

SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

MBA FA 402

SUBJECT NAME: E-BUSINESS AND CYBER LAW

UNIT-V

TOPIC NAME: NONVERBAL COMMUNICATION

Nonverbal Communication

Communication that involves neither written nor spoken words, but often occurs with another aspect of communication is called non-verbal communication. In nonverbal communication visual and audio signs such as pictures, drawings, sounds and signs are used to convey the message.

For example, old movies of Charlie Chaplin used only images, parking signs, banners, siren from a racing fire engine, beacon from a lighthouse by themselves convey messages to the intended.

In non-verbal communication there are five types

1. Sign language: Sign language consists of visual signs, audio signs and audio-video signs.

- **Visual signs:** Signs related to our sense of seeing come under visual signs. For example, by looking at the danger sign in a high volt electric pole we come to the conclusion that the pole should not be touched. Likewise the signs such as no horn please, zebra crossing etc. make clear their intentions.

- **Audio signs:** This is related to our sense of hearing. They are used when visual signs are not useful or cannot be seen, and also when there is urgency. For example, hooters fitted on top of ambulance vans are audio signs. Siren in factories, alarm clocks, doorbells etc.
- **Audio-Visual signs:** This is related to both our sense of seeing and hearing. For example, the light indicator and sound from a vehicle indicates that the vehicle is about to take a turn.

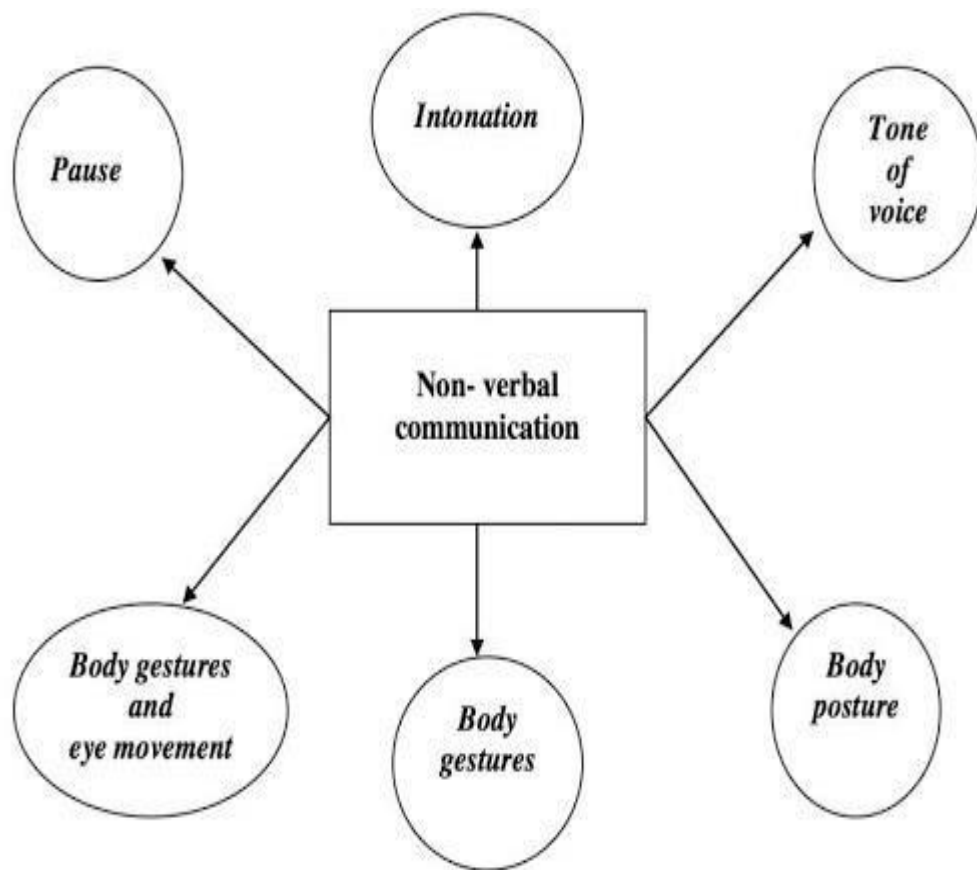


Figure 1 Defining elements of non-verbal communication

2.Body language (kinesics): Body language is suitable to express feelings, emotions like grief, joy, anger, fear, nervousness, tension, anxiety, concern, astonishment, frustration etc. Body language includes facial expressions, gestures, body movements, postures, eye contact and touch.

For example, a bharatanatyam dancer makes use of navarasas, facial expressions, mudras to express him/herself. In the movies of Charlie Chaplin, there is no sound and only the facial expressions, postures and actions describe the story of the whole film. In a classroom, the students come to know the mood of the lecturer by looking at his facial expression.

3.Paralanguage: Para means 'like'. Hence, paralanguage is 'like-language'. It is non-verbal since it does not consist of words. But it is close to verbal communication because it shows how words are spoken or utterance made. In a Para language, the speaker's voice is very important. While communicating, the speaker's pitch variations, speaking speed, pause, volume variation, speech breakers are noticed. Example, during seminars, a student's voice reveals his confidence, stress, fluency etc. Other examples could be a radio jockey, television show anchor etc.

4.Proxemics (Space Language): Proxemics is the study of space between two interacting persons. This space defines the level of intimacy between them. Personal things cannot be communicated publicly. Likewise, intimate, public, social and public things should be communicated in its respective manner.

Example, if a person has some personal family problem, it is wise and necessary to solve it with his family members. This matter should not be made public.

5.Layout, designs and color: Layout and designs convey messages loud and clear. It highlights only the important points and does not contain unnecessary

details. Example, if there is new offer in a shop, it is depicted or shown in design and layout. Different colors highlight different meaning. Like in a traffic signal, red means stop, yellow means get ready and green means move. In a football match, if a player is shown a yellow card by the referee, it means a warning and a red card means the player has to leave the field.

The advantages of non-verbal communication are:

- We can communicate with someone who is hard of hearing or deaf.
- We can communicate at place where you are supposed to maintain silence.
- We can communicate something which you don't want others to hear or listen to.
- We can communicate if you are far away from a person. The person can see but not hear you.
- Non-verbal communication makes conversation short and brief.
- You can save on time and use it as a tool to communicate with people who don't understand your language.

The disadvantages of nonverbal communication are:

- You cannot have long conversation.
- Cannot discuss the particulars of your message.
- Difficult to understand and requires a lot of repetitions.
- Cannot be used as a public tool for communication.
- Less influential and cannot be used everywhere.
- Not everybody prefers to communicate through nonverbal communication.
- Cannot create an impression upon people/listeners.

Measures to improve nonverbal Communication:

- 1. Pay Attention to Nonverbal Signals*
- 2. Look for Incongruent Behaviors*
- 3. Concentrate on Your Tone of Voice When Speaking*
- 4. Use Good Eye Contact*
- 5. Ask Questions about Nonverbal Signals*
- 6. Use Signals to Make Communication More Effective and Meaningful*
- 7. Look at Signals as a Group*
- 8. Consider Context*
- 9. Be Aware That Signals Can be Misread*
- 10. Practice, Practice, Practice*

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.

Conclusion:

Communication is very necessary. The proper use of all the types of communication leads to effective communication. Communication to be carried out in a proper manner requires the sender and the receiver to mutually understand symbols, signs etc. when communicating verbally or nonverbally. A sender should have good communicating skills. If the sender does not communicate properly, the result could be disastrous. After sending a message, the sender should receive a response from the receiver as it helps sender to communicate in a better manner in future.