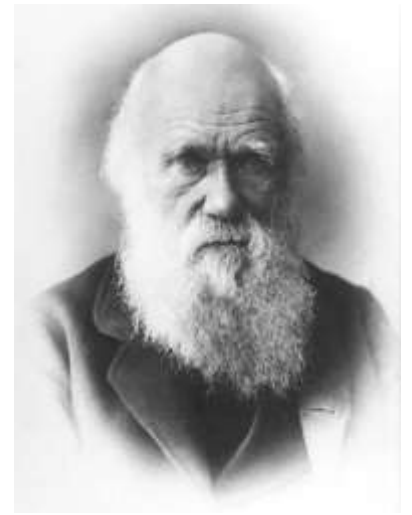


IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ** AND **INFLUENCE** PEOPLE THROUGH
NONVERBAL COMMUNICATION.

Nonverbal Communication



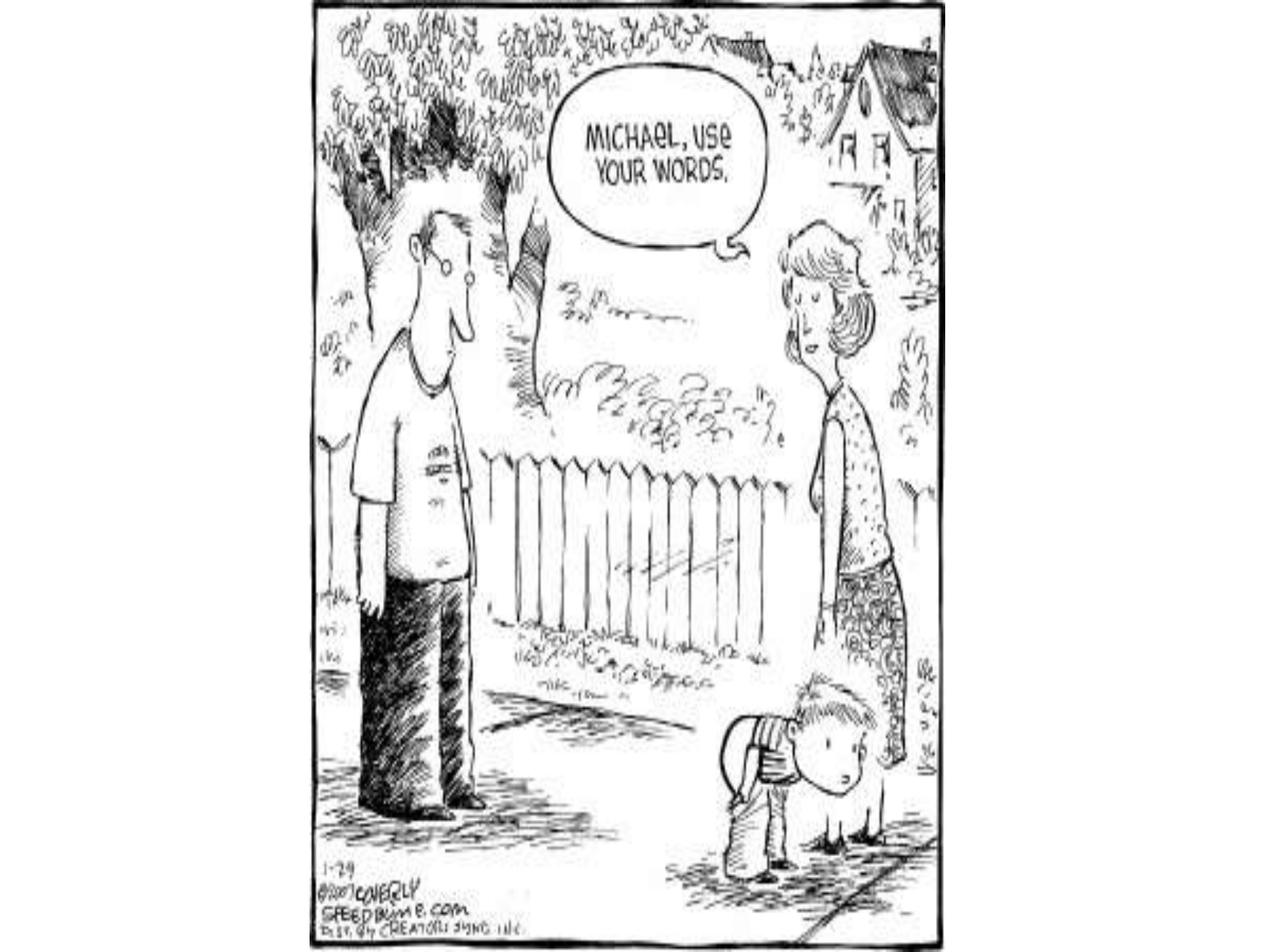
- Scientific research on nonverbal communication and behavior began with the 1872 publication of Charles Darwin's *The Expression of the Emotions in Man and Animals*.
- Since that time, there has been an abundance of research on the **types, effects, and expressions of unspoken communication and behavior**. While these **signals** are often so subtle that **we are not consciously aware of them**, research has identified several different types of nonverbal communication.
- In many cases, we communicate information in nonverbal ways using groups of behaviors. For example, we might combine a frown with crossed arms and unblinking eye gaze to indicate disapproval.

