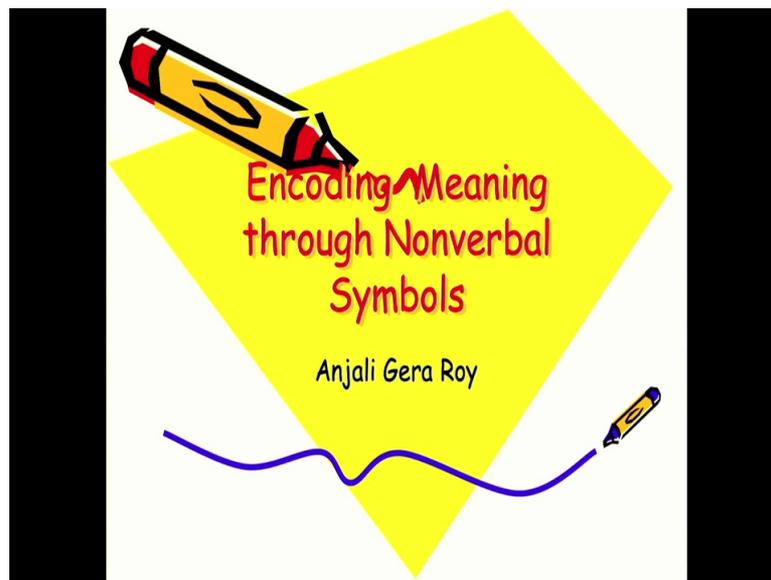


**Speaking Effectively**  
**Professor Anjali Gera Roy**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology Kharagpur**  
**Lecture 6**

**Metacommunication: Nature, Function and Types of Nonverbal Communication I**

Welcome to module 2 of effective speaking.

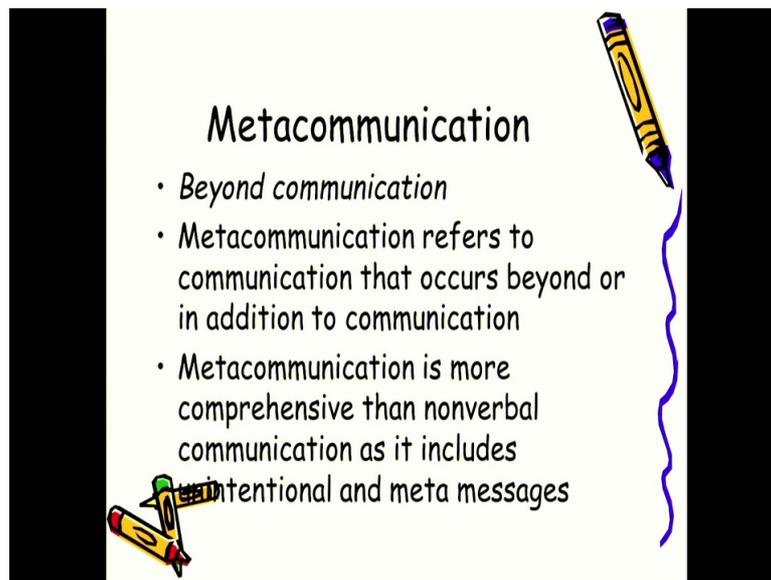
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In the first module we looked at the process of encoding meaning and we focused largely on encoding meaning using words, encoding meaning using verbal symbols and we also looked at how one could how language works and how one can use the right words have to select the right words and how words work. In this module I will be focusing on encoding meaning this time by using non-verbal symbols.

How do we use a variety of non-verbal symbols to get a meaning across either by substituting verbal symbols or in conjunction with verbal symbols.

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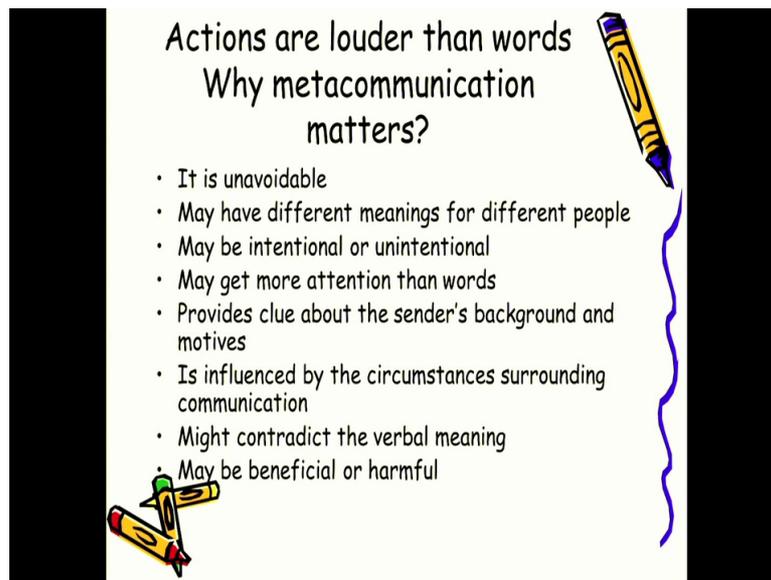


However I prefer to use the word meta-communication instead of using the term non-verbal communication. The reason is that meta-communication is a far more comprehensive term than non-verbal communication. Meta means beyond, so meta-communication literally means beyond communication.

When we communicate, we do not always use intentional communication, we do not always use a verbal or non-verbal symbols to communicate, sometimes we can communicate without using either symbol. For instance when I gave you the example of silence, silence itself works like a symbol. So any communication that takes place beyond or in addition to communication is meta-communication.

Meta-communication is more comprehensive than non-verbal communication as it includes unintentional and meta messages. Now why is it that meta-communication matters? For the simple reason that actions are louder than words. We saw that visual component of message is 55%, which is largely based on non-verbal communication.

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**Actions are louder than words**  
**Why metacommunication matters?**

- It is unavoidable
- May have different meanings for different people
- May be intentional or unintentional
- May get more attention than words
- Provides clue about the sender's background and motives
- Is influenced by the circumstances surrounding communication
- Might contradict the verbal meaning
- May be beneficial or harmful

The slide features a yellow background with black text. A blue crayon is positioned at the top right, with a wavy blue line extending downwards from its tip. At the bottom left, there are three crayons (red, green, and yellow) lying horizontally. The slide is framed by two vertical black bars on the left and right sides.

