



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Communication

Non Verbal



*Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives*



www.uwtsd.ac.uk

Learning Outcomes

- Understand the components of non verbal communication
- Describe some of the terms associated with non verbal communication
- Develop appreciation of non verbal skills ready for application

Communicating Without Words



Importance of Nonverbal Communication

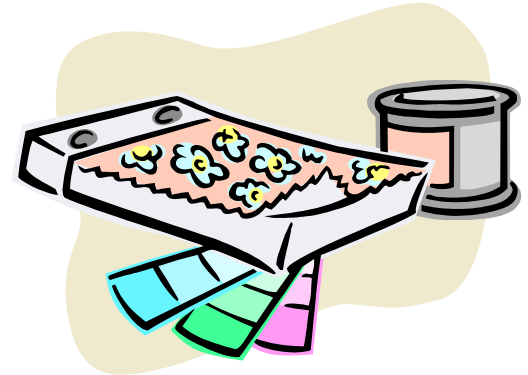
- “It is estimated that NVC most often conveys a larger share of social information(65% or more) while verbal communication plays a less salient role(35% or less). So much information is communicated nonverbally that frequently the verbal aspect is negligible.”
- *The Proceedings of The 1993 International Symposium on LTM*, Beijing-Hohhot, Oct.4 - 13,1993



Cues and Contexts



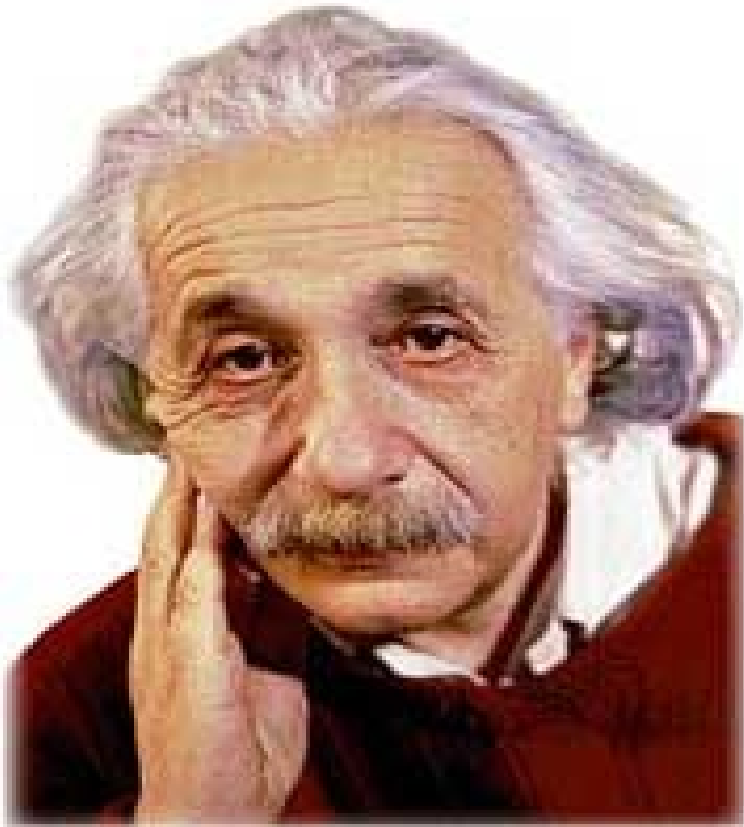
- We communicate nonverbally through
 - our bodies and appearance
 - the environment we create and live in



Cues and Contexts

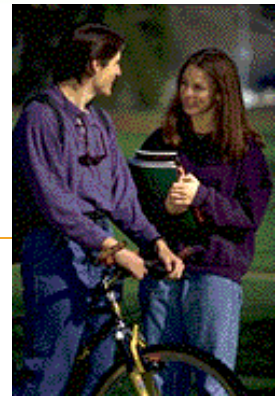
- Nonverbal communication
 - Perpetual
 - Frequently involuntary
- Verbal and nonverbal messages
 - Clear messages
 - Mixed messages –words and actions contradiction

Aspects of Nonverbal Communication



- Kinesics – the study of body language
 - Facial Expressions = emotion display

Posture and Gestures



■ Posture sends messages:

- Content and confident? Angry and belligerent? Worried and discouraged?
- Flight or Fight
- The way you feel about those with whom you are communicating



■ Gestures sends messages:

- Movements of arms, legs, hands, and feet send messages about us
- Gestures do not have universal meanings

Functions of Nonverbal Communication

- **Message Reinforcement**
 - “I love you” & kisses
- **Message Negation**
 - “We need to spend less time together” & moving closer
- **Message Substitution**
 - Pointing/gestures/ “OK” sign
- **Message Accentuation**
 - “I’m so angry!” & pulling on hair
- **Message Regulation**
 - eye contact/posture/gestures
 - Signals flow of conversation



