

Genie Wiley



- <https://www.youtube.com/watch?v=VjZolHCrC8E>



**VERBAL AND NON-VERBAL
COMMUNICATION:
WHERE NATURE MEETS
CULTURE**

What is language?



- One definition:

“...a system of symbols and rules that enable us to communicate.”
(Harley, 2014)

- Language is a social activity – a form of joint action where people collaborate in order to achieve a common aim

(Clark, 1996)

Different fields of study of language



- The study of meanings is known as **semantics**
- The study of word formation is **morphology**
- The use of language is known as **pragmatics**
- An act of speaking or writing which in itself effects or constitutes the intended action is known as **illocution**

Sapir-Whorf hypothesis (1956a, 1956b)



- Language and Culture
- Additional purpose of language? Evolved to shape our perception
- The **Sapir-Whorf hypothesis** argues that
 - the form and characteristics of **languages determine the ways in which people think**
 - **different languages will generate different cognitive structures**

What is communication?



- The transfer of *meaningful* information from one person to another
- Requires that people have a shared understanding of the system used to transfer that information
- Types of communication
 - Verbal
 - Non-verbal
 - Written



Face-to-Face Communication (speech)

- The most personal form of communication
 - Allows for a full range of verbal and non-verbal signals to be used
 - Allows the sender to observe feedback in the receiver

Non-Face-to-Face Communication (speech)

- The telephone
 - What communication techniques are intact/depreciated/missing?

Non-verbal communication



- Makes up the majority of communication between sender and receiver (DePaulo, 1991)
 - Body position and movements
 - Facial expressions
 - Physical distance
- The main source of 'tells' (discrepancies in message communication)
- Symbolic communication
 - Dress
 - 'The trappings of power'

Computer-Mediated Communication



- Email, Text and the Internet
 - Recordable communication
 - Paralanguage and the lack of non-verbal communication
 - Deindividuation and barriers

Verbal Communication



- Verbal channel of communication
 - The channel we *feel* that we use the most
 - The channel we are most consciously aware of using
- Oral
- Written
 - But even in these, there are many subtypes...
 - How do you talk to your friends?
 - Parents?
 - Boss at work?

Communication Styles



- **Facilitative/equal**
 - Transactional; help team-mates/subordinates express ideas; be supportive
 - Seen as feminine and weak
 - Tactfully assertive
- **Commanding/authoritative**
 - Ensuring the job gets done; task-oriented
 - Seen as masculine and powerful
 - Directly assertive
- Both viewed as productive styles – used to achieve goals or introduce ideas
 - But still need to select the right one to achieve goal



- **Passive-aggressive**
 - Nonparticipation; blocking transactional communication
 - Indirect
- **Hostile/divisive**
 - Counterproductive; usually concerned with achieving an individual's aims over those of the team
 - Aggressive
- Both used as unproductive styles – used to achieve personal aims or block the goals of the team
 - Both equally devastating to communication in a team, but can stem from very different individual goals or personality traits of the individual concerned

Gender Differences in Communication Styles



- Tannen (1990) – women use *rapport-talk* whilst men use *report-talk*
 - Women use language to establish connections and negotiate relationships
 - Men use language to preserve independence and negotiate status
- Is this a difference between men and women, or a difference in power?
 - Do successful women use *rapport* or *report* talk?
 - Probably the latter – communication linked to power in the interaction (Scudder & Andrews, 1995)

Gender Differences



- Women more likely to use “powerless speech” – qualifiers
e.g., ‘kind of’, ‘didn’t they?’; rising intonation turning speech into questions
(Grob et al., 1997; Wieman & Giles, 1988)
- Women interrupt less than men in mixed sex groups
- **Lakoff (1975)**
Hesitancy, or lack of assertiveness, are markers of a woman’s speech
But – time-specific? Change over time?

