process of translating messages from their symbolic form into interpretations that can be understood.
- **Meanings** are the facts, ideas, feelings, reactions, or thoughts that exist within individuals, and act as a set of "filters" through which the decoded messages are interpreted.
- **Encoding** is the process by which messages are put into symbolic form.

- Feedback is the process by which the receiver "reacts" to the sender's message.
- It is necessary to let the sender know that the message was -
  - actually received,
  - encoded,
  - ascribed with the same meaning that the sender intended.

# BASIC PRINCIPLES OF COMMUNICATION

- It is impossible to avoid communication
- Communication is largely nonverbal
- Context affects communication
- Meanings are in people, not in words

## BASIC PRINCIPLES OF COMMUNICATION (CONT'D)

- Communication is irreversible
- Noise affects communication
- Communication is circular
- Creating common goal is essential
- Communication has effects

## Non-Verbal Communication



Speaks Loudly

- A message can be sometimes expressed without the help of words.
- Nonverbal communication is the process of communicating without the use of words.
- It is defined as non-word human responses like facial expressions and gestures and the perceived characteristics of the environment through which the human verbal and nonverbal messages are transmitted.

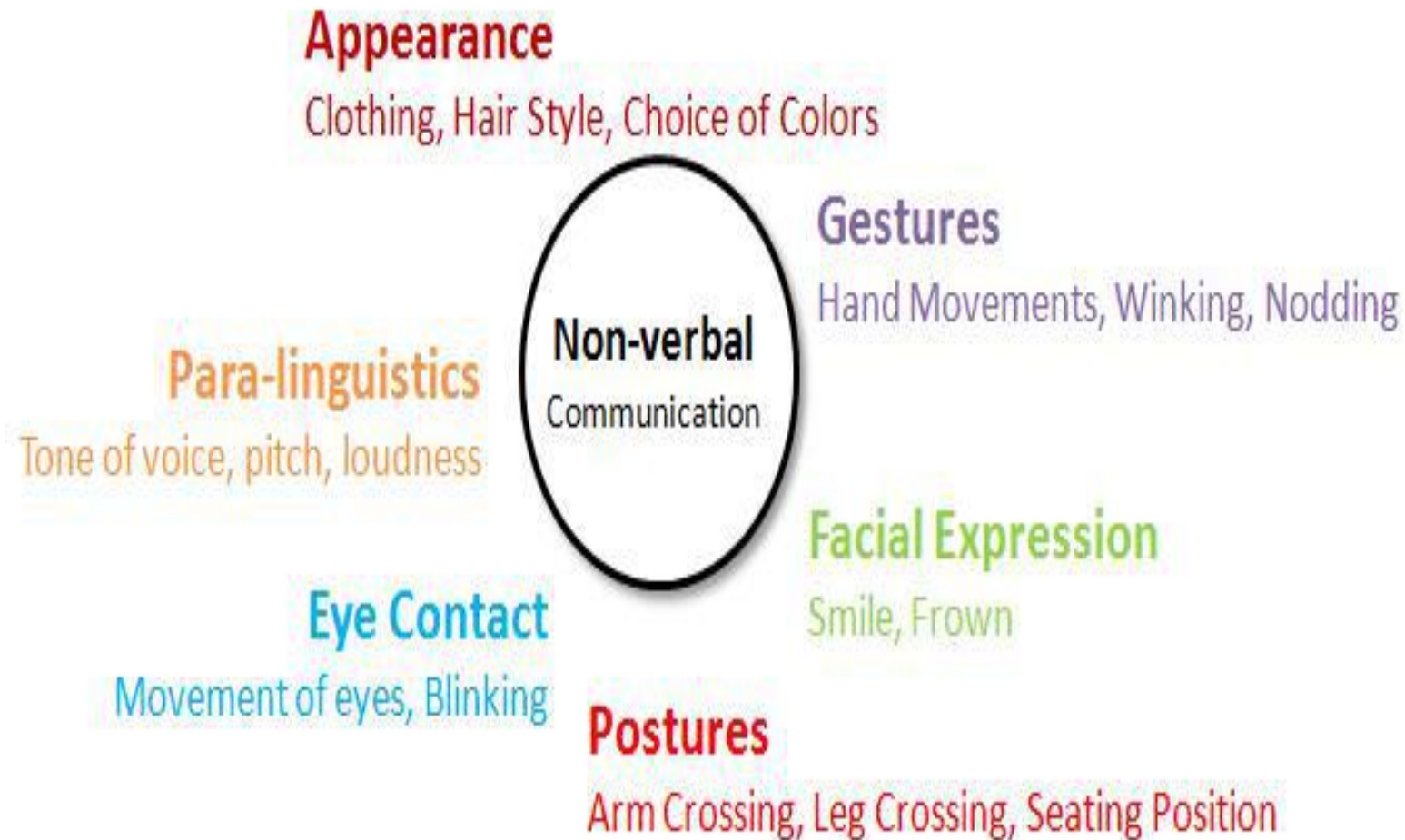
- Nonverbal communication is also known as "silent language."
- It involves the use of cues, gestures, vocal characteristics, facial expressions, and spatial relationship between the sender and the receiver to convey a message.
- For example, a smile, glance, stare or a frown convey different meanings.