What is nonverbal communication and body language?

- When we interact with others, we continuously give and receive wordless signals.
- All of our nonverbal behaviors—the gestures we make, the way we sit, how fast or how loud we talk, how close we stand, how much eye contact we make—send strong messages.
- These messages don't stop when you stop speaking either. Even when you're silent, you're still communicating nonverbally.

**"What you do speaks
so loud that I cannot
hear what you say." --
Ralph Waldo Emerson**















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MICHAEL, USE
YOUR WORDS.

- Oftentimes, what comes out of our mouths and what we communicate through our body language are two totally different things.
- When faced with these mixed signals, the listener has to choose whether to believe your verbal or nonverbal message, and, in most cases, they're going to choose the nonverbal because it's a natural, unconscious language that broadcasts our **true feelings** and **intentions** in any given moment.

- “nonverbal communication involves those **nonverbal stimuli** in a communication setting that are generated by both the source [speaker] and his or her use of the environment and that have potential message value for the source or receiver [listener] (Samovar et al).
- **Basically it is sending and receiving messages in a variety of ways without the use of verbal codes (words).**
- **It is both intentional and unintentional.**
- Most speakers / listeners are not conscious of this. It includes — but is not limited to:
 - touch
 - glance
 - eye contact (gaze)
 - volume
 - vocal nuance
 - proximity
 - gestures
 - facial expression ? pause (silence)
 - intonation
 - dress
 - posture
 - smell
 - word choice and syntax
 - sounds (paralanguage)

-  * • **Types of Nonverbal Communication**
-  1 • Communication by Body Language
-  2 • Communication by Gestures
-  3 • Communication by Posture
-  4 • Communication by Facial Expressions
-  5 • Communication by Human Behavior
-  6 • Communication by Touch
-  7 • Communication by Dress and Grooming
-  8 • Communication by Proxemics
-  9 • Communication Through Signs and Symbols
-  10 • Communication by Charts, Maps and Graphs
-  11 • Communication by Posters
-  12 • Communication by Colors
-  13 • Communication by Silence

BODY LANGUAGE-WITHOUT WORDS

BY OTTERDISASTER

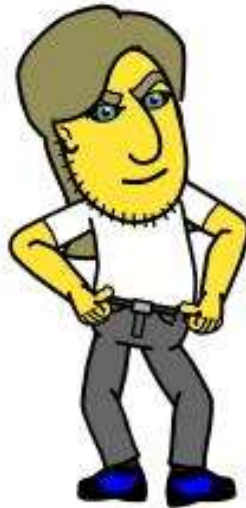
COY



CONFIDENT



COCKY



DISGUST



DOUBT
OR
WORRY



SNEAKY



DEFEATED



THOUGHTFUL
OR
CONTEMPLATIVE



DEFENSIVE



SCARED



SHOCK



DISINTEREST
OR
BOREDOM



REMIX WITH YOUR OWN EXAMPLES!

- Broadly speaking, there are two basic categories of non-verbal language:
- nonverbal messages produced by the body;
- nonverbal messages produced by the broad setting (time, space, silence)

1. Facial expressions

- The human face is extremely expressive, able to express countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.
- The look on a person face is often the first thing we see, even before we hear what they have to say.



2. Gestures

- Deliberate movements and signals are an important way to communicate meaning without words.
- Gestures are woven into the fabric of our daily lives. We wave, point, beckon, and use our hands when we're arguing or speaking animatedly—expressing ourselves with gestures often without thinking.
- However, the meaning of gestures can be very different across cultures and regions, so it's important to be careful to avoid misinterpretation.