One-way communication



- Lectures
- Mission statements
- General edicts
- Efficient use of time and money
 - Getting across (a sometimes large amount of) information to as many as possible in the most efficient way
- But takes many things for granted
 - Accepted passivity of the audience
 - Motivation of the audience

One-way communication



- Need to provide a forum for feedback
 - Unless we don't want it
 - But this can give rise to other types of communication

Grapevines



- Informal communication networks
 - Students in the pub
 - Workers in the canteen
 - ‘gossiping’; ‘rumour-mongering’
- An important safety valve?
 - Or a divisive and malicious underground network?
 - Depends on how they are treated in the first place – the agenda of those using them



- Zaremba (1988) – the positive side
 - A safety valve that allows frustrations to be aired informally
 - Creates group cohesion and unity
 - A safeguard against management complacency – makes them understand that official information must be passed to others
 - An unofficial way for subordinates to feed back information to superiors as to how they feel about things



- Davis (1976) – the negative side of grapevines
 - When there is a lack of formal communication in an environment
 - Insecurity amongst members
 - Conflict between superiors and subordinates ('us' and 'them')
 - Distrust and dislike – using the grapevine for your own personal advantage
 - Need to spread information quickly (can be a positive)

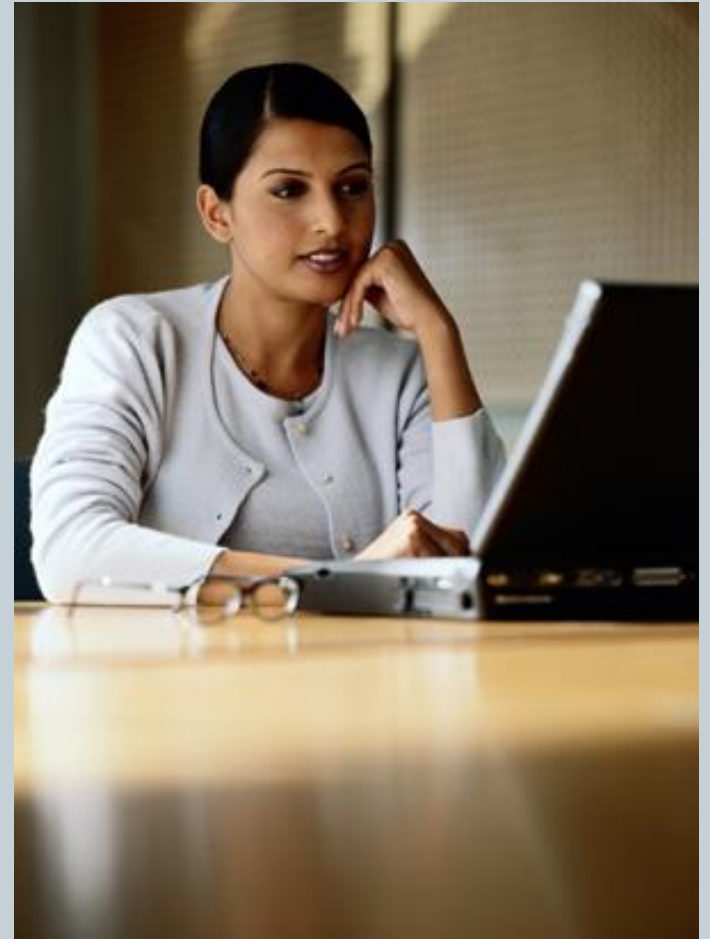
Social Perception: Non-verbal communication



Which person would choose to help you with your query?



We often need to make initial decisions based on how people look



What do we share?



Need information to make decisions and judgements

People may be unwilling/unable/not permitted to reveal their personal feelings to us

May be made obvious

May deceive

(DePaulo et al, 2003)



Nonverbal cues - relatively irrepressible

Effects observers even when no attention paid to them

(Ko, Judd and Blair, 2006)



Nonverbal behaviour



Argyle (1988): Primary functions of nonverbal behaviour

- Expressing emotion
- Conveying attitudes
- Presenting personality traits to others
- Complementing speech (e.g. turn-taking, feedback, attention)

Knapp and Hall (2006): Nonverbal behaviour and speech

- Repeating
- Complementing
- Conflicting
- Substituting
- Regulating

Nonverbal behaviour may...

