**Body Language in Business Negotiation**

*Zhou, Hui and Tingqin Zhang. 2008. “Body Language in Business Negotiation.” International Journal of Business and Management 3(2): 90-96.*

**Summary**

Hui Zhou and Tingqin Zhang in this article attempted to discuss the role of non-verbal languages so called “Body Language” especially in business communications. According to them from 70 to 90 percent of communication between people is non-verbal even though usually people underestimate their effect and think that successful negotiators should develop their spoken language and bargain skills. Authors started by giving the definition of body languages and identifying their six main types such as distance between people, physical appearance and physical contact, eye contact, facial expression, gesture and posture. The usage of these languages could vary from culture to culture, meaning that while in some cultures certain gestures, postures and body movements are normal and acceptable, in others they could be perceived as rude and offensive. That’s why their proper interpretation is important for negotiations when it is necessary to deal with partners from different parts of the world. The last section gives recommendation of how to use and understand non-verbal communication, which will gives powerful tool to achieve the desired goal in negotiations. Authors also emphasis that no single gestures, but their cluster could give the proper information about people’s intention.

**Explanations of the importance of the article**

It is impossible to imagine the human life out of the society therefore communication skills are essential and particularly these skills are demanded in such spheres as business and management. Many articles were written before and after about the ways to improve business communication. This article is useful to get a deeper insight in the nature of human communication, which as stated by authors affected more by non-verbal languages rather than by formal verbal languages. It is important to understand how similar gestures and body movements and other types of such languages are perceived by various cultures in order to avoid cultural misunderstanding and to build effective negotiations.

**Evaluation of the article**

Article was written 8 years ago, since then there could be many new discoveries in the field of body languages. The language of article is mostly informal and more likely targeted for general audience rather than for academic scholars. When looking at the scope even though authors give examples of body languages in different countries, their main analysis is limited to America and China. The article includes reference list, but no citations were made so it is problematic to determine which parts use the data from that sources. Moreover, the short size of article couldn’t cover all complexity and diversity of existing non-verbal languages. Despite the mentioned limitations, the article is still useful to understand the influence of body languages on output of business negotiations, since it gives useful advices to make better communication.

**Connection of your article to your real life experience**

People every day face with necessity to communicate with each other and sometimes we don’t notice the significant impact of body languages, which influence on the way other see us. For example when you meet someone at first time usually your perception of this person will be strongly affected by his physical appearance even though you didn’t intent to judge that person based on it. Similarly, in business you daily need to communicate with many new counterparts, therefore it is useful to be aware of the power of physical appearance. Not only that, but your overall posture, control of facial expression and (which is not easy), amount of eye contact, special body movement could reveal many things about your character for a keen observer. This also woks in the opposite way, though gaining such skills requires time and patience it certainly will be advantageous. Furthermore, nowadays with growing globalisation people more and more interact with representatives of different cultures. From my own experience as the student in the international university I could say that to avoid confusing situations when dealing with foreign students and foreign professors it is essential to learn and use the language of non-verbal communication.