So the reason why meta-communication matters is, it is because it is unavoidable. Two, because it may have different meanings for different people. It may be intentional or unintentional unlike words which are always intentional, meta-communication may be intentional or unintentional and it may get more attention than words themselves.

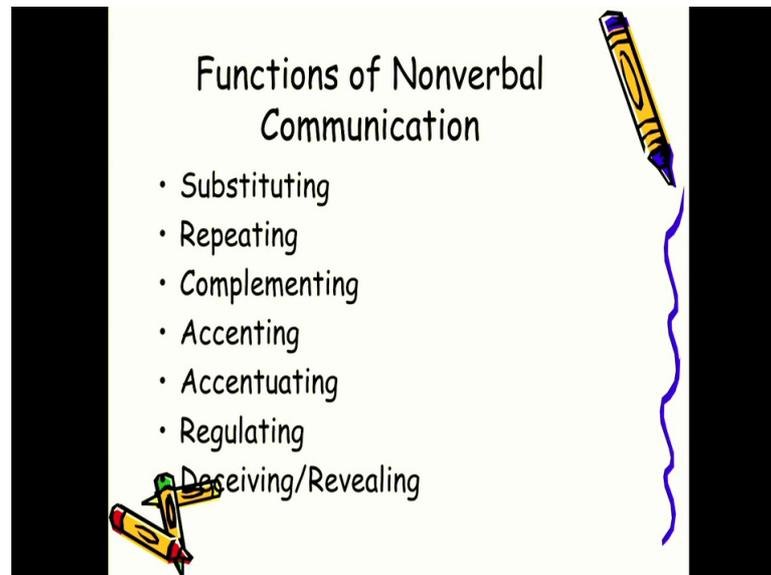
Meta-communication provides clues about the sender's background and motives and it is influenced by the circumstances surrounding communication. Very often meta-communication contradicts the verbal meaning, say you tell a friend, suppose you and your friend were both competing for the same job and your friend landed up with the job landed up landed the job, whereas you were bypassed.

Now since he is your friend or she is your friend, you are compelled to congratulate your friend but you are not really you are happy for your friend but you are not very happy for yourself. So while you may say, congratulations, I am so happy that you got the job, your real meaning is different because you are not really happy that he or she has got the job you would have liked to get a job.

So we should look at meta-communication very carefully because meta-communication is something which we cannot control. What are the functions of meta-communication? The functions of meta-communication are substituting. Many times we do not use a verbal symbol at all, we use a non-verbal symbol in lieu of a verbal symbol. Think of the multiple ways like you want to say, go. What are the different ways you can say go?

You can use a hand gesture, say go. Along with the hand gesture you can use the word go or you can just wave your hand and say go. You can use your entire arm and say go or you can just use your head and say go or so you can use meta-communication to substitute for you can use meta-communication to substitute for verbal communication.

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Or you can use meta-communication, non-verbal communication to repeat. So as I said, when you say go, you are repeating what you are saying through words with your gesture. Complementing, it can also be complementing that it is what you are saying verbally, it is complemented by look how their it is a beautiful day. So I am pointing in a direction and I am complimenting them my verbal message by using my non-verbal message.

Accenting accenting I told you to stop writing. So I am accenting the word which I want to stress by using my fingers. Accentuating, now accentuating is different from accenting. For instance, if you have done, if you have messed up your job and your boss is livid, he says, I want that report today, I cannot wait till tomorrow. So banging his fist on the table is accentuating what the bosses telling you through words.

Regulating, regulating is one of the most important functions of non-verbal communication. Now if you are when you are on the phone, you are not able to get any visual or audio queues you get but you do not get any visual cues from your interlocutor. So what do you do? You are waiting for the person to stop, you do not know whether a person has stopped speaking and very often you will find that you are cross speaking.

Even before the other person has stopped speaking, you start speaking. Why, because in face-to-face conversation, we use non-verbal communication to regulate. So if I stop speaking, I look at you and say, I am waiting for you to speak. That means or and I nod to say that I understand what you are saying or if I nod many times it means I cannot wait to get my bit in, right?

Or when I look up at you and am listening I am I am still waiting to complete my sentence, if I stop speaking I look at you. So we use I communication, we use head nods, use smiles, we use facial expression to give feedback and to also to regulate our conversation. Deceiving revealing is the most important and the most complex function of meta-communication. Now when we are children, we are very transparent in expressing our real feelings.

As little children, if we are angry with someone, we have no qualms about saying, I am angry with you. If we are happy with someone, we have no, if someone makes us happy or we like someone, again we have no hesitation in expressing our real feelings towards that person. But as we grow older, that is a part of growing up say teenagers, you learn to betray you learn to mask your real feelings.

So you have a class teacher maybe, you do not really like the class teacher but you cannot afford to say I do not like you, so you pretend you like the class teacher by smiling in his or her presence because you know it does not pay to say, I do not like you. Whereas a small child would very clearly say I do not like you, I do not like this teacher because she beats me or because she does not smile at me or whatever reasons.

So as you grow up, the process is to conceal your real feelings. Now this works really well because people should not be able to guess what is going on in our mind, that is the work, that is what social interactions are all about. At the same time, in the process of mastering this art of masking or concealing our real feelings, we also grow we also lose our capacity to express our emotions.