3. Paralinguistics

- Paralinguistics refers to vocal communication that is separate from actual language.
- This includes factors such as tone of voice, loudness, inflection and pitch. Consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest.

- vocal characterizers (laugh, cry, yell, moan, whine, belch, yawn). These send different messages in different cultures (Japan — giggling indicates embarrassment; India — belch indicates satisfaction)
- vocal qualifiers (volume, pitch, rhythm, tempo, and tone). Loudness indicates strength in Arabic cultures and softness indicates weakness; indicates confidence and authority to the Germans,; indicates impoliteness to the Thais; indicates loss of control to the Japanese. (Generally, one learns not to “shout” in Asia for nearly any reason!). Gender based as well: women tend to speak higher and more softly than men.
- vocal segregates (un-huh, shh, uh, ooh, mmmh, humm, eh, mah, lah). Segregates indicate formality, acceptance, assent, uncertainty.

4. Body Language and Posture

- Posture and movement can also convey a great deal on information. Research on body language has grown significantly since the 1970's, but popular media have focused on the over-interpretation of defensive postures, arm-crossing, and leg-crossing.
- While these nonverbal behaviors can indicate feelings and attitudes, research suggests that body language is far more subtle and less definitive than previously believed.

- Consider how your perceptions of people are affected by the way they sit, walk, stand up, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and subtle movements.
- Consider the following actions and note cultural differences:
 - Bowing (not done, criticized, or affected in US; shows rank in Japan)
 - Slouching (rude in most Northern European areas)
 - Hands in pocket (disrespectful in Turkey)
 - Sitting with legs crossed (offensive in Ghana, Turkey)
 - Showing soles of feet. (Offensive in Thailand, Saudi Arabia)
 - Even in US, there is a gender difference on acceptable posture?

5. Proxemics

- People often refer to their need for "personal space," which is also an important type of nonverbal communication.
- The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity.
- For example, the amount of personal space needed when having a casual conversation with another person usually varies between 18 inches to four feet. On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.

6. Eye Gaze

- Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's response.
- The eyes play an important role in nonverbal communication and such things as looking, staring and blinking can also be important nonverbal behaviors. When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a range of emotions including hostility, interest, and attraction.
- People also utilize eye gaze as a means to determine if someone is being honest. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy. Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.

- In USA, eye contact indicates: degree of attention or interest, influences attitude change or persuasion, regulates interaction, communicates emotion, defines power and status, and has a central role in managing impressions of others.
- Western cultures — see direct eye to eye contact as positive (advise children to look a person in the eyes). But within USA, African-Americans use more eye contact when talking and less when listening with reverse true for Anglo Americans. This is a possible cause for some sense of unease between races in US. A prolonged gaze is often seen as a sign of sexual interest.
- Arabic cultures make prolonged eye-contact. — believe it shows interest and helps them understand truthfulness of the other person. (A person who doesn't reciprocate is seen as untrustworthy)
- Japan, Africa, Latin American, Caribbean — avoid eye contact to show respect.

7. Haptics

- Communicating through touch is another important nonverbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood. Harry Harlow's classic monkey study demonstrated how the deprivation of touch and contact impedes development. Baby monkeys raised by wire mothers experienced permanent deficits in behavior and social interaction. Touch can be used to communicate affection, familiarity, sympathy, and other emotions.
- Touch is also often used as a way to communicate both status and power. Researchers have found that high-status individuals tend to invade other people's personal space with greater frequency and intensity than lower-status individuals.
- Gender differences also play a role in how people utilize touch to communicate meaning. Women tend to use touch to convey care, concern, and nurturance. Men, on the other hand, are more likely to use touch to assert power or control over others.

- Illustration: An African-American male goes into a convenience store recently taken over by new Korean immigrants. He gives a \$20 bill for his purchase to Mrs Cho who is cashier and waits for his change. He is upset when his change is put down on the counter in front of him.
- What is the problem? Traditional Korean (and many other Asian countries) don't touch strangers., especially between members of the opposite sex. But the African-American sees this as another example of discrimination (not touching him because he is black).
- Basic answer: Touch is culturally determined! But each culture has a clear concept of what parts of the body one may not touch. Basic message of touch is to affect or control — protect, support, disapprove (i.e. hug, kiss, hit, kick).