Functions of Eye Contact

1. Monitor Feedback
2. Secure the Attention and Interest of Audience
3. Regulate or Control conversation
4. Signal Nature of Relationship
5. Compensate for Increased Physical Distance

Eye Avoidance

- Civil Inattention
- Signal lack of interest
- Unpleasant Stimuli
- Heighten Other Senses

Clothing and Artifacts

- Artifactual communication – the use of personal adornments
 - Extremely important in creating a first impression
 - Dress and chosen images should change as our roles change
 - Sometimes the basis for judgments regarding success, character, dominance, and competence

Paralanguage

- Paralanguage – vocal cues that accompany language
 - Pitch
 - Volume
 - Rate
 - Pauses
 - Nonfluencies
 - Silence

...Silence...

The Functions of Silence

- Time To Think: Time to formulate responses.
- Weapon To Hurt Others (the silent treatment)
- Response to Personal Anxiety: Remaining silent around strangers.
- Prevent Communication: A defense mechanism against saying things that you can't take back in the heat of the moment.
- Communicate Emotional Responses: Pouting, Anger, Annoyance, Long Stares into another's eyes; love.
- Achieve Specific Effects: Strategically placing pauses after or before sentences to imply importance or seriousness.
- Nothing To Say: Sometimes you just don't have anything to say.

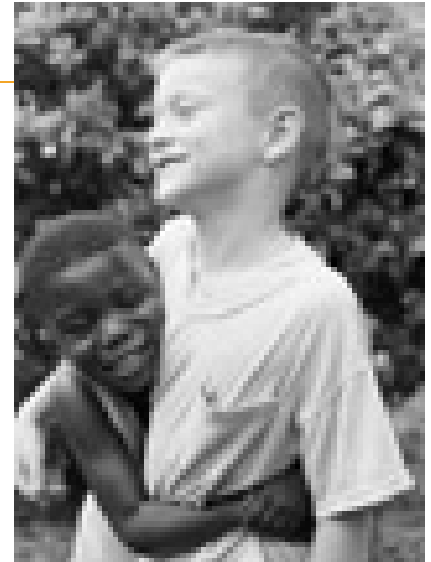
Space and Distance

■ Distances

- Intimate: 0-18 inches
- Personal: 18 inches to 4 ft.
- Social: 4 to 12 ft.
- Public: 12 ft. to limit of sight

■ Spaces

- Informal: highly mobile and can be quickly changed
- Semifixed-feature: the use of objects to create distance
- Fixed-feature: relatively permanent objects to define the environment around us



Territoriality and Personal Space

- Territoriality – the need to demonstrate a possessive or ownership relationship to space
 - Markers – used to establish territory or reserve one's space

Colours

- Colour affects us emotionally and physiologically
 - Some of the emotions colours can trigger:
 - Excitement
 - Warmth
 - Passion and sensuality
 - Happiness
 - Relaxation
 - Persuasion

Haptics



- Haptics – the study of the use of touch
 - Culturally conditioned
 - Correlates positively with openness, comfort with relationships
 - Can reflect status
 - Valued differently by different cultures

Olfactics

- Sense of smell
- Perceptions of odours/scents
 - Good
 - Bad
 - Yucky!
 - Parmesan



Gender and Nonverbal Behavior

- **Visual Dominance** – measured by comparing the percentage of looking while speaking with the percentage of looking while listening
 - Men – higher levels of looking while *speaking*
 - Women – higher levels of looking while *listening*



Diversity and Nonverbal Behaviour

- Contact cultures vs. Low-contact cultures
- Different cultures may express emotion or intimacy in different ways
- Cultural background also affects their use of touch and personal space
- Identical nonverbal cues may still convey different meanings in different cultures

Diversity and Nonverbal Behaviour

High-context cultures

- Information drawn from surroundings
 - Environment
 - Warmer climates
 - Gestures
 - Mood

Low-context cultures

- Emphasis is on words
- Nonverbal less important
- Segment/compartmentalize communication
- Knowledge is commodity
- Need to know basis
- Environment
 - Cooler climates

Chronemics

- Using *time* to communicate
 - The meaning of time differs around the world
 - “Time talks”
 - Last minute invitations
 - Tardiness
 - Leaving early
 - Allocation of certain activities to appropriate times
 - Structure time differently

Diversity and Nonverbal Behaviour

Western Cultures:

- Time is manipulated
- Time is
 - Present
 - Past
 - Future
- Time is resource
- Time is aspect of history

Eastern Cultures:

- Time simply exists
- Time in present is more important than past or future
- Time is a limited pool
- Time has a ripple effect