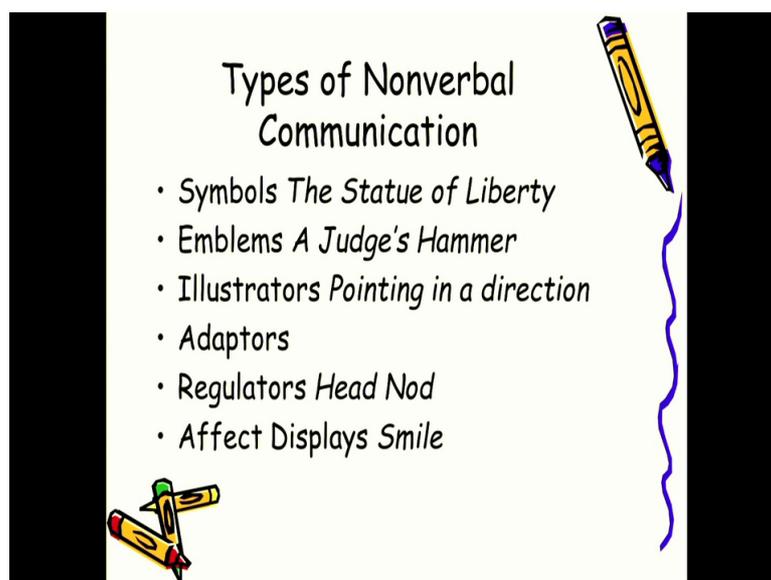
Unlike children whose faces are so expressive, so who are so transparent in their communication and adults are not able to express their real feelings because of this process of having to conceal their real feelings of masking their emotions. So what should one do as an adult? A judicious mix of revealing and concealing is what is called for. There are situations where you are required to conceal your feelings.

Suppose you are very angry with your subordinate who has messed up botched up a project. You are very angry but it does not really help to be angry with your subordinate because you will never get the job done. So without sounding without showing your real feelings, you have to make your subordinate do the job.

On the other hand suppose, in situations where you are required to reveal your feelings, so suppose somebody has done a very good job and you want to congratulate that person, if you say with a straight face congratulations, I am very happy with your success. It is so flat, it does not carry any meaning at all.

So in that situation using your accentuating with using non-verbal communication either through facial expression, through a smile or through a gesture, through a pat on the shoulder, all those things count a lot. Therefore deceiving and revealing is an art which we must perfect we must learn to perfect as adults instead of losing our capacity to express our feelings.

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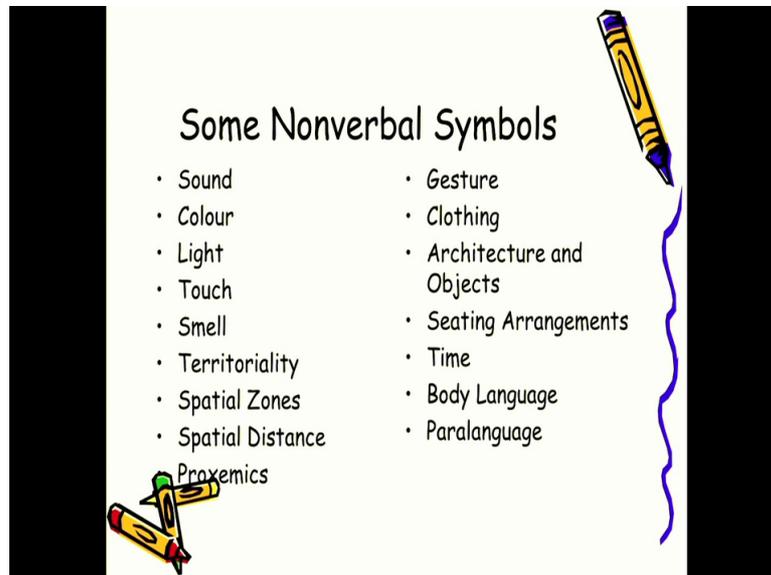


There are different kinds of let us look at the different kinds of non-verbal communication. So let us split it into the different kinds. The first is symbols, so symbol is when something stands for something, like the Statue of Liberty but it has no direct relationship. The object itself has no relationship with what it stands for. Like rose standing for beauty, the object does not have a direct relationship, whereas an in an emblem, there is a direct relationship.

Say a judge's hammer, or the no smoking sign where you see a cigarette or you see a skull in a danger zones, so that is an emblem because the image or the symbol indicates what it stands for. Illustrators, when you point to a direction, that is an illustrator. Adaptors, regulators, as I

said head nod is a regulator. When you nod your head, you continue your conversation with another person. Affect displays, like a smile is an affect display.

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Let us look at some non-verbal symbols. What let us look at a complete range of non-verbal symbols. Whenever I discuss this in my class, I ask a group of people to communicate something using a non-verbal symbol. Invariably, people use body language. So suppose I say go or come, a simple word like that, invariably people would use a hand gesture, a arm gesture, head gesture, an eye gesture or some part of the body to convey their message.

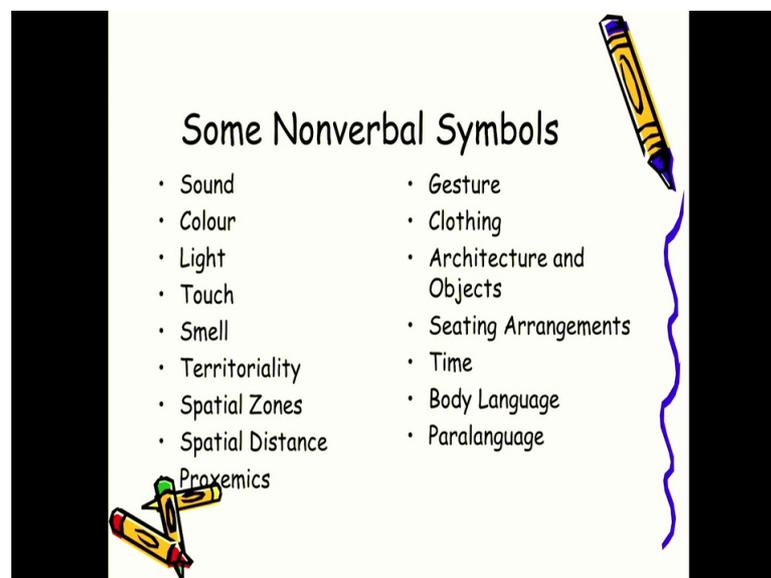
But they do not look beyond body language to look at other forms of non-verbal communication but we must realize that it is not just body language but also other things which can convey meaning nonverbally. Say sound, what was the happiest sound when you were in school? The bell ringing, I do not know whether they ring the bell anymore but we used to, when we were children, we used to have a gong which would indicate that it is lunchtime and that was or the class ended, you were sitting in the middle of a very boring class and the bell rang and you were so happy.