- USA — handshake is common (even for strangers), hugs, kisses for those of opposite gender or of family (usually) on an increasingly more intimate basis. Note differences between African-Americans and Anglos in USA. Most African Americans touch on greeting but are annoyed if touched on the head (good boy, good girl overtones).
- Islamic and Hindu: typically don't touch with the left hand. To do so is a social insult. Left hand is for toilet functions. Mannerly in India to break your bread only with your right hand (sometimes difficult for non-Indians)
- Islamic cultures generally don't approve of any touching between genders (even hand shakes). But consider such touching (including hand holding, hugs) between same-sex to be appropriate.
- Many Asians don't touch the head (Head houses the soul and a touch puts it in jeopardy).
- Basic patterns: Cultures (English , German, Scandinavian, Chinese, Japanese) with high emotional restraint concepts have little public touch; those which encourage emotion (Latino, Middle-East, Jewish) accept frequent touches.

8. Appearance

- Our choice of color, clothing, hairstyles, and other factors affecting appearance are also considered a means of nonverbal communication.
- Research on color psychology has demonstrated that different colors can evoke different moods.
- Appearance can also alter physiological reactions, judgments, and interpretations. Just think of all the subtle judgements you quickly make about someone based on his or her appearance. These first impressions are important, which is why experts suggest that job seekers dress appropriately for interviews with potential employers.

- Researchers have found that appearance can play a role in how people are perceived and even how much they earn.
- One 1996 study found that attorneys who were rated as more attractive than their peers earned nearly 15 percent more than those ranked as less attractive.
- Culture can have an important influence in how appearances are judged. While thinness tends to be valued in Western cultures, some African cultures relate full-figured bodies to better health, wealth, and social status.

9. Artifacts

- Objects and images are also tools that can be used to communicate nonverbally. On an online forum, for example, you might select an avatar to represent your identity online and to communicate information about who you are and the things you like.
- People often spend a great deal of time developing a particular image and surrounding themselves with objects designed to convey information about the things that are important to them.
- Uniforms, for example, can be used to transmit a tremendous amount of information about a person. A soldier will don fatigues, a police officers will wear a uniform, and a doctor will wear a white lab coat. At a mere glance, these outfits tell people what a person does for a living.

10. Smell

- USA — fear of offensive natural smells (billion dollar industry to mask objectionable odors with what is perceived to be pleasant) — again connected with “attractiveness” concept.
- Many other cultures consider natural body odors as normal (Arabic).
- Asian cultures (Filipino, Malay, Indonesian, Thai, Indian) stress frequent bathing — and often criticize USA of not bathing often enough!

Nonverbal communication can't be faked

- You may be familiar with advice on how to sit a certain way, steeple your fingers, or shake hands just so in order to appear confident or assert dominance. But the truth is that such tricks aren't likely to work (unless you truly feel confident and in charge). That's because you can't control all of the signals you're constantly sending off about what you're really thinking and feeling. And the harder you try, the more unnatural your signals are likely to come across.

Why is non-verbal communication important?

- Basically, it is one of the key aspects of communication (and especially important in a high-context culture). It has multiple functions:
- Used to repeat the verbal message (e.g. point in a direction while stating directions).
- Often used to accent a verbal message. (e.g. verbal tone indicates the actual meaning of the specific words).
- Often complement the verbal message but also may contradict. E.g.: a nod reinforces a positive message (among Americans); a “wink” may contradict a stated positive message.
- Regulate interactions (non-verbal cues convey when the other person should speak or not speak).
- May substitute for the verbal message (especially if it is blocked by noise, interruption, etc) — i.e. gestures (finger to lips to indicate need for quiet), facial expressions (i.e. a nod instead of a yes).

- Note the implications of the proverb: “Actions speak louder than words.”
- In essence, this underscores the importance of non-verbal communication. Non-verbal communication is especially significant in intercultural situations. Probably non-verbal differences account for typical difficulties in communicating.

Guidelines for Improving Nonverbal Messages

- Strong communication skills can help you in both your personal and professional life. While verbal and written communication skills are important, research has shown that nonverbal behaviors make up a large percentage of our daily interpersonal communication.

Integrating Nonverbal Messages

- 1. Pay Attention to Nonverbal Signals
- People can communicate information in numerous ways, so pay attention to things like eye contact, gestures, posture, body movements, and tone of voice. All of these signals can convey important information that isn't put into words.
- By paying closer attention to other people's unspoken behaviors, you will improve your own ability to communicate nonverbally.