# TYPES OF NON VERBAL COMMUNICATION

1. Eye contact
2. Gestures
3. Smiles and facial expressions
4. Posture and body orientation
5. Tone and voice of speaker
6. Body language or movement (Kinesics and Haptic)
7. Paralanguage
8. Closeness or personal space(Proxemics)





## LESSON SUMMARY

### nonverbal communication



## THE COMPONENTS OF NON VERBAL COMMUNICATION ARE:

1. Kinesics is the interpretation of body language such as facial expressions and gestures — or, more formally, non-verbal behavior related to movement, either of any part of the body or the body as a whole.
2. Body language is the unconscious and conscious transmission and interpretation of feelings, attitudes, and moods, through:
  - body posture, movement, physical state, position and relationship to other bodies, objects and surroundings,
  - facial expression and eye movement,
  - and this transmission and interpretation can be quite different to the spoken words.

- Body movements include gestures, facial expressions and other physical movements.
- Every body movement conveys a certain meaning.
- For example, raising an eyebrow conveys disbelief, rubbing the nose indicates getting puzzled and shrugging shoulders shows indifference.
- When a person is eager to hear something, he sits with his feet under the chair, toes pressed to the ground, and leans forward on the desk.
- When a person is listening carefully, he maintains eye contact and frequently nods his head.
- Body language coupled with verbal communication gives more meaning to a message.



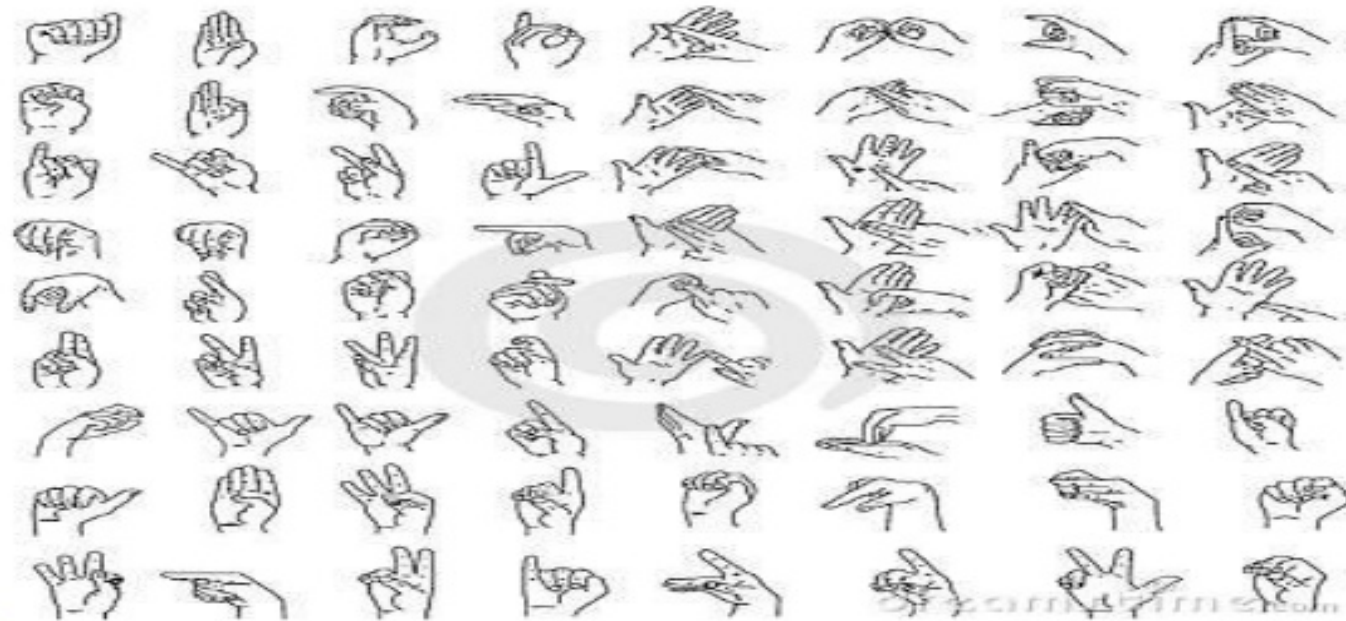
# ***What Is Kinesics ?***

- **Kinesics Is The Name Given To Study Of body's Physical Movements.**
- **Kinesics Is Considered To Be 'an intelligent way of Communication'.**
- **The study of The way in Which certain body movements and gestures serve as a form of non – verbal communication.**
- **Body movements and Gestures regarded as a form of non-verbal communication.**





















# Kinesics – Gestures Example

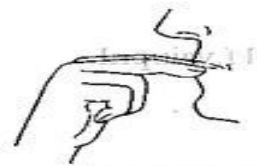














## ► Gestures





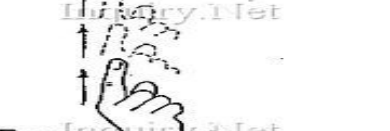
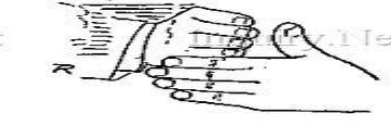













<b>hang loose</b> <small>creator: unknown</small> 	<b>call me</b> <small>creator: unknown</small> 	<b>loser</b> <small>creator: unknown</small> 	<b>high-five</b> <small>creator: unknown</small> 
<b>talk to the hand</b> <small>creator: unknown</small> 	<b>good job</b> <small>creator: unknown</small> 	<b>hitchin' a ride</b> <small>creator: unknown</small> 	<b>dislike</b> <small>creator: unknown</small> 
<b>world's smallest violin</b> <small>creator: unknown</small> 	<b>peace, man</b> <small>creator: unknown</small> 	<b>shocker</b> <small>creator: unknown</small> 	<b>you</b> <small>creator: unknown</small> 
<b>bang bang</b> <small>creator: unknown</small> 	<b>a-ok</b> <small>creator: unknown</small> 	<b>a-hole</b> <small>creator: unknown</small> 	<b>check, please</b> <small>creator: unknown</small> 
<b>power to (fill in the blank)</b> <small>creator: unknown</small> 	<b>F-YOU</b> <small>creator: unknown</small> 	<b>good luck</b> <small>creator: unknown</small> 	<b>ROCK</b> <small>creator: Ronnie James Dio</small> 