Or it was the day when you had to submit your assignment, you had not done it and you were hoping your chance will not come. So sound in a factory for instance, when a siren goes to show that its time off, so you can use sound to communicate meaning. Color, as we said, colors themselves can be, there is a whole color science which in which certain colors are associated certain affects.

Certain colors produce certain moods, say light soothing the colors which are soothing, colors which are red, they are supposed to be a color which creates energy, brilliance, yellow is a similar color but blue is very soothing. So colors have their association and you would see how colors are used in communication. For instance, in a traffic signal we use color. A red light, a green light and an orange light, so we combine light and color in a traffic signal.

But color can be used in isolation, so suppose in India you see a woman dressed in red, usually red is the color of the bride, so you can guess, if it is a group of women in a wedding, you know the one who is wearing a red or a shade of red is the bride whereas those who are wearing other colors are her friends or other family members. So read colors can be indicators of what you are, they can be means of communication.

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Touch, touch can also be a means of communication. Think of occasions where you do not you are at a loss for words but touch says it all. You want to tell a friend that you care or somebody is lost somewhere and you just press their hand, that means a lot. Smell, we do not think of smell as a communicator but smell also works as a non-verbal symbol.

Think of the hundreds and thousands of rupees people spend these days, even males tend to spend a lot of money, how much money you would spend on your deo and your perfume because the smell is a communicator about the kind of person you are. So you are very colorful about whether you want to project a sporty image or you want to communicate a metrosexual image, if you are a male.

Or if you are woman, you are a wild child or you are a sophisticate or you are a city girl, whatever you are, each perfume indicates your personality or the kind of person you are. Even in places like an ambience of a restaurant is created through the kind of smell around you. The moment you enter a hospital, you know you are in a hospital because you have disinfectants around you.

So smell, territoriality, spatial zone since spatial distance come together, we talk about territoriality to explain that we go back to a very old time in history where people need to protect their territory. We are talking about a situation where everyone is onto himself, trying to protect their own turf or territory, so because of this territoriality we have the notion of spatial zones and spatial distance.

How does this work? Do you have an idea of what is a spatial zone? A spatial zone means that how far or spatial distance goes together with, when you are talking to someone or listening to someone, how far do you stand or sit from that person. Now mind you, all these rules related to any aspect of communication are culturally coded. So what may be ride in one culture may not be right in another culture.

Unfortunately, in the professional space, in the workplace, we tend to follow the rules which have been devised by Euro-American world. And in the Euro-American situation, how far do you stand from a person? Normally when you are talking to a stranger, suppose you are talking to your post man or a plumber or in the friendly neighbor-hood grocer, normally we keep a distance of about 4 feet from the person, freight persons, somebody who is a stranger you do not know, so normal distances 4 feet.

And suppose you know a person and you meet suppose you know a person but not your relationship with that person is still professional, you are supposed to keep any distance between 2 to 4 feet. Now when you cross that special zone, when you stand or sit with somebody less than 2 feet away, you are invading their spatial you are crossing that spatial distance and invading their private zone.

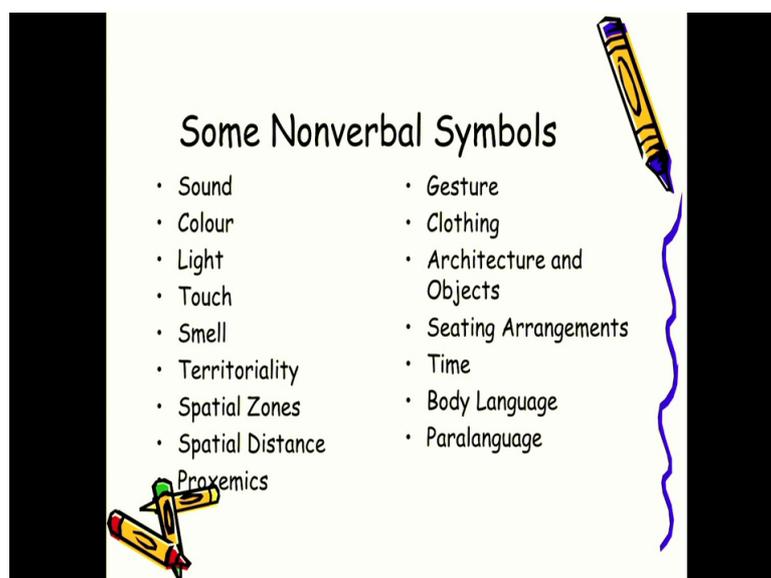
So we have an impersonal zone, we have a social zone and we have an intimate zone. We have three zones for each of us, the business zone or professional zone, the social zone and the intimate zone. So when you are standing suppose when you are at your workplace, you may stand, you may interact with your colleague at a distance of about 2 feet.

But when you meet the same colleague at a party, right, you are back slapping and you are having fun, at that time you might cross the 2 feet and come closer to your colleague because it is the space in which you meet your colleague. However, try crossing the 2 feet zone I mean you come closer than that, you would find that people look very uncomfortable in your presence. Suppose you try to touch a person, especially of the other sex, you will find that people will be withdrawing from you.

Why? Because you are invading their intimate zone. So spatial zone, spatial distance, proxemics again is how far do you stand and how far you how close do you sit or stand from someone. Now this is to do with cultures, there are warm cultures and cold cultures. In warm cultures people tend to stand or sit closer to one another than in cold cultures where we sit further from each other or they vary.

Now in India for instance, in Asian cultures if you talk if you see businessmen talking to one another, you will see them huddle together. You will even find them whispering to one another, whereas that will not be done in European context or in an American context because you are supposed to keep a certain distance. But you go to the Arab world, you will see traditional Indian businessmen or traders talking to each other, you will find them mumbling something to one another (( ))(20:21).

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They are almost whispering something to one another, sitting very close. So these things are culturally conditioned, what is acceptable in one culture may not be acceptable in another culture. Then we come to gesture, how we can use gesture to communicate meaning. We can

use clothing, what kind of attire you wear. Like do not you judge people on the basis of the way they are dressed.

