



PES
UNIVERSITY
COLLEGE OF MANAGEMENT

Introduction to Verbal and Non- Verbal Communication

Verbal and Non- Verbal Communication



Verbal communication: Using words to share messages (spoken or written).

Non-verbal communication: Sharing messages without words, through body language, tone, and other cues.

Both work together to create clear communication.



What is Non-Verbal Communication?

- Non-verbal communication is the transmission of messages without words.
- It includes facial expressions, gestures, posture, eye contact, and tone of voice.

Example: A smile can express friendliness without saying a word.



Types of Non-Verbal Communication?

- Kinesics
- Chronemics
- Proxemics





Kinesics – Body Language

Kinesics refers to body movements and gestures used to communicate.

Examples:

- Nodding means agreement.
- Crossing arms might suggest defensiveness.

Analogy: Body language is like punctuation in speech—it adds meaning.



Kinesics – Body Language - Posture



Slumped



Erect



Lean forward

- Slumped posture—low spirits
- Erect posture—high spirits, energy, and confidence
- Lean forward—open, honest, and interested



Kinesics – Body Language - Posture



Lean backward



Crossed arms



Uncrossed arms

- Lean backward—defensive or disinterested
- Crossed arms—defensive and not ready to listen
- Uncrossed arms—willingness to listen

Kinesics – Body Language - Gesture



Enumerative



Descriptive



Symbolic



Locative



Emphatic

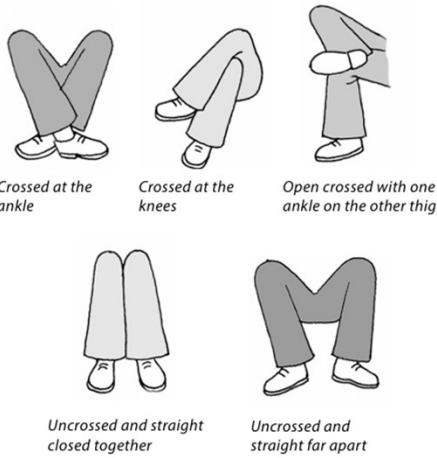
- Enumerative—numbers
- Descriptive—size of the objects
- Symbolic—abstract concepts

- Locative—location of an object
- Emphatic—emphasis

Kinesics – Body Language – Sitting Posture



Class Activity



Other Aspects of Non-Verbal Communication



- **Facial expressions:** Universal signs like smiling or frowning.
- **Eye contact:** Can show interest or aggression depending on culture.
- **Paralanguage:** Tone, pitch, and volume of voice that affect meaning.

Kinesics – Body Language - Facial expression



- Happiness
- Disgust
- Anger
- Surprise
- Fear
- Sadness



Kinesics – Body Language



Class Activity:

- Eye Contact
- Paralanguage

Kinesics – Body Language



Class Activity:

- Eye Contact
- Paralanguage

Chronemics – Use of Time

Chronemics is how time affects communication.

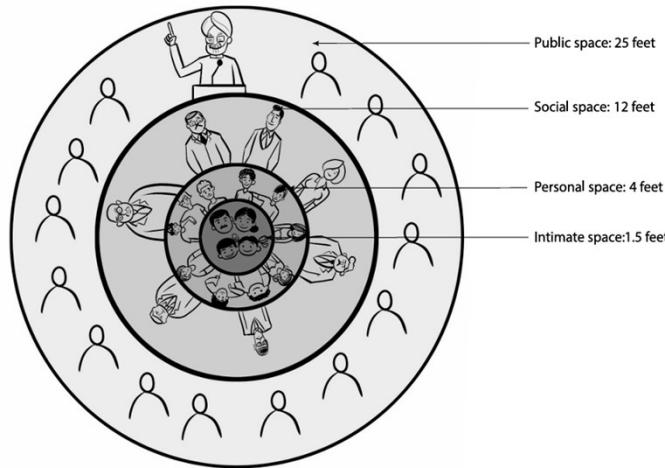
Examples:

Being punctual shows respect;
being late can signal disrespect.

Taking pauses in conversation
can emphasize points.

Analogy: Time in communication is like rhythm in
music—it sets the pace.

Proxemics



Proxemics is the study of physical space in interpersonal relations.

Examples:

- Standing too close might make someone uncomfortable.
- Different cultures have different "comfort zones."
- The head of a company has a larger office than junior employees.

CROSS-CULTURAL VARIATIONS



Gestures and expressions can mean different things in different cultures.

Culture consists of various elements such as: language, religion, politics, Values and attitudes, Technology etc.

- Example:
 - Thumbs up is positive in many countries but offensive in some.
 - Direct eye contact is respectful in the West, but can be rude in some Asian cultures.



Exercise



- Make a list of simple sentences or phrases (e.g., "The cat is sleeping on the sofa.")
- Divide the class into small teams (4–5 students each).
- The first student in each team receives a phrase written on paper.
- The student can only communicate the phrase to the next student using **non-verbal cues only** (no speaking or writing).
- The second student then repeats the message verbally to the third student.
- The third student must communicate it back non-verbally to the fourth student, and so on, alternating modes.
- The last student says out loud what they think the original phrase was.
- Compare the final message to the original and discuss where communication broke down.

Exercise



Discussion Points:

- Which parts were easier or harder to communicate non-verbally?
- How did switching between verbal and non-verbal modes affect the message?
- What non-verbal cues helped or confused the message?
- How might culture or background change the interpretation of non-verbal cues?



Summary

- Verbal and non-verbal communication work together to convey messages.
- Non-verbal communication includes kinesics, proxemics, chronemics, and more.
- Cross-cultural awareness is crucial for interpreting non-verbal cues correctly.
- Practice observing both to become a better communicator!