

(II) Non Verbal

When communication is done without using words or language it is called non verbal communication. This can further be classified as Visual & Audio sounds and Body Language.

To be effective, the speaker needs to enhance both verbal and non verbal skills. K. K. Sereno and E. M. Bedaken in '*Trans-Per Understanding Human Communication*' refers to non verbal as "all external stimuli other than spoken or written words and including body motion characteristics of appearance, voice and use of space distancing".

Though verbal and non verbal means of communication are closely interlinked, experts in this field have tried to distinguish their importance in terms of the influence of the message. Sometimes, the speaker may not deliver the message efficiently but yet he succeeds because of the proper use of his non verbal abilities. The individual communicates not only through words but his whole personality - personal appearance, posture, gestures, facial expressions contributes to the success of securing attention of the audience. Non verbal communication can further be classified into the following:

- (a) Body Language is also called *Kinesics*. It is the study of body movement as a means of communication. The receiver usually moves

his/her body in a certain way as a response to the message received. These movements may be deliberate and conscious, used to enhance the meaning of the verbal message or they may be unconscious. It can be further classified as:

(i) Posture

It refers to the way one sits stands and walks. A speaker should stand tall and at ease with feet together and hands on the sides. He should sit with a straight back and chin held high. He should walk with medium strides, straight and head held high at a right angle to the shoulder.

The body movement, the position of hands and legs and other body parts reflect an individual's personality.

Individual characteristics like vibrancy, nervousness, confidence, self-assurance, self-centeredness, etc., are portrayed through body language. A drooping shoulder indicates the speaker is tired.

Listener's posture reveals the success or failure of the speaker's communication. The speaker's ability to walk sprightly contributes a great deal of impression made upon the audience. The walking posture conveys whether the speaker is confident or withdrawn and nervous.

(ii) Gestures

Certain primary and short messages can be communicated through gestures such as "yes", "no", "go", "come", "silence please", etc. Gestures play an important role in non verbal communication. Putting hands in the pockets, shrugging of shoulders, reveals the nervousness of the speaker which robs him of the effectiveness of his message. Proper and well-timed gestures help in making communication effective. It adds to the value and impact on the listener.

(iii) Facial Expressions

An expressive face which reveals friendliness, discontent, disbelief, confidence, anger, sadness, happiness is the most vital part of non-verbal communication. Without such feelings to be conveyed verbally, the facial expressions can reveal it all. A smile on the face speaks of happiness; a frown reveals displeasure, tightening the jaws shows vehement, a pale expression portrays tiredness and boredom whereas a sparkle in the eyes reflects victory. Improper facial expressions can

mar the smooth flow of communication. Non-verbal communication may support or contradict verbal communication, giving rise to the saying that actions often speak louder than words.

Eye Contact

Oculesics is the study of eye movements as a method of non-verbal communication. Eye contact, an important channel of interpersonal communication, helps regulate the flow of communication. And it signals interest in others. Furthermore, eye contact with audiences increases the speaker's credibility.

Eye contact is a direct and powerful form of non-verbal communication. The superior in the organization generally maintains eye contact longer than the subordinate. The direct stare of the sender of the message conveys candor and openness. It elicits a feeling of trust. Downward glances are generally associated with modesty. Eyes rolled upward are associated with fatigue.

Eye contact is the link between the speaker and the listener. It is an immediate and effective means of establishing contact with the listener. Before you start speaking, look at the audience. It will reveal the type of audience present for your presentation. That will help you to make necessary changes in the matter.

While speaking, eye contact is necessary to gain feedback and also to know whether the listener is interested. Looking at the ground or at the ceiling, at the door, outside the window, at the written material or at one section of the audience is a sign of rudeness and nervousness. If you ignore the audience, they are also likely to ignore you and what you say. Through eye contact, you can win the attention of your audience. Studies have shown that better eye contact leads to more effective communication.

Personal Appearance

The first appearance often creates a lasting impression on the audience. The personal appearance of the speaker, even before he utters the first word, creates an impact on the audience. They begin to form an opinion about him, his personality in terms of his dress, hair style, make-up, etc. In certain situations such as interviews, convocation, parade, etc. a particular dress or uniform is worn which indicates the kind of

work one does or his status. In terms of seminars, group discussions, workshops, classroom teaching, etc., the speaker should realise that the large audience watches a single individual – YOU. Therefore the first impression should be the last impression.