Still inordinately sad about Dio's passing. How many people in all of history are known for a hand gesture? That's a great legacy. @anildash

 <p>Frère Bruder</p> <p>Brother</p>	 <p>Beau. Frère Schwager</p> <p>Brother in Law</p>	 <p>Buffle Büffel</p> <p>Buffalo</p>
 <p>Tout à l'heure Allmählich</p> <p>By and By</p>	 <p>Partui - meme Nur das</p> <p>By Itself</p>	 <p>Appel Rufen</p> <p>Call</p>
 <p>Camp Lager</p> <p>Camp</p>	 <p>Camp cont.d</p>	 <p>Bougie Kerze</p> <p>Candle</p>
 <p>Pas pouvoir Kann nicht</p> <p>Cannot</p>	 <p>Gorge Schlucht</p> <p>Canyon</p>	 <p>Cartes Karten</p> <p>Cards</p>
 <p>Cartouche Patrone</p> <p>Cartridge</p>	 <p>Porter Tragen</p> <p>Carry</p>	 <p>Chat Katze</p> <p>Cat</p>

Line drawing shows beginning and dotted outline shows end of movement of hands.  
Students must Compare Each Diagram with Explanation Found on Opposite Page.

 <p>Herbe Gras</p> <p>Grass</p>	 <p>Grand Gross</p> <p>Great</p>	 <p>Fusser Wachsen</p> <p>Grow</p>
 <p>Demi Halb</p> <p>Half</p>	 <p>Métis Misch Blut</p> <p>Half Breed</p>	 <p>Fendre Hangen</p> <p>Hang</p>
 <p>Dur Hart</p> <p>Hard</p>	 <p>Chapeau Hut</p> <p>Hat</p>	 <p>Tas Haufen</p> <p>Heap</p>
 <p>Entendre Hören</p> <p>Hear</p>	 <p>Coeur Herz</p> <p>Heart</p>	 <p>Lourd Schwer</p> <p>Heavy</p>
 <p>Cacher Fall</p> <p>Hide</p>	 <p>Haut Hoch</p> <p>High</p>	 <p>Tenir Halten</p> <p>Hold</p>

Line drawing shows beginning and dotted outline shows end of movement of hands.  
Students must Compare Each Diagram with Explanation Found on Opposite Page.

# HAPTICS

- Haptics refers to the study of touching.
- There are six different kinds of touch.
- These include: positive, playful, control, ritualistic, task-related and unintentional.
- Managers should know the effectiveness of using touch while communicating to subordinates, but need to be cautious and understand how touch can be misunderstood.
- Working with others and using touch to communicate, a manager needs to be aware of each person's touch tolerance.

# HAPTICS...???

- ❖ Derived from greek word 'haptikos' meaning "ABLE TO COME INTO CONTACT WITH"
- ❖ Haptics = Touch = Connection
- ❖ Touch is at the core of personal experience.
- ❖ Of the five senses, touch is the most proficient, the only one capable of simultaneous input and output





**HAPTICS**



# TOUCH

- Each culture has a clear concept of what parts of the body one may not touch.
- It may convey protection, support or disapproval.
  - a. Asians do more touching than Americans.
  - b. In China, a lot of girls like holding each other's hand or putting an arm on the other's shoulder while walking on the streets. For some Americans and Europeans, this action seems to close and some of them may think that the girls are homosexuals.
  - c. In some cultures, patting a child's head is affectionate or friendly except Asian countries.

STOP LOOK & learn™

Ages 3+

# Good Touch Bad Touch

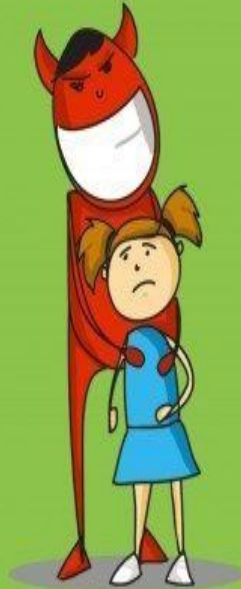
Educational Coloring and Activity Book



{ YOUR IMPRINT HERE }



Stranger touching  
your private parts



Stranger touching your private  
parts and asking to keep it as secret

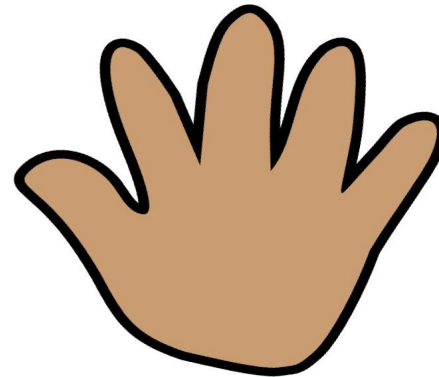
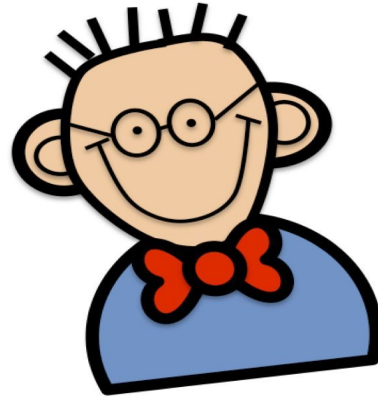


Someone threatening  
or trying to hurt you



**Bad touches**

# What Is a Good Touch and Bad Touch?



For Students with Special Needs



# ME TOO

- " 'Me too' was just two words; it's two magic words that galvanized the world."  
Tarana Burke  
(Founder, 'me too.' International)
- "Me Too" empowers sexually assaulted people (especially young and vulnerable women of color) through empathy, solidarity, and strength in numbers, by visibly demonstrating how many have experienced sexual assault and harassment, especially in the workplace.