...substitute, complement, accent, regulate, contradict spoken message

The Basic Channels



Non-verbal communication: communication between individuals involving an unspoken language of

facial expressions
eye-contact,
body movement
postures

(Zebrowitz, 1997)

Also

gestures
paralanguage
clothing (symbolism)

Facial expression - emotion



Anger

Fear

Disgust



Surprise

Happiness

Sadness



(Ekman et al., 1969)

Micro-expressions – fleeting involuntary expressions
(few tenths of a second)

Smiling



To communicate genuine happiness, warmth, welcome etc.

To conceal real emotions

Type of smile can convey information

e.g: Matsumoto and Willingham (2006)

Real smiles/Social smiles

Smiles of Olympic medal winners

Gold and bronze medal winners smile more than silver medal winners



Eye contact – gazes and stares



Kleinke (1986):

Amount and pattern of gazing reveals much about

- Feelings
- Relative status
- Credibility
- Honesty
- Competence
- Attentiveness

Eye-contact/gaze:

the most information rich communication channel



Duration of Gaze



Kleinke et al (1973)

- Mixed-sex couples chat for ten minutes
- Those who were told that their partners gazed at them for a **less than average** duration reported feeling **less attracted** to their chat partners

Longer than average?

- Increased men's liking for their partners
- Did not affect women's liking for their partners

Inferring personality from gaze



Kleck and Nuessle (1968)

Showed participants films of people looking at their partners 15% of the time or 80% of the time

15% gazers rated as

cold; pessimistic; defensive; immature; evasive; submissive; indifferent; sensitive

80% gazers rated as

friendly; self-confident; mature; sincere; natural

But – staring?

Status and Gender



Staring - a **breach of social norms** (in our culture)

Constant stare can be used to surmise personality traits? (e.g. cold, harsh)

But eye contact often used to **acknowledge social norms** e.g.

- Lower status individuals looked at their partners more than higher status ones
(Dovidio & Ellyson, 1985)
- Gender - women found to make more eye contact than men
(e.g. Henley and Harmon, 1985)

Equal expertise: Women - lower-status gaze pattern, Men - higher status pattern
(Dovidio et al, 1988)

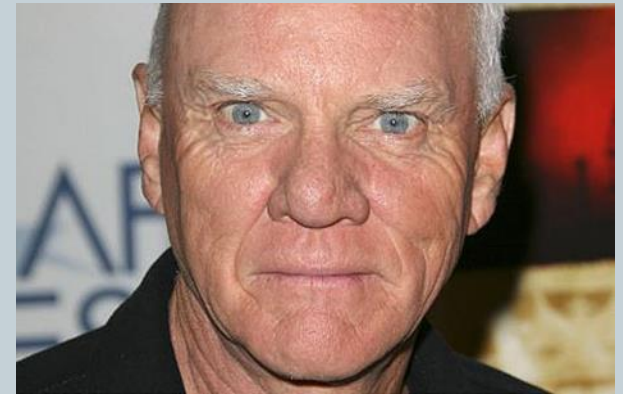
Visual dominance



Gaze - initiate or disavow social contact (Goffman, 1963; Zuckerman et al., 1983)

- Controlling conversations in groups

Group leader will use eye contact to denote next speaker (Kalma, 1992)



- Dominance in conversation

Hall et al. (2004): Dominant individuals gaze and mutually gaze more

Dovidio and Ellyson (1985): Dominant people less likely to break mutual gaze

But - some research disagrees

- other factors e.g. more/less dependence and gaze length (Kleinke, 1986)

But a gaze also:



Communicates information silently/secretly

Facilitates close task information – working relationships/noisy environment

Can say a lot that perhaps cannot be put into words



'Reading' the faces of others



Relatively little time spent looking directly into the other person's eyes
(von Cranach & Ellgring, 1973)

Mutual gaze tends to move around the face

- Watching lips to facilitate understanding when listening
- Showing interest in the other person
- Monitoring feedback – reactions, changes in mood etc.
- Regulating turn-taking in conversation (social conventions)

Cross-racial gaze



Dovidio et al. (1997)

- Implicit prejudice levels correlated with the amount of time participants gazed at a White or African-American interviewer
- Higher prejudice levels correlated with increased blinking



Eye Behaviour synopsis



- Mutual gaze plays an important role in communication
- Helps to start, deny or maintain interaction, control turn-taking and finish interactions
- Can denote intimacy
- Can denote dominance
- Can influence inference of personality traits
- Can be influenced by individual differences in prejudice style

Body language

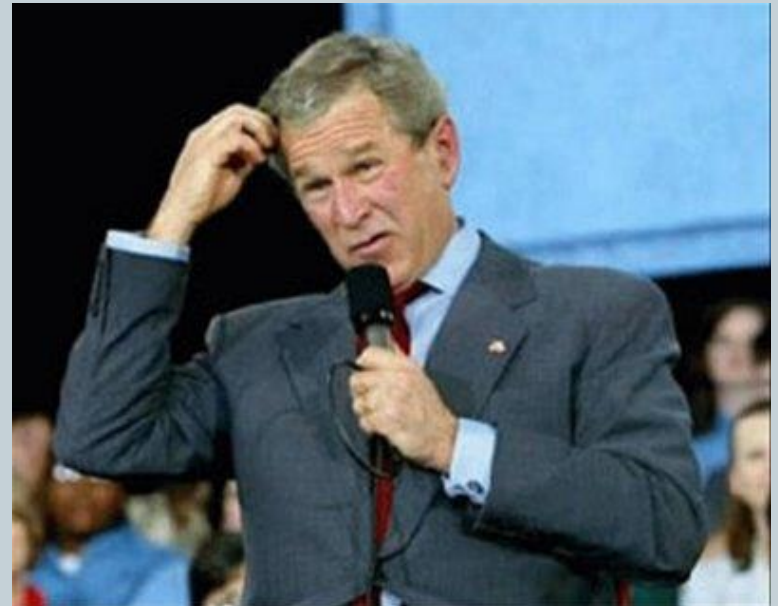


Head, arms, hands, torso and legs

Gestures, postures and movements

Doing something to another body part

e.g. – touching, rubbing, scratching



Greater the frequency - higher the level of arousal or nervousness?

Folded arms - Defensive? Blocking others?

Speech-related gestures



- Concrete and abstract references

Pointing, shaping – concrete

Hand oscillation, palms up or down (a politicians' favourite) – abstract

- Interactive gestures

Gestures to include the other people involved in the conversation

(Bavelas, 1994)

Gestures as information to ourselves and others



- Why gesture on the telephone?

Maximise effectiveness of the voice (the only channel we are using)

(Knapp & Hall, 2006)

Allows us greater access to visual information (Feyereisen & Havard, 1999)

- Dobrogaev (1931)

Attempts to speak whilst inhibiting non-verbal expression

- severely hindered speech intonation and expressiveness
- influenced choice of words

Gestures



Common body movements are gestures of the hands and arms
(e.g. Archer, 1997; Ekman and Friesen, 1972)



Some gestures are universal



Some are not!

Whole-body movements



Aronoff, Woike and Hymen (1992) Ballet choreography

Threatening characters - more diagonal or angular postures

Sympathetic characters - more rounded postures



Angel of Death



Juliet

Touching



Jones and Yarbrough (1985) - five discrete categories of touch:

1. **Positive affect** - appreciation, affection, reassurance, nurturance, sexual interest
2. **Playful** – to communicate humour and playfulness
3. **Control** - to draw attention or induce compliance
4. **Ritualistic** – to satisfy ritualized requirements (e.g. greetings/departures)
5. **Task-related** – to accomplish tasks

Also.....