(vi) **Tactile Communication or Haptics** is non-verbal communication through touch. When it is used properly it can create a more direct message which has warmth and trust but when it is used improperly it can build barriers and cause mistrust. One can easily invade someone's space through this type of communication. If it is used reciprocally, it indicates solidarity; if not used reciprocally, it tends to indicate differences in status. For example in an organisation the senior may touch the junior, but the reverse is not acceptable. Cultural differences also exist in the acceptance and usage and of touch. Italy, Greece and Spain are examples of touch oriented culture. In Thailand it is not acceptable to touch someone's as it is considered sacred. Touch not only facilitates the sending of the message, but the emotional impact of the message as well and thus is a very important method of non verbal communication.

(vii) **Space Distancing**

An interesting area in the nonverbal world of body language is that of spatial relationships, or *proxemics* the study of man's appreciation and use of space to communicate. The study of spatial territory for the purpose of communication uses four categories for informal space: the intimate distance for embracing or whispering (6-18 inches), the personal distance for conversations among good friends (1.5-4 feet), social distance for conversations among acquaintances (4-12 feet), and public distance used for public speaking (12 feet or more). While the use of each of these spatial relationships can impede or promote the act of communication, the area that humans control and use most often is their informal space. This zone constitutes an area that humans protect from the intrusion of outsider. Research supports the hypothesis that the violation of this personal space can have serious adverse effects on communication. Thus, if an individual is to be mutually satisfied in a communication encounter his/her personal space must be respected.

i) **Chronemics** is the study of the way we structure and use time to communicate. This usage of time as a communicative tool varies from culture to culture. For example, most Asians view time as a circular concept. This means that there is no pressure or anxiety about the future. In such cultures meetings, parties etc. may start much beyond the time given and nobody takes offence. On the other hand, in most European countries time is a linear concept. Such cultures are sticklers of time. Punctuality is considered to be a part of good manners and civility and they view tardiness as a signal of tardiness and hostility. A thorough knowledge of the varying concept of time is therefore mandatory for successful business dealings today.

Yet another way of understanding time is to as formal time – the categories we use to divide time into units like seconds, days, years etc.; informal time – our everyday expressions like see you soon, catch you later etc. and technical time which is precise scientific divisions of time, for example, nanoseconds. Lay people like us hardly come across such technical usage of time.

ix) **Paralinguistic**

This facet of nonverbal communication includes such **vocal** elements as: voice, volume, pitch, pronunciation, stress, pause, pace and even silence. For maximum effectiveness in communication, one needs to learn to vary these elements of the voice.

An effective speaker should be able to mould and use the voice properly. With regard to oral communication, a good voice can please the listener. Written communication consists of marks on paper which makes no noise or sound, while spoken communication is organised sound taken in by the ear. Language starts with the ear. Also the articulators - lips, jaws and the tongue plays an important role in voice modulation. One of the major criticisms is of instructors who speak in a monotone. Listeners perceive these instructors as boring and dull. Students report that they learn less and lose interest more quickly when listening to teachers who have not learned to modulate their voices.

Proper pronunciation is an important aspect of communication. If words are pronounced incorrectly, for example 'sheep' being pronounced as 'ship', it can change the meaning of the message.

Words must be pronounced smoothly and with proper stress, without hesitations and without making mistakes. Moreover, stressing different parts of a sentence can also change the meaning.

Pace of Speech

Fast delivery can skip the important aspect of speech while a very slow speed may make the receiver lose concentration, so care should be taken that the pace of speech is neither too fast nor too slow.

The volume of the speaker has to be loud enough so that the audience can hear clearly.

The tone of the voice, the melody of speech, variation in the pitch is essential to convey the information, nevertheless the audience may sleep.

Vocalized pauses such as 'ah', 'unh', 'um', etc. may irritate the listener, but pausing in between one's speech serves the dual purpose of avoiding fatigue and also allowing the listener to assimilate the message. Furthermore, repetition of certain words such as 'you see', 'I know', 'is it clear?', etc. can shift the attention from the main subject and thus needs to be avoided.

(x) Silence

'Silence speaks louder than words' is a common saying. It is a very powerful method of non verbal communication. It can be understood as a deliberate withdrawal or absence of speech which could be positive or negative.

On the basis of the purpose for which it is used, silence can be classified as comfortable, respectful, hostile, awkward or indifferent. This classification can be understood better with the help of examples- a comfortable silence is one where an elderly couple just sit quietly simply enjoying each others companionship; respectful silence is when we stand quietly for two minutes to pay homage to a departed soul; hostile silence is the outcome of anger and frustration; awkward silence is what follows when someone has cracked a joke about a Punjabi or Bengali and then realizes that someone in that group is from one of those regions; and finally an indifferent silence is one where a superior wants to ignore some demands being made by his junior.