- #MeToo: how a hashtag became a rallying cry against sexual harassment
- It started with an exposé detailing countless allegations against Hollywood producer Harvey Weinstein. But soon, personal stories began pouring in from women in all industries across the world, and the hashtag #MeToo became a rallying cry against sexual assault and harassment.
- The movement began on social media after a call to action by the actor Alyssa Milano, one of Weinstein's most vocal critics, who wrote: "If all the women who have been sexually harassed or assaulted wrote 'Me too' as a status, we might give people a sense of the magnitude of the problem."

- Within days, millions of women - and some men - used Twitter, Facebook and Instagram to disclose the harassment and abuse they have faced in their own lives.
- They included celebrities and public figures such as Björk and Olympic gymnast McKayla Maroney, as well as ordinary people who felt empowered to finally speak out.
- The story moved beyond any one man; it became a conversation about men's behaviour towards women and the imbalance of power at the top.



# sexual harassment

in the workplace

UNDERSTAND **PREVENT** RESPOND



- **Policy for Prevention of Sexual Harassment-** The Sexual Harassment of Women at Workplace Act, 2013 ("POSH Act") was sanctioned as an exhaustive law to give a sheltered and empowering climate, liberated from lewd behaviour to each lady.
- **Internal Complaints Committee (ICC)**, as the name suggests, is a body formed in order to receive complaints on sexual harassment at the workplace from an aggrieved woman/victim. It inquires into the complaints and thereafter makes recommendations to the employer on the actions to be taken, based on the inquiries of such complaints made.



# PROXEMICS

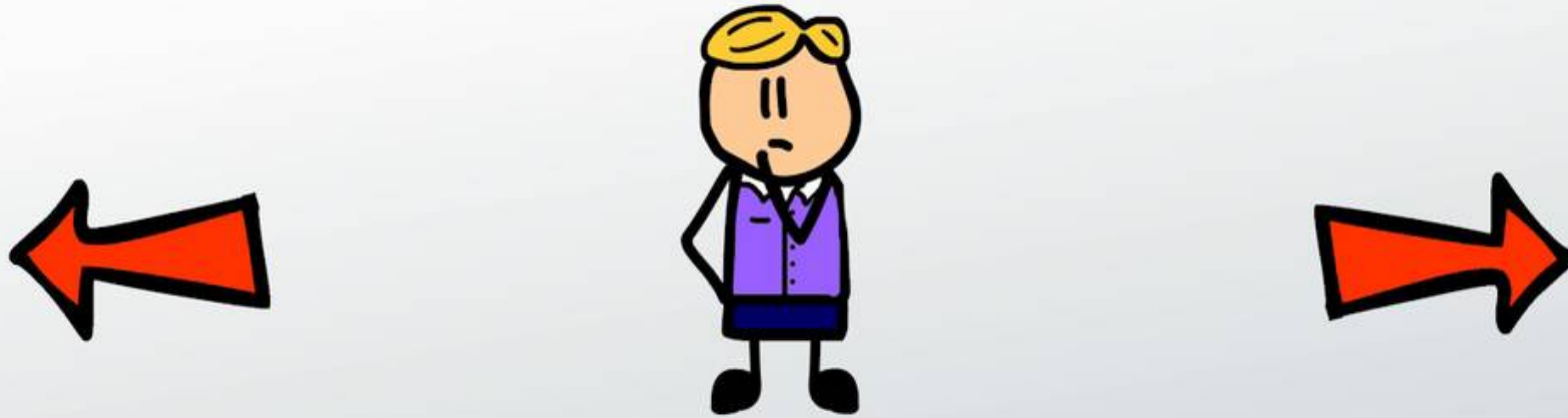
- Proxemics is the technical term for the personal space aspect of body language.
- Proxemics is the study of measurable distance between people as they interact.
- Body spacing and posture are unintentional reactions to sensory fluctuations or shifts, such as subtle changes in the sound and pitch of a person's voice.

- Social distance between people is reliably correlated with physical distance, as are intimate and personal distance, according to the following delineations:
- Intimate distance for embracing, touching or whispering
  - o Close phase - less than 6 inches (15 cm)
  - o Far phase - 6 to 18 inches (15 to 46 cm)
- Personal distance for interactions among good friends or family members
  - o Close phase - 1.5 to 2.5 feet (46 to 76 cm)
  - o Far phase - 2.5 to 4 feet (76 to 120 cm)

- Social distance for interactions among acquaintances
  - o Close phase - 4 to 7 feet (1.2 to 2.1 m)
  - o Far phase - 7 to 12 feet (2.1 to 3.7 m)
- Public distance used for public speaking
  - o Close phase - 12 to 25 feet (3.7 to 7.6 m)
  - o Far phase - 25 feet (7.6 m) or more.