So suppose you have expectations of how a person should be dressed. So if you see a professor, you expect a professor or a banker to be dressed formally but if you find artists or a photographer or an advertising personnel, you do not, if they dress informally you think this is expected of them. So with clothing, it is not a question of what is right way of clothing or wrong way of clothing, it is the question of what is appropriate.

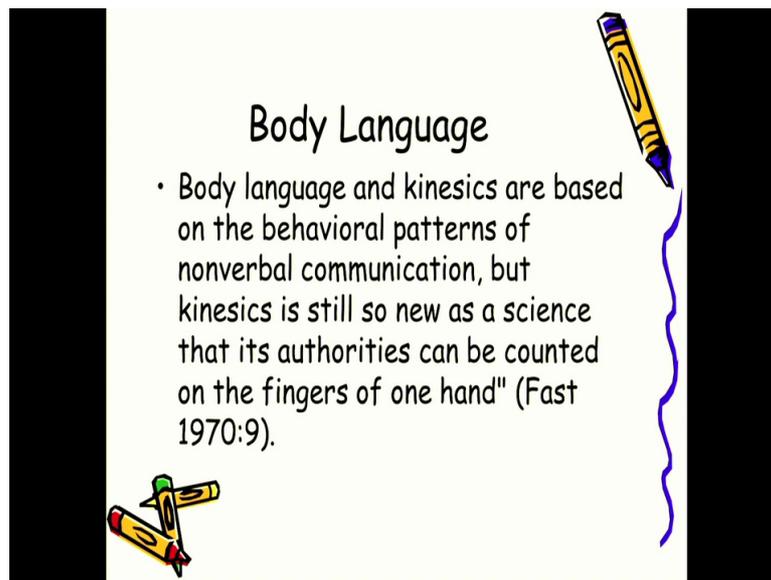
Architecture and objects, architecture and objects are also very important. The way a room is arranged, furniture the construction of a room itself or the way objects are arranged in a particular space, they create a certain atmosphere. You would realize this when you go to your favorite restaurant. Why do you like going to a particular restaurant or not like going to another cause a particular restaurant has an ambience, suppose you go to Zen restaurant, it has got this very Japanese kind of ambience.

Black, it is all black-and-white, the decor, everything is silent, whereas you go to another restaurant which has got an Indian theme Zaffran, you find that everything is traditionally Indian, there is music, there is sitar music, the colors are warm and vibrant. So architecture and objects also can be used to communicate. Seating arrangement, seating arrangement we think as inadvertent.

We can place a chair anywhere but you will find in business how carefully people arrange the seats so that they have the vantage point to observe others. There is a meeting for instance, they would arrange for their chairs to be placed higher than that of their listener so that you know they have a dominant position. Time, time is another non-verbal element.

Body language and paralanguage, so we will go into body language, body language is the body gestures, postures and facial expressions by which a person communicates nonverbally with others.

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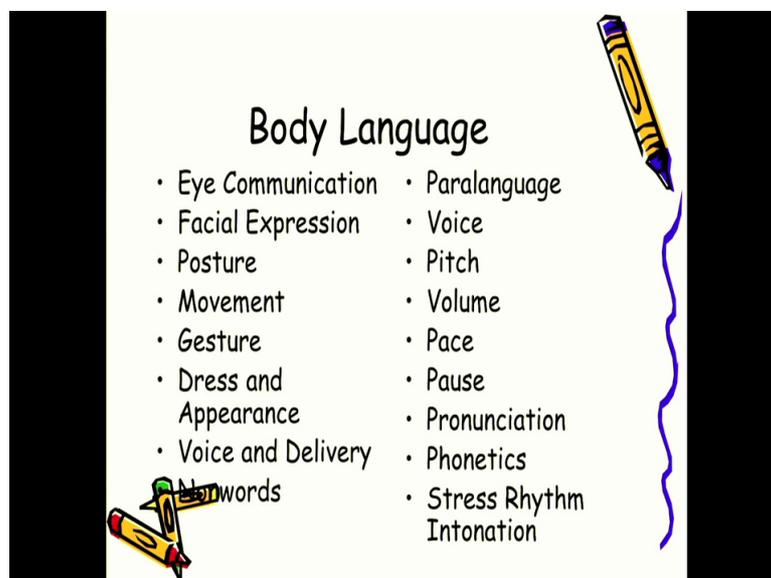
**Body Language**

- Body language and kinesics are based on the behavioral patterns of nonverbal communication, but kinesics is still so new as a science that its authorities can be counted on the fingers of one hand" (Fast 1970:9).

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Body language and kinesics are based on the behavioral patterns of non-verbal communication, but kinesics is still so new as a science that its authorities can be counted on the fingers of one hand. So kinesics is a science of movement. Body language includes kinesics and they are based on the behavioral patterns of communication.

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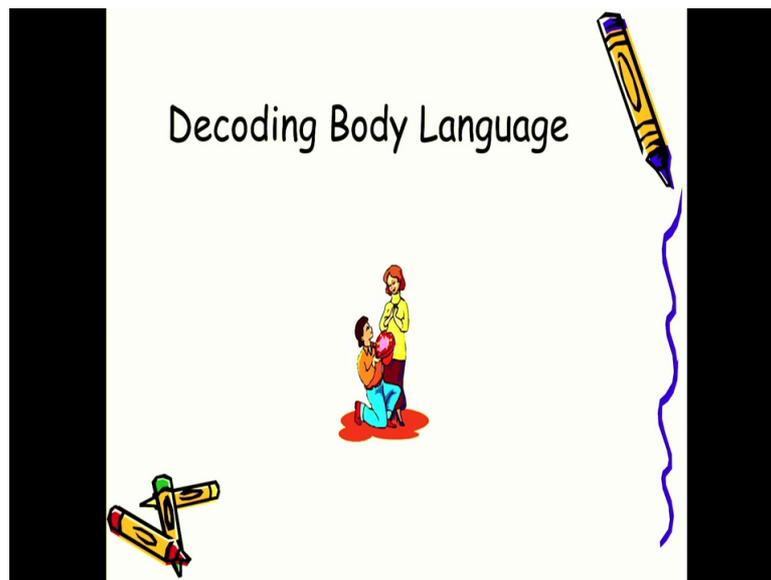
**Body Language**

- Eye Communication
- Facial Expression
- Posture
- Movement
- Gesture
- Dress and Appearance
- Voice and Delivery
- Non-words
- Paralanguage
- Voice
- Pitch
- Volume
- Pace
- Pause
- Pronunciation
- Phonetics
- Stress Rhythm Intonation

The slide features a yellow background with black borders on the left and right. At the top right, a yellow crayon with a blue eraser is shown drawing a wavy blue line. At the bottom left, three crayons (red, green, and yellow) are scattered.