Most misunderstandings arise out of carelessly spoken words. Uttering falsehoods, scandalising, fault finding and excessive

speech have been detrimental to the society. Therefore, silence is the language of the realized.

Silence, the great unseen power works upon the character. It overwhelms and reviews the dull spirit. In the modern world, silence is often considered a negative attribute of the personality. It is unfortunate that a quiet person is branded as being reserved, introverted and not socially communicative. But, in depth, silence helps in generating pleasantness in human relationships. It has been rightly said '*Calumnies are answered best with silence*'. The ability to be a good listener is an important attribute of an effective communicator.

Silence is a definite factor for efficient and concentrated thought. The practice of silence evolves creative genius and the person discovers his inherent reserve and originality.

Great men conceive an idea and they think silently and quietly until they realize their ideal. The practice of silence does not merely mean refraining from speech. It means stilling the vital energies so that there is a cessation of all activity, both inner and outer.

Positive silence occurs when all the faculties of the mind are wide awake and full of light, whereas negative silence is overpowered by dullness and tranquil.

In the hustle-and-bustle of modern society, silence is like recapturing the fort of sanity and peace. Pythagoras once said that - either it was requisite to be silent, or to say something better than silence. Silence along with modesty, is a great aid to conversation.

(xi) Olfactics

The study of the sense of smell as a means of non verbal communication is called *olfactics*. A person's body odour can have a positive or negative effect on communication. No one wishes to communicate with someone with bad body odour. In most culture, therefore, a lot of importance is given to personal hygiene.

(b) Visual and Audio Signs

- (i) **Colours** : Colours are an important form of non-verbal communication. They create a physical and emotional reaction as they are associated with different moods and also create

different psychological moods. For instance, blue, green, and the neutrals white, gray, and silver are examples of **cool colours**. These colours are said to have a calming effect are comforting and nurturing. On the other hand, warm colors convey emotions from simple optimism to strong violence. The warmth of red, yellow, pink, or orange can create excitement or even anger. Colours are also used very effectively in formal communication, the best example of this being the traffic signals.

- (ii) **Pictorial Representation** : It has been rightly said that a picture speaks a thousand words. Difficult thoughts, ideas and concepts can be communicated in a simplified manner by the use of pictures and photographs. It also makes communication more interesting and lively and can reach across to a large section of illiterate receivers too.
- (iii) **Signs and Signals** : Signs are marks which represent something while signals are mechanical type of communication which includes the use of signal flags, the 21-gun salute, horns, sirens etc. They are useful means of non verbal communication as they convey the message instantaneously and can be understood by a large section of people. Signs are usually visual but signals can be both visual and auditory. Some examples of the latter are buzzers, bells, whistles etc.

Performing and Visual Arts : are those methods of communication which use both verbal and non verbal methods of communication. Some examples of these are as follows :

1. **Dance** : Dance performances portray an occasion of immense social importance. Each state of any country through dance depicts the culture of the people of that state they belong to. The beginning of the nineteenth century did not give due importance to theatre and was considered unworthy and immoral. By the 1880s, this prejudice was discarded and through dance the peoples' lifestyle, their attitudes, their culture was recreated and communicated. This performing art also indicated liberalization in the attitude towards women. Even today, dance mirrors social realities, religious beliefs and political ironies.
2. **Painting** : Painting is never received in an innocent state. In fact, it reveals not only the preconceived notions of the artist but it also makes space for the viewer to create and develop

notions beyond the mind of the artist. Through colours and pictures, an ambiguity is created which is interpreted by the viewer. During the liberal age, drawings which were drawn in black dealt with the conception of hell. Paintings on a certain level portray the mind of the artist. Absurd paintings indicate the chaos and confusion which occurs in the creators mind and in the world.

3. **Movies/Cinema** : Cinema has provided the most readily accessible and the most inventive form of mass entertainment. Movies depict the culture, values, the good and the bad and through speech and body language the individual and the world around him is portrayed. Social issues, nationalistic views, political events and the reality is communicated through cinema.
4. **Literature** : Literature uses words with which the person of the language community associates the experience of their past and present. Books communicate the happiness and sorrow of humankind. Essays, stories, novels, drama, poetry, autobiography, etc. - all these contain the observations, the creativity of the writer who expresses through literature the philosophical, spiritual and sociopolitical aspects.
5. **Music** : Music has always occupied a privileged place in the life of an average individual. Musicians insist that one could seek union with God and one soul directly through music. Music emphasizes on the personal, spiritual and social life of an individual. It communicates serenity, pleasantness on one hand and on the other destruction, evil, anger, etc.