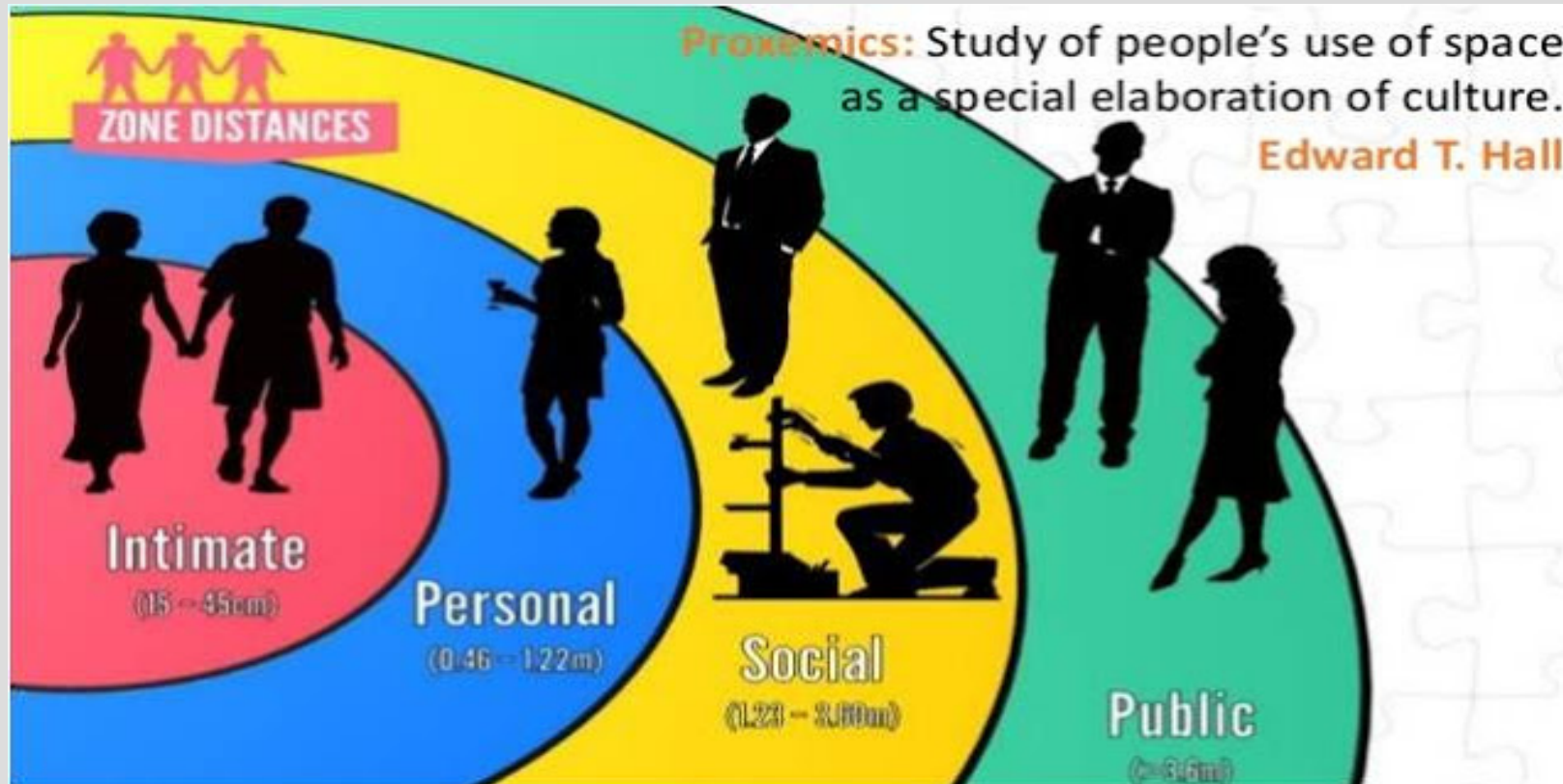
## DEFINITION OF PROXEMICS

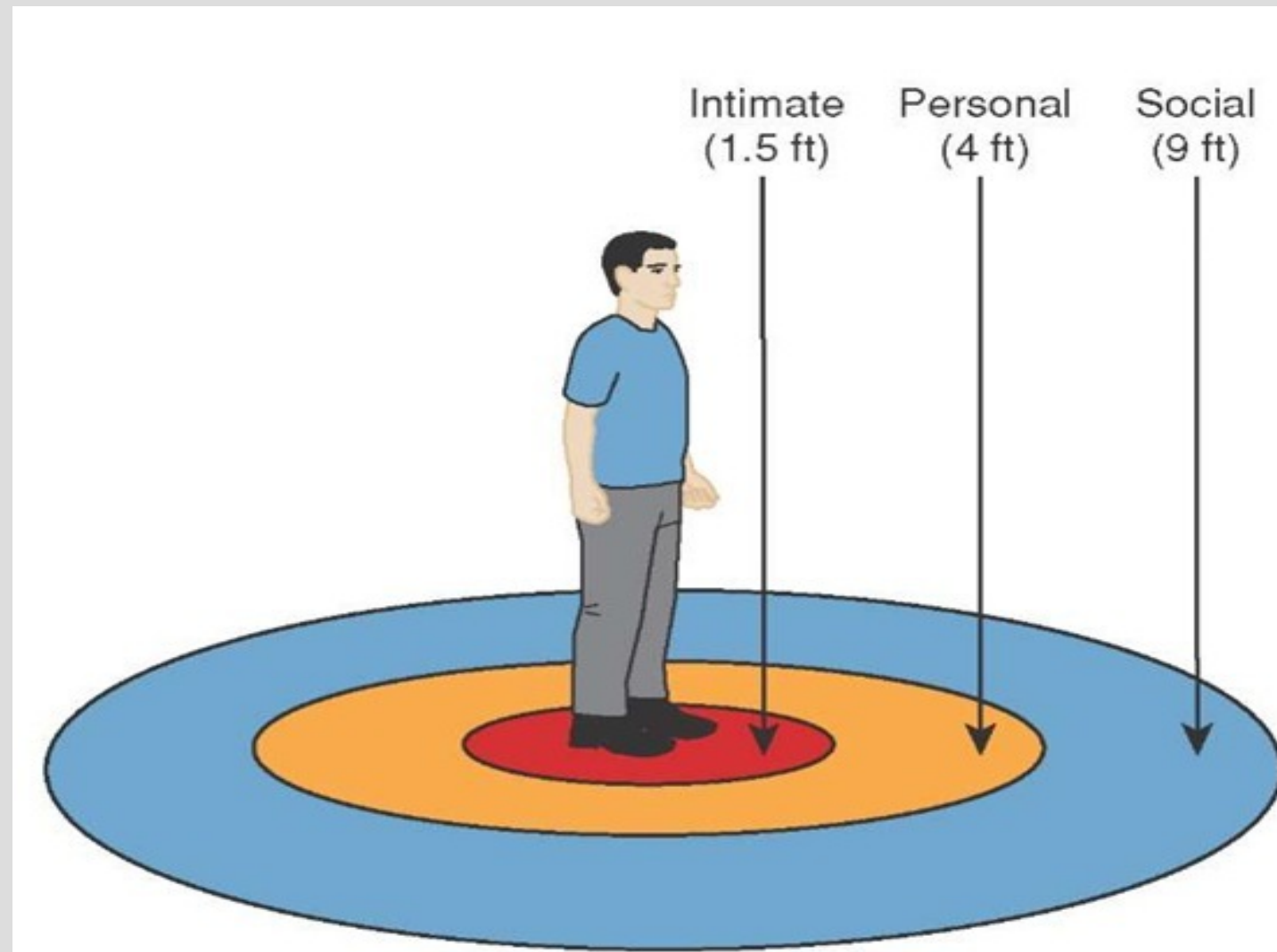
### proxemics

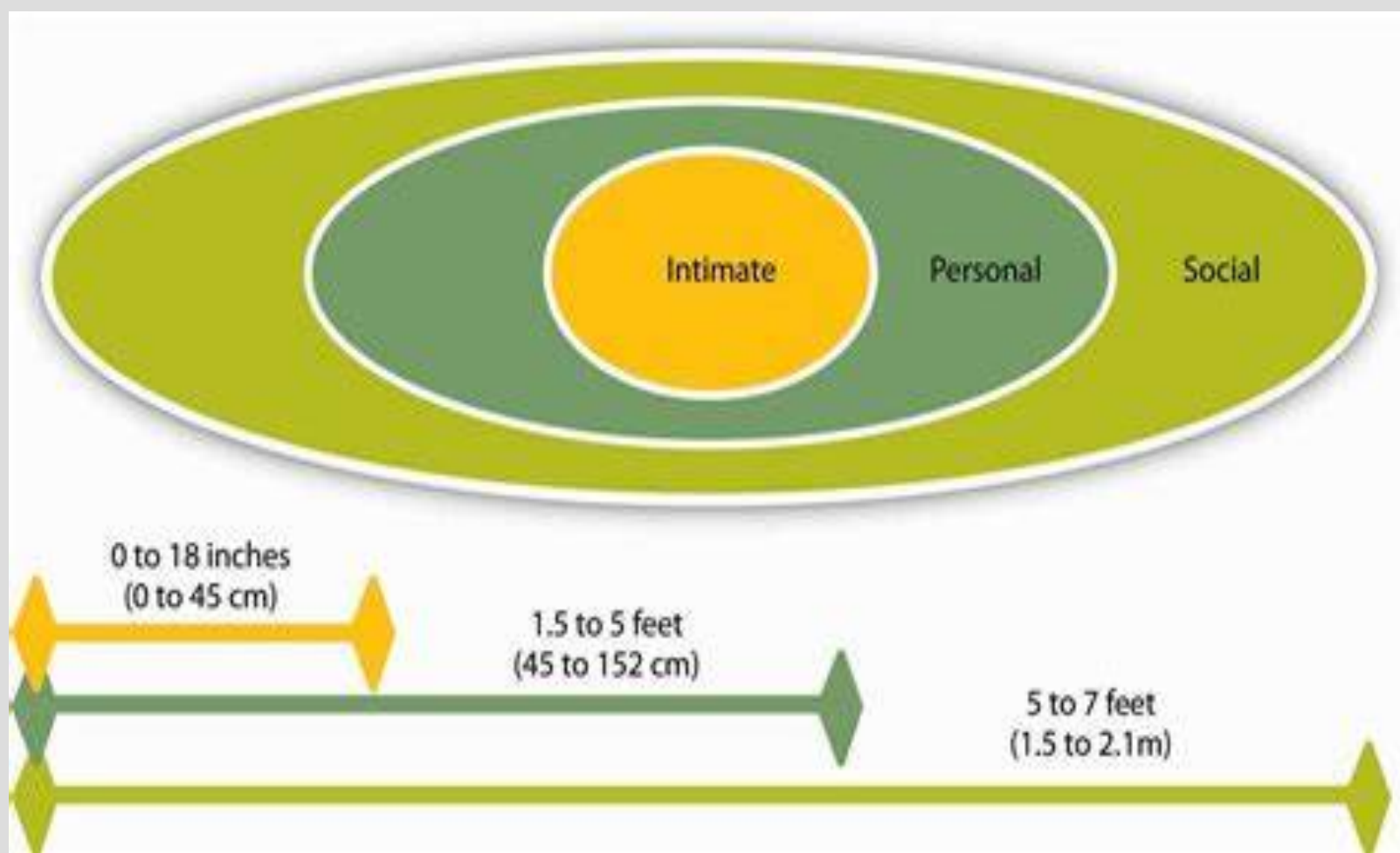


*the study of space and how we use it, how it makes us feel more or less comfortable, and how we arrange objects and ourselves in relation to space*