Body language includes all of these features, eye communication, facial expression, posture, moment, gesture, dress and appearance, voice and delivery, non-words and finally paralanguage which includes voice, pitch, volume, pace, pause, pronunciation, phonetics, stress, rhythm and intonation.

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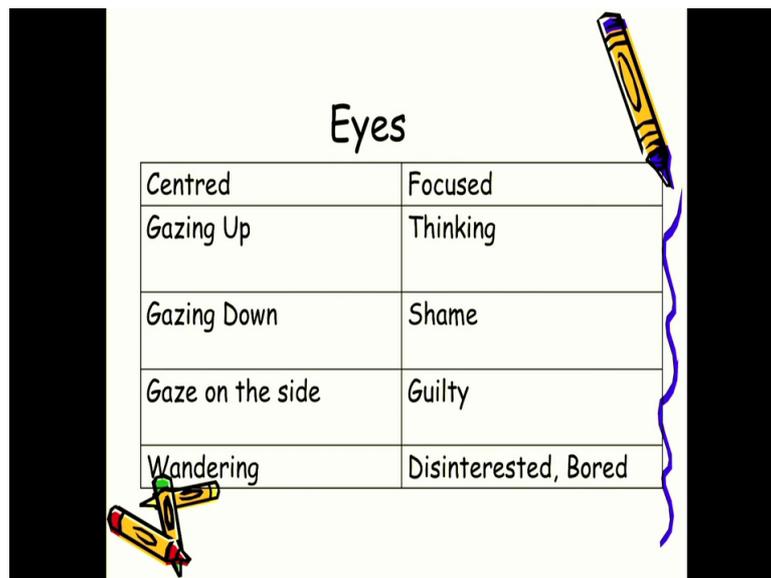
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The slide features the title "Facial Expression" in a black, sans-serif font at the top center. Below the title is a table with three rows and three columns. The table is surrounded by decorative elements: a yellow crayon drawing a wavy blue line on the right side, and two other crayons (yellow and red) in the bottom left corner.

Forehead	Wrinkles	Anger
Eyebrows	Outer edges up	Anger
Nose	Upward	Contempt

So we will look at some forms of body language quickly to see how good you are at interpreting body language. So let us look at how the face can be used to communicate meaning. So let us look at this list, these are stereotype associations which I have got from a standard textbook, if your forehead is wrinkled, it means anger. If your eyebrows outer edges are up, again it shows anger. Nose upward means contempt. So we have this typical proverbial British nose up in the air and the idea of being contemptuous or arrogant about others.

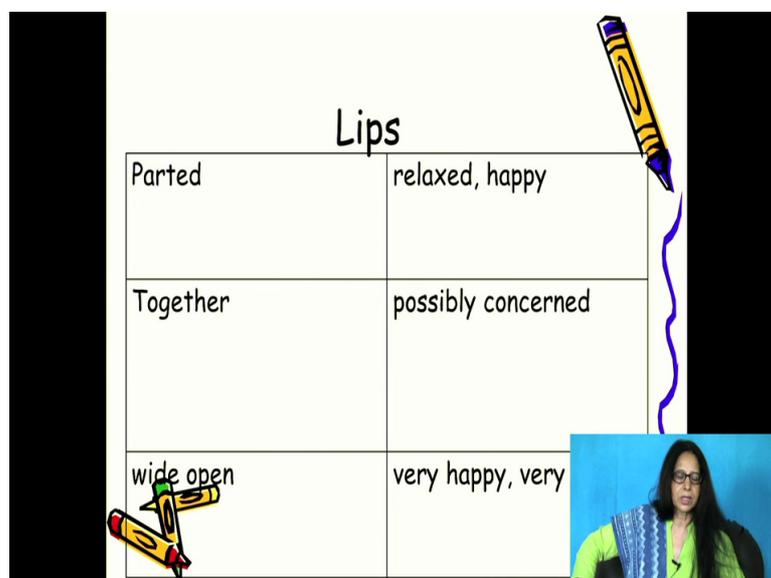
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Eyes	
Centred	Focused
Gazing Up	Thinking
Gazing Down	Shame
Gaze on the side	Guilty
Wandering	Disinterested, Bored

Eyes, eyes when you look at using eyes to communicate, when you are gazing up, so suppose I am gazing up, I am actually thinking. When I am gazing down, that means I am ashamed. Gazing on the side, I am guilty, wandering disinterested, bored. When you see in a classroom, people are eyes are wandering, they are looking from one thing moving from one thing to another, that means they are not interested in what you are saying.

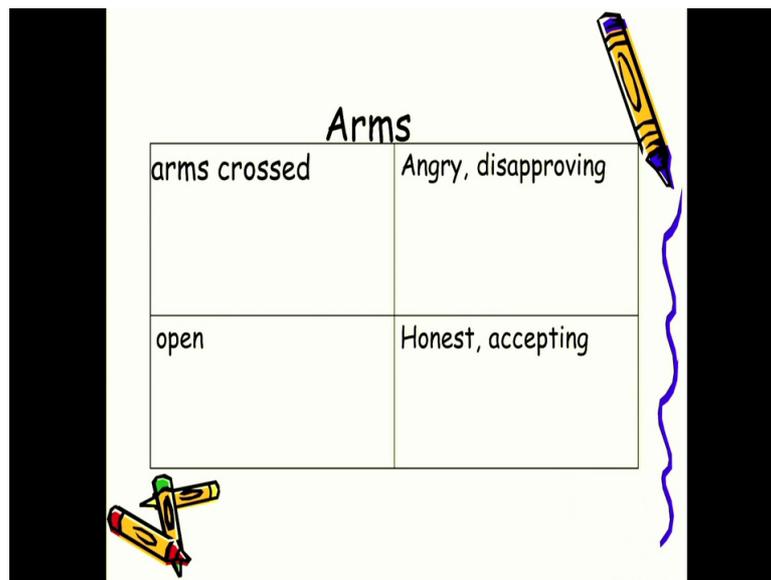
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Lips	
Parted	relaxed, happy
Together	possibly concerned
wide open	very happy, very

Lips, when your lips parted, it means you are relaxed or happy, when they are together, they possibly concern. When their wide-open, they are very happy, very angry.

