**How does non-verbal communication affect the way we perceive a message? Which of the two has more impact on communication?**

**Intro**

- HOOK

- - Talk about time with sore throat in poly

- - Talk about other peop probs with misintepret

- - - Defensive posture (SHOW CROSSED ARMS)

- - - "Not listening!" (SHOW PLAYING WITH ERASER)

- "What would make people perceive our message in a different way from what we intended?"

- Answer: Non-verbal communication

- - BOdy language and posture

- - Facial expression

- - Dressing

- Introduce group and state our stand

- - "We ... ... believe that this non-verbal communication has a larger impact on communication than verbal communication."

*? State kennedy vs nixon as a case we will keep looking at*

*? - 1960*

*? - First presidential debate*

*? - Senator Kennedy VS VP Nixon*

*? - First time televised*

*? - Why Nixon lost?*

**>>> PASS OVER, BEGIN WITH BODY LANGUAGE AND POSTURE**

**Body Language and posture**

- "Actions speak louder than words"

- Relate Cats treating stares as hostile to humans.

- Give light examples of above actions and why

- Run through TED example, palms up VS finger pointer

- Talk about experiment with 3 diff groups with 3 diff hand actions

- "Watch your actions"

*? Explain nixon and his leg injuries*

**>> PASS OVER TO FACIAL EXPRESSIONS**

**Conclusion**

- Body Language and posture

- Facial Expression

- Dressing

- How they affect the way we perceive messages

- Reason why we believe its more effective than verbal

- How it is applied in mainstream media