6. **Negative affect** – pushing someone's hand away

7. **Aggressive touches** – slaps, kicks, shoves, punches

(Burgoon, Buller and Woodall, 1989)





Handshakes

Chaplin et al (2000) – Handshakes influence first impressions

Brief touches

Crusco and Wetzel (1984) - restaurant customers – tips

Fisher, Rytting and Heslin (1976) - library clerks - liking for the clerk/library

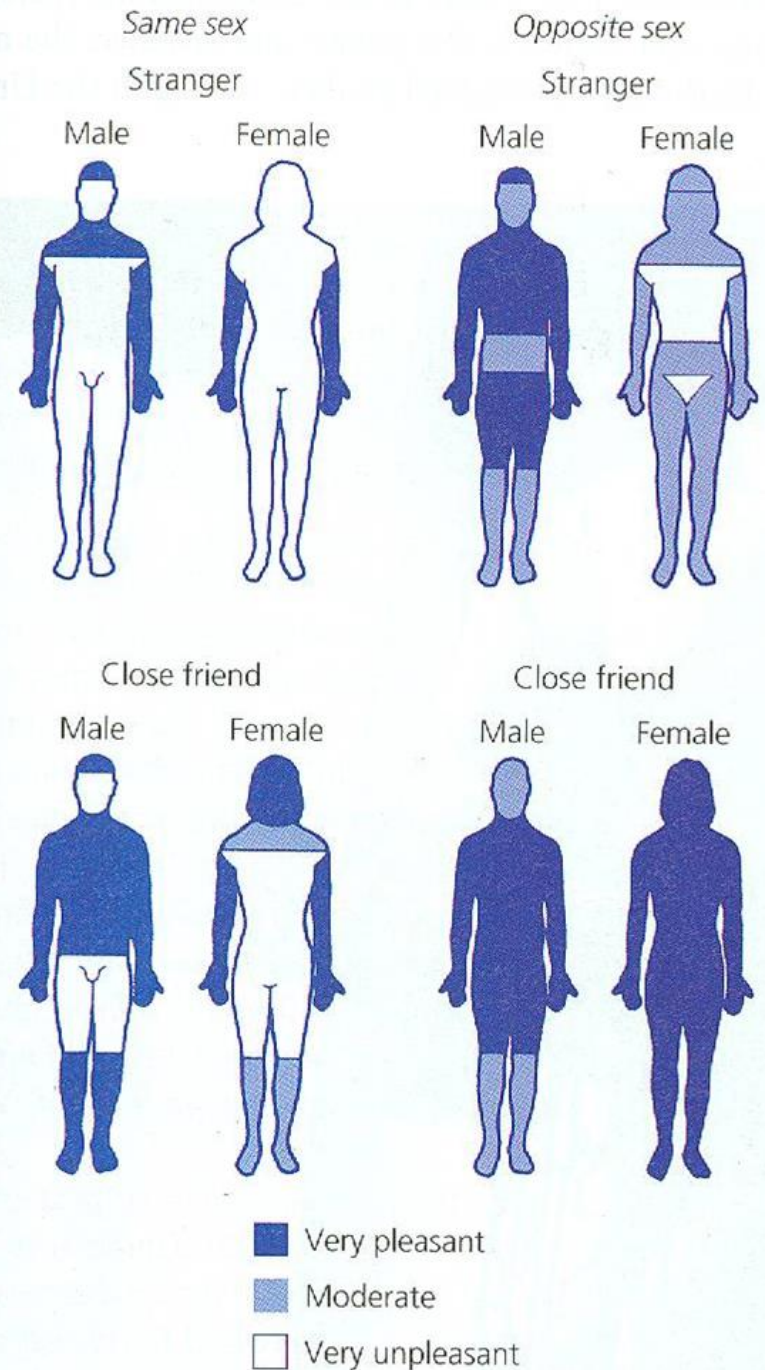
Whitcher and Fisher (1979) - female nurse – fear, anxiety and blood pressure

Further gender differences:

Men touch women more than women touch men
(Henley, 1973)

Women derive greater pleasure from being touched than men do
(Major, 1981)

But it depends on who is doing the touching!