# PROXEMICS...







# CHRONEMICS

- Chronemics is the study of the use of time in nonverbal Communication.
- The way we perceive time, structure our time and react to time is a powerful communication tool, and helps set the stage for the communication process.
- Across cultures, time perception plays a large role in the nonverbal communication process.
- Time perceptions include punctuality, willingness to wait, and interactions.
- The use of time can affect lifestyles, daily agendas, speed of speech, movements and how long people are willing to listen.



# CHRONEMICS

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# Chronemics

- The way a person views and uses time
- Polychronic time: doing many things at once; crowding around (no standing in line)
- Monochronic time: doing one thing at a time; standing single file when waiting in line
- Example: banking in America and banking in South Korea
- Example: Party invitations in the US have a beginning and ending time. If a guest is late, she apologizes; she is also conscious not to linger after the end time.

No	<b>Monochronic people</b>	<b>Polychronic people</b>
1.	Do their tasks, missions one after another	Do some tasks, missions simultaneously
2.	Are concentrated on their job	Can easily be distracted
3.	Try hard to do their job in time	Consider purpose/results of their task/mission to be much more important than due time/date
4.	Stick to a plan/schedule	Can easily ruin a plan/schedule
5.	Borrow or loan money very seldom	Borrow or loan money very often
6.	Have normally superficial individual relations	Try normally to establish serious and lasting individual relations
7.	Are normally devoted to their job	Are normally devoted to their relations

# FACIAL EXPRESSION-SMILE

## FACIAL EXPRESSION

- It is considered as universal
- Six universal expression: anger, disgust, fear, happiness, sadness, surprise.
- Smile is one of the most common facial expressions.
  - a. Americans smile freely at strangers.
  - b. Asians smile not only to express joy and friendliness but also to convey pain and embarrassment.
  - c. Russians consider smiling strange and even impolite.
  - d. Mediterranean's, such as Latin and Arabic cultures, exaggerate grief or sadness while most Americans hide grief or sorrow.

# OCULESICS

- It is the study of the role of eye contact in non verbal communication.
- Our eyes are a very significant aspect of the non-verbal signals we send to others.
- Oculesics is one form of nonverbal communication, which is the transmission and reception of meaning between communicators without the use of words.
- It can include the environment around the communicators, the physical attributes or characteristics of the communicators, and the behavior of the communicators

# Kinesics – Eye Contact Example



- Cultural Differences :-

1. In Asia (Including Middle East)  
Keeping eye contact with someone of authority implies rudeness.
2. In Western Society  
Eye contact implies emotional connection.
3. In some Asian Countries  
Avoiding eye contact is a sign of Respect.

- Religious Differences :-

1. In Extremist Religions  
Eye contact is sometimes frowned upon amongst people of the opposite sex.
2. Muslim women lower their gaze when in the presence of men







## EYE CONTACT/GAZE

- a. **Americans look directly in each other's eyes when talking.**
- b. **Most Western people think that if people are afraid to look others in the eye, means they are hiding something or lying.**
- c. **In China, long eye contact makes people weird and people frequently avoid direct eye contact with others.**
- d. **In Japan and Africa, prolonged eye contact is offensive and disrespectful.**
- e. **In Arabic cultures, prolonged eye contact shows interest and helps them understand the other person..**
- f. **People from Africa, Latin America and the Caribbean avoid eye contact to show respect.**



## POSTURE

- a. Resting the feet on the desk while sitting is common among Americans. In Asia, Middle East and Europe, it is considered as highly offensive.
- b. Slouching is rude in most of Northern Europe and even in some Asian countries.
- c. Putting hands inside the pocket while standing is disrespectful in Turkey.
- d. Sitting with legs crossed is offensive in Ghana
- e. In Thailand, Cambodia, Laos and Saudi Arabia, showing the sole of the feet while sitting in formal gatherings is offensive.

			
<p><b>Perfect</b></p>	<p><b>Thumbs up</b></p>	<p><b>Stop</b></p>	<p><b>The 'fig'</b></p>
<p>Commonly – everything's all right perfect France – worthless Japan – money Germany – rude Malta, Greece, Brazil – obscene</p>	<p>Commonly – all OK Australia, Iran – rude Nigeria – very offensive Japan – five Turkey – political rightist party</p>	<p>Commonly – stop, enough (person, car, action) Turkey – You get nothing from me W Africa – You have 5 fathers!</p>	<p>Turkey, Greece, Tunisia, Holland – obscene Russia – you get nothing from me Yugoslavia – you can't have it Brazil – good luck</p>

## NOMAD INK

## Non-Verbal Communication



### OK

*United States*

Boston humorists created the abbreviation *OK* in 1839 as a deliberate misspelling of *All Correct*.



### MONEY

*Japan*

The circular shape that is formed by joining the thumb and index finger together represents a coin.