2. Look for Incongruent Behaviors

- If someone's words do not match their nonverbal behaviors, you should pay careful attention. For example, someone might tell you they are happy while frowning and staring at the ground.
- Research has shown that when words fail to match up with nonverbal signals, people tend to ignore what has been said and focus instead on unspoken expressions of moods, thoughts, and emotions.

3. Concentrate on Your Tone of Voice When Speaking

- Your tone of voice can convey a wealth of information, ranging from enthusiasm to disinterest to anger.
- Start noticing how your tone of voice affects how others respond to you and try using tone of voice to emphasize ideas that you want to communicate.
- For example, if you want to show genuine interest in something, express your enthusiasm by using an animated tone of voice.

4. Use Good Eye Contact



- When people fail to look others in the eye, it can seem as if they are evading or trying to hide something. On the other hand, too much eye contact can seem confrontational or intimidating.
- While eye contact is an important part of communication, it's important to remember that good eye contact does not mean staring fixedly into someone's eyes. How can you tell how much eye contact is correct? Some communication experts recommend intervals of eye contact lasting four to five seconds.

5. Ask Questions About Nonverbal Signals

- If you are confused about another person's nonverbal signals, don't be afraid to ask questions.
- A good idea is to repeat back your interpretation of what has been said and ask for clarification.
- An example of this might be, "So what you are saying is that..."

6. Use Signals to Make Communication More Effective and Meaningful

- Remember that verbal and nonverbal communication work together to convey a message.
- You can improve your spoken communication by using body language that reinforces and supports what you are saying. This can be especially useful when making presentations or when speaking to a large group of people.



7. Look at Signals as a Group



- A single gesture can mean any number of things, or maybe even nothing at all.
- The key to accurately reading nonverbal behavior is to look for groups of signals that reinforce a common point.
- If you place too much emphasis on just one signal out of many, you might come to an inaccurate conclusion about what a person is trying to communicate.

8. Consider Context

- When you are communicating with others, always consider the situation and the context in which the communication occurs. Some situations require more formal behaviors that might be interpreted very differently in any other setting.
- Consider whether or not nonverbal behaviors are appropriate for the context. If you are trying to improve your own nonverbal communication, concentrate on ways to make your signals match the level of formality necessitated by the situation.



9. Be Aware That Signals Can be Misread

- According to some, a firm handshake indicates a strong personality while a weak handshake is taken as a lack of fortitude. This example illustrates an important point about the possibility of misreading nonverbal signals. A limp handshake might actually indicate something else entirely, such as arthritis.



- Always remember to look for groups of behavior. A person's overall demeanor is far more telling than a single gesture viewed in isolation.

10. Practice, Practice, Practice

Some people just seem to have a knack for using nonverbal communication effectively and correctly interpreting signals from others. These people are often described as being able to "read people."

In reality, you can build this skill by paying careful attention to nonverbal behavior and practicing different types of nonverbal communication with others.

- By noticing nonverbal behavior and practicing your own skills, you can dramatically improve your communication abilities.



- Evaluating nonverbal signals
- Is eye contact being made? If so, is it overly intense or just right?
- Facial expression
- What is their face showing? Is it masklike and unexpressive, or emotionally present and filled with interest?
- Tone of voice
- Does their voice project warmth, confidence, and interest, or is it strained and blocked?
- Posture and gesture
- Are their bodies relaxed or stiff and immobile? Are shoulders tense and raised, or slightly sloped?
- Touch
- Is there any physical contact? Is it appropriate to the situation? Does it make you feel uncomfortable?
- Intensity
- Do they seem flat, cool, and disinterested, or over-the-top and melodramatic?
- Timing and pace
- Is there an easy flow of information back and forth? Do nonverbal responses come too quickly or too slowly?
- Sounds
- Do you hear sounds that indicate caring or concern?
- As you continue to pay attention to the nonverbal cues and signals you send and receive, your ability to communicate will improve.

	Evaluating nonverbal signals
Eye contact	Is eye contact being made? If so, is it overly intense or just right?
Facial expression	What is their face showing? Is it masklike and unexpressive, or emotionally present and filled with interest?
Tone of voice	Does their voice project warmth, confidence, and interest, or is it strained and blocked?
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AS YOU CONTINUE TO PAY ATTENTION TO THE NONVERBAL CUES AND SIGNALS YOU SEND AND RECEIVE, YOUR ABILITY TO COMMUNICATE WILL IMPROVE.

- <https://www.youtube.com/watch?v=csaYYpXBCZg>
- https://www.youtube.com/watch?v=_h_-X9hnYps
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