Proxemics

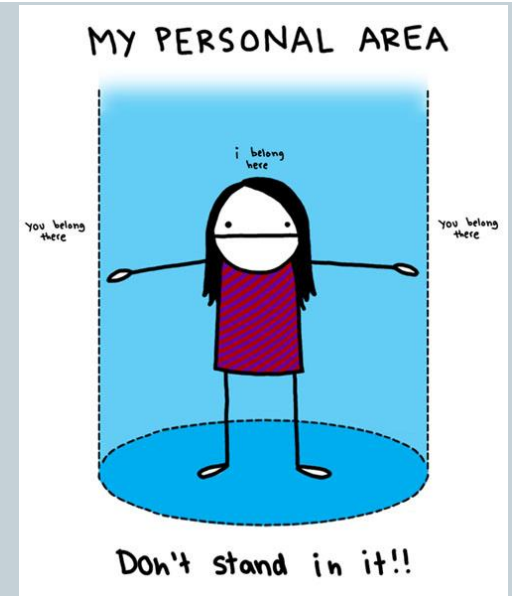


The study of interpersonal distance

What is personal space?

Hall (1966) - 4 distinct interpersonal distance zones:

Intimate – Personal – Social – Public



Argyle and Dean (1965) - **Intimacy-equilibrium theory**

Personal space:

When intimacy signals are increased in one modality, they decrease in another



Proximal Distances

Zone	Distance	Description
Intimate distance	Up to 0.5 m	At this distance, which may involve physical contact, much is exposed about a person. Cues can come from sight, sound, smell, body temperature, and depth and pace of breathing.
Personal distance	0.5–1.25 m	This is the transitional area between intimate contact and formal behaviour and is the norm for everyday interactions with friends and acquaintances. Touching is still possible. Although many cues are still available, the effects of body temperature, smell and breathing are greatly reduced.
Social distance	1.25–4 m	This is the typical distance for casual interactions with people who are not well known, and for business interactions. Many cues are lost, but verbal contact is easily maintained. Furniture arrangement usually falls within this distance. For example, the typical office desk is about 75 cm deep. Allowing for chair space on either side, people interacting across the desk are usually 1.2 m apart. (Differences attributable to rank are also observable with personal space: managers usually have wider desks.)
Public distance	4–8 m	At this distance, communication cues become quite gross. This distance is common for lecturers, public speakers and celebrities. In a lecture hall, lecterns are usually placed about 3.5 m back from the first row of seats. Courtrooms also use this spacing to remove the judge from easy communication. In these situations, interaction is often unwanted and the distance conveys this message.
Source: Hall (1966)		

Table 15.3

Four zones of space in social interaction: how close is comfortable?

Gender and Proxemics



The further away we get, the more we gaze (Aiello, 1972)

Moving away from the person of interest.....

- From 10 feet outwards, male gaze increases
- At 6 feet outwards, female gaze drops off dramatically

Women prefer closer proximity during interactions in general so 6 feet may be a psychological boundary

But research has found mixed results regarding gender differences

Paralanguage



Vocal, but non-verbal variations in speech

Voice - pitch, intonation, volume, speech rate, rhythm, inflection and hesitations

Think – How do **you** use paralanguage in various situations?