### ZERO

*France*

Without value or useless.

A *thumbs up* is often used to communicate the American meaning of *OK*.



### OBSCENE

*Argentina, Brazil, Germany, Greece, Italy, Paraguay, Russia, Singapore, Spain, Tunisia*

This sign is used as a derogatory gesture representing a bodily orifice.



# Nonverbal Communication & Gestures Around the World

## North America:

- Women greet with a slight nod and men greet with a firm handshake. (Canada)
- It is proper to use a firm handshake with direct eye contact. Use of thumbs up, peace symbol and okay sign. (USA)
- Men and women greet with an "abrazo" a light hug and kiss or pat on the back. (Mexico)

## South America:

- Hands on hips translate to hostility or challenge. Stand closer when conversing. To raise a fist in the air with knuckles pointed outwards is an expression of victory. (Argentina)
- Pinch of the earlobe between thumb and forefinger to express appreciation. (Brazil)

# UNDERSTANDING DIFFERENT CULTURES



I'M CHINESE

It is impolite to open gifts when received.

Remove your shoes before entering someone's home

If you are invited to someone's home, you should always bring a gift to the hostess.

When receiving and offering business cards, always do it with both hands and never write on it!



I'M FRENCH

You should always dress well. It is better to be formal than too casual.

Do not give anything with the number 13. It is bad luck to French people!

It is OK to open gifts when received.

Handshake is common way of greeting but friends may greet by kissing on both cheeks.



I'M KOREAN

Do not wrap your gifts in green, white, or black colored paper.

You should never sign or write anything in red ink.

When eating, the eldest or senior person should eat first.

When meeting someone, the person of lower status should bow to the person of higher status first.

Photo Credit: www.canstockphoto.com

# PARALINGUISTICS

- It is the study of variations in pitch, speed, volume, and pauses to convey meaning.
- Interestingly, when the speaker is making a presentation and is looking for a response, he will pause.
- However, when no response is desired, he will talk faster with minimal pause.



# PARALINGUISTICS

## PARALINGUISTICS

- Refers to the non-verbal elements of communication used to modify meaning and convey emotion
- Includes the pitch, volume.
- Speaking quickly reflects stress or excitement.
- The accent we use.
- Sounds (gasps and murmurs)
- How we pronounce words
- Filled pauses such as 'Mmmm', 'Ahhh', 'Ummm'





# PARALANGUAGE

- Paralanguage refers to the non-verbal elements of communication used to modify meaning and convey emotion.
- Paralanguage may be expressed consciously or unconsciously, and it includes the pitch, volume, and, in some cases, intonation of speech.
- Sometimes the definition is restricted to vocally produced sounds. The study is known as paralinguistics.

# KINDS OF PARALANGUAGE

PITCH	How high or low you speak
VOLUME	How loudly or softly you speak
TONE	How harshly or gently you speak
ARTICULATION	How clearly you pronounce your words
SPEED	How fast or slowly you speak
STRESS PATTERNS	Which words you make important
VOCAL QUALITY	What makes you sound like you
RHYTHM	How smooth or jerky you speak
ROAD BLOCKS	Unneeded words, phrases, or sounds you add
PAUSES	Breaks you take between words or phrases
BODY LANGUAGE	Using your body as you talk
FACIAL EXPRESSION	Using your face as you talk

## **WE SPEAK PARALANGUAGE WHEN**

we gasp, sigh, clear our throats, change our tone, whisper or shout, emphasize certain words, wave our hands, frown or smile, laugh or cry, string vocal identifiers like uh-huh and ah-hah between our words, or speak faster or slower.

- Paralanguage refers to voice quality, volume, pitch, speed and non-fluencies (like 'ah,' 'um,' or 'uh.') used to convey a message.
- It helps to convey information about the attitude of the speaker.
- Sometimes there may be a contradiction between what a person says and what his actions indicate.
- In such cases, the person's actions can be regarded as a truer picture of his feelings and ideas.

# PHYSICAL APPEARANCE

- Physical appearance always contributes towards how people perceive about individuals.
- Neatly combed hair, ironed clothes and a lively smile will always carry more weight than words.
- It is believed that physical appearance determines the success a person will attain at every stage of his life.

# UNDERSTANDING NONVERBAL COMMUNICATION

- The following guidelines can help individuals understand nonverbal communication better:
  1. Observe keenly what is happening: When nonverbal behaviour involves an emotional response (for example, tears rolling down the cheeks or eyes becoming red), it clearly conveys the message to the other person.
  2. Consider the differences between verbal statements and nonverbal behaviour: If there is a discrepancy between what a person says and what his body language indicates, then the situation should be studied closely. It is believed that actions are more accurate than words.
  3. Look for subtleties in nonverbal behaviour: Through careful observation, one can differentiate between a fake action and a genuine action. For instance, a sarcastic smile can be differentiated from a genuine one.

# SO WE CAN SUM UP NON VERBAL COMMUNICATION AS.....

- Nonverbal communication is when a message is sent without spoken or written words.
- Examples of nonverbal communication include
  - body language
  - Gestures
  - facial expressions
  - tones of voice
  - eye contact



## NON VERBAL CUES-

- According to Dr. Edward G. Wertheim, nonverbal cues in communication have the following roles:
  - they repeat and confirm what a person is saying if they are being honest,
  - they contradict a person's words when they are dishonest,
  - they can be a substitute for verbal forms of communication and they compliment what a person says.
  - It is often said that it doesn't matter what a person says. Rather, what counts is how it is said.

- To be Contd.

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THANK YOU !