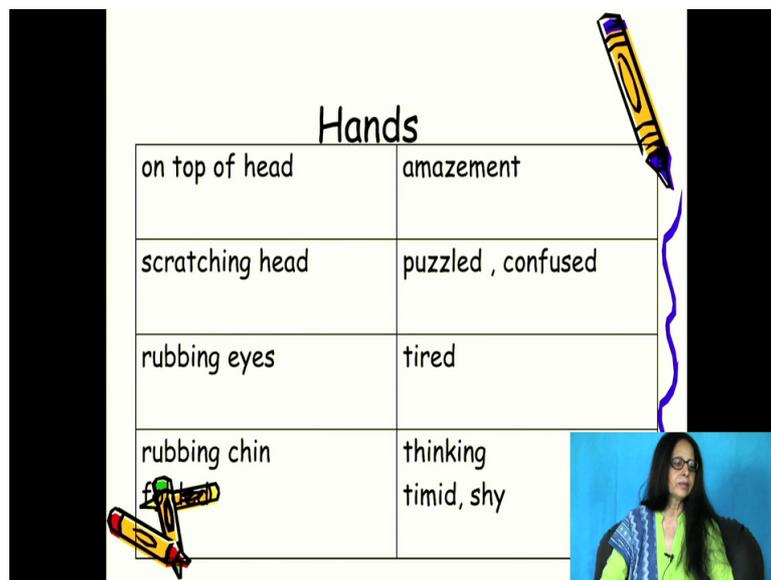
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Arms	
arms crossed	Angry, disapproving
open	Honest, accepting

Arms, arms crossed, if your arms are crossed, it means that you are either angry or you are disapproving. When you are open, it means that you are honest and you are accepting.

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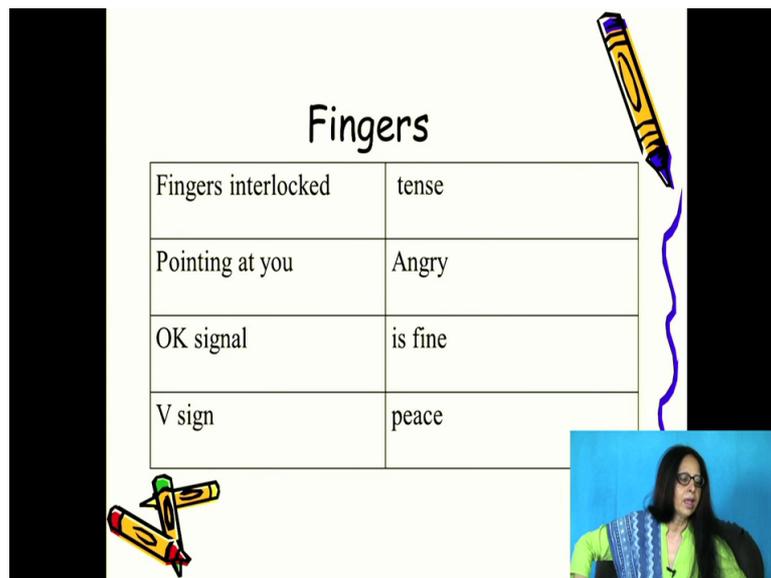
Hands	
on top of head	amazement
scratching head	puzzled, confused
rubbing eyes	tired
rubbing chin	thinking timid, shy

Hands on top of head amazement, scratching head puzzled, confused, rubbing eyes tired, rubbing chin thinking timid, shy.

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### Fingers

Fingers interlocked	tense
Pointing at you	Angry
OK signal	is fine
V sign	peace



Fingers, fingers interlocked tense, pointing at you angry, okay signal is fine, V sign peace.

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### Body Language in Business

OPEN

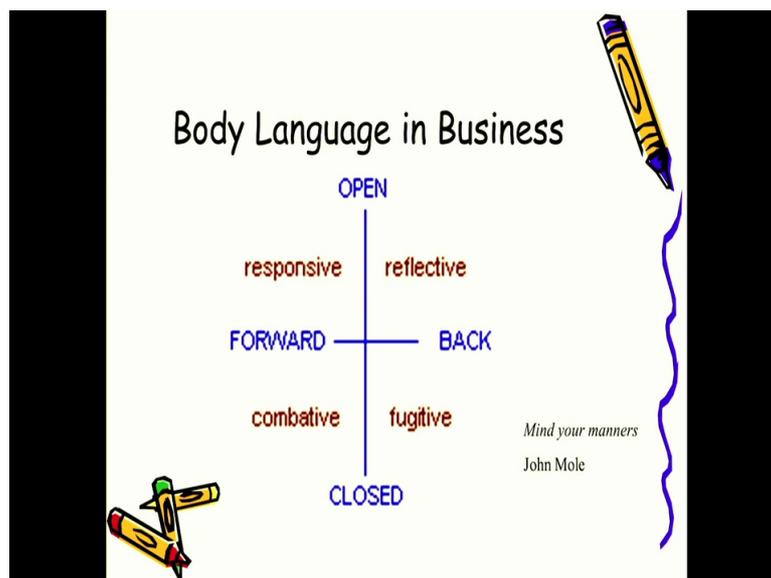
responsive      reflective

FORWARD ——— BACK

combative      fugitive

CLOSED

*Mind your manners*  
John Mole

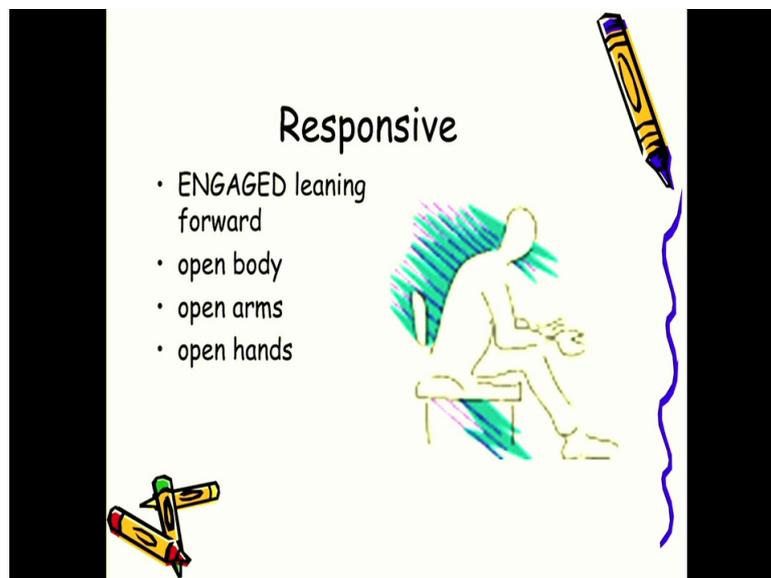


And then we look at three kinds of body language which we use in business. First of all we make a distinction between open body language and close body language. Now in general, as I said, due to our old ancient territorial instinct, we tend to close our we tend to build some defenses to protect our territory and we use close body language because we fear that someone is trying to attack us, someone is trying to invade our territory, so we tend to use close body language.

And when you use our close body language, you come across either as defensive or as afraid, not as friendly. Whereas, how you want to appear is friendly or someone who has nothing to conceal. So open body language is always preferable to close body language in a professional situation because it shows that you have nothing to hide and to you are not afraid you are confident. Then it can be forward or backward, you can be leaving forward or you can be retreating backward.

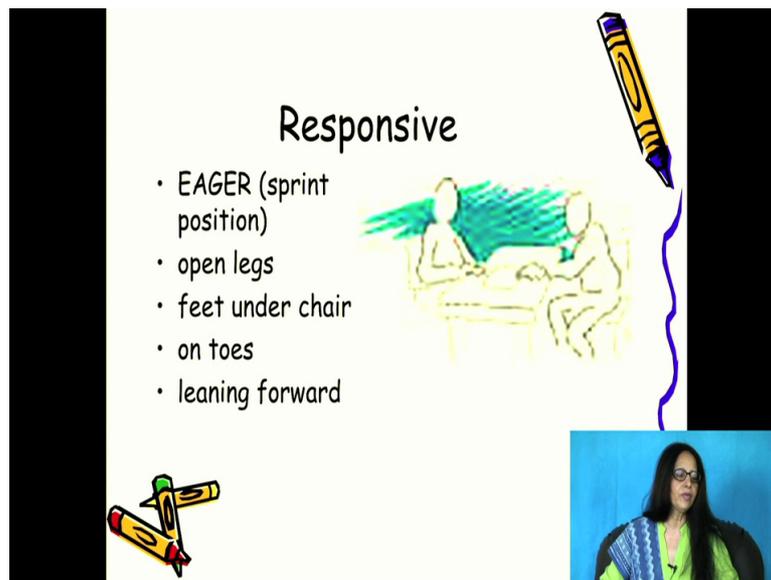
And then we have four categories, responsive, reflective, combative and fugitive. I will quickly run through these before we close.

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Responsive body language, engaged, leaning forward as in this picture. Open body, you see the arms, the hands and the feet, both are open. Open arms, open hands, open body, this is an engaged body language leaning forward.

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**Responsive**

- EAGER (sprint position)
- open legs
- feet under chair
- on toes
- leaning forward

The slide features a central illustration of two people sitting at a table, leaning forward. To the right, a yellow crayon is shown with a blue squiggly line trailing from its tip. In the bottom left corner, there are three colorful crayons (red, green, and yellow) scattered together.

Responsive, another example of responsive is eager, where you are in a sprinting position. Open legs, feet under chair on toes, leaning forward.

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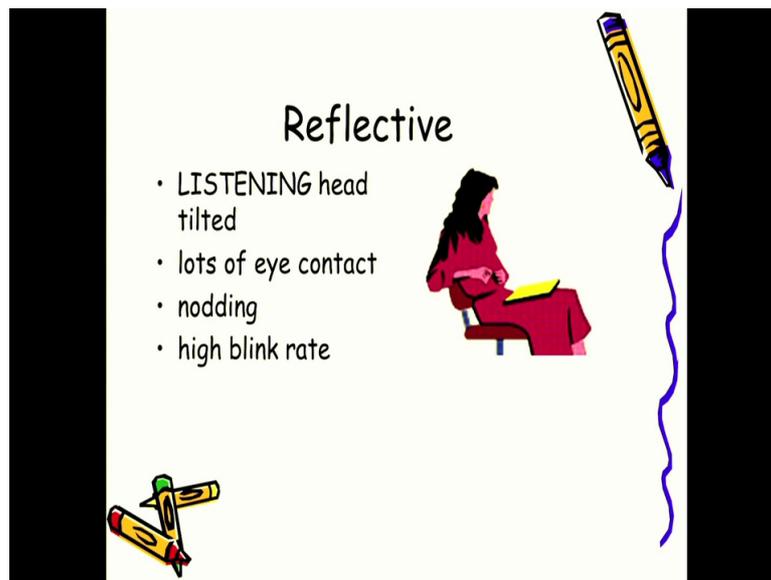
**Responsive**

- READY TO AGREE  
closes papers
- pen down
- hands flat on table

The slide features a central illustration of three people sitting at a table, with their hands flat on the surface. To the right, a yellow crayon is shown with a blue squiggly line trailing from its tip. In the bottom left corner, there are three colorful crayons (red, green, and yellow) scattered together.

Another example of responsive where you are ready to agree, you are closing the papers, pen is down and hand is flat on the table. So by reading these language, body language clearly, you are able to, you would be able to master any situation where you are required to guess what the other person is thinking. It may be an interview, it may be a meeting, it may be a negotiation, it may be a new deal that you are making, if you are able to read the body language of others because each conveys something, you will be able to structure or rearrange or modify your own responses accordingly.

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