Acoustic variable	Quality	Perceived as
Amplitude variation	Moderate	Pleasantness, activity, happiness
	Extreme	Fear
Pitch variation	Moderate	Anger, boredom, disgust, fear
	Extreme	Pleasantness, activity, happiness, surprise
Pitch contour	Down	Pleasantness, boredom, sadness
	Up	Potency, anger, fear, surprise
Pitch level	Low	Pleasantness, boredom, sadness
	High	Activity, potency, anger, fear, surprise
Tempo	Slow	Boredom, disgust, sadness
	Fast	Pleasantness, activity, potency, anger, fear, happiness, surprise
Source: Scherer (1974)		

Table 15.1 Emotions displayed through paralinguistic cues

Acoustic variable	Quality	Perceived as
Duration (shape)	Round	Potency, boredom, disgust, fear, sadness
	Sharp	Pleasantness, activity, happiness, surprise
Filtration (no overtones)	Low	Pleasantness, happiness, boredom, sadness
	Moderate	Potency, activity
	Extreme	Anger, disgust, fear, surprise
	Atonal	Disgust
Tonality	Tonal–minor	Anger
	Tonal–major	Pleasantness, happiness
Rhythm	Not rhythmic	Boredom
	Rhythmic	Activity, fear, surprise
Source: Scherer (1974)		

Table 15.1 Emotions displayed through paralinguistic cues (Continued)

Signs of intimacy



Mehrabian (1972)

- Reduced proximity
- Increased levels of forward leaning
- Postural relaxation
- Openness of arms and body
- Direct facing
- Increased touching



Dress and symbolism



Highly complex

Multiple uses (Barnard, 2001)

e.g. Decoration
 Protection
 Sexual attraction
 Group identification
 Status

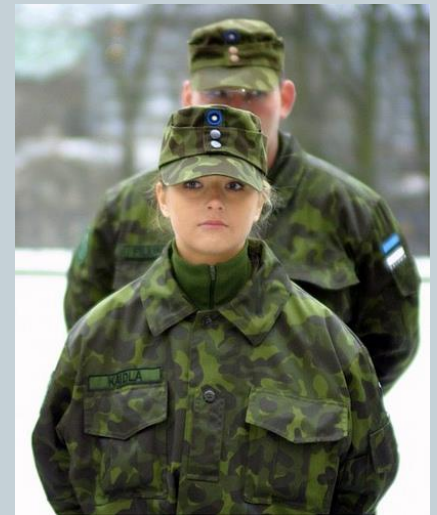


People more likely to jaywalk if a high-status person did it before them

(Lefkowitz et al., 1955)

More obedience when experimenter wearing white coat (status symbol)

(Milgram, 1963)



Teams playing in black committed more fouls
Black uniforms made the players feel more aggressive

(Frank & Gilovich, 1988)

Specific messages conveyed through clothing



Different symbols for different groups

- Clothing worn in office may be used to portray different information than clothing worn out of office
- Or not - conveying information about our work to others

How others might view our symbols

- Successful or Egoistic?
- Achiever or braggart?
- Real or fake?

Deception



People who lie tend to

- Avoid saying things that might give them away

- Make fewer factual statements

- Tend to make vague sweeping statements

- Leave gaps in the conversation

(Knapp et al, 1974)

Cues to Deception



Tend to touch their faces more often

(Ekman and Friesen, 1974)

Fiddle with their hands, glasses or other external objects (Knapp et al, 1974)

Micro-expressions – few tenths of a second

Inter-channel discrepancies

Eye contact - unusually low or high

Increased blinking

Pupils more dilated

Exaggerated facial expressions

A slightly raised vocal pitch

(Ekman et al, 1976)



Lie detection



Even when motivated to deceive – poor control of non-verbal communication
(DePaulo et al, 1983)

Detection of deception - no significant difference between police, customs, legal
and intelligence professions – and the general public
(Kraut and Poe, 1980)

Women - better at reading non-verbal cues than men
(Hall, 1978)

But - women no better at detecting deception
(Rosenthal and DePaulo, 1979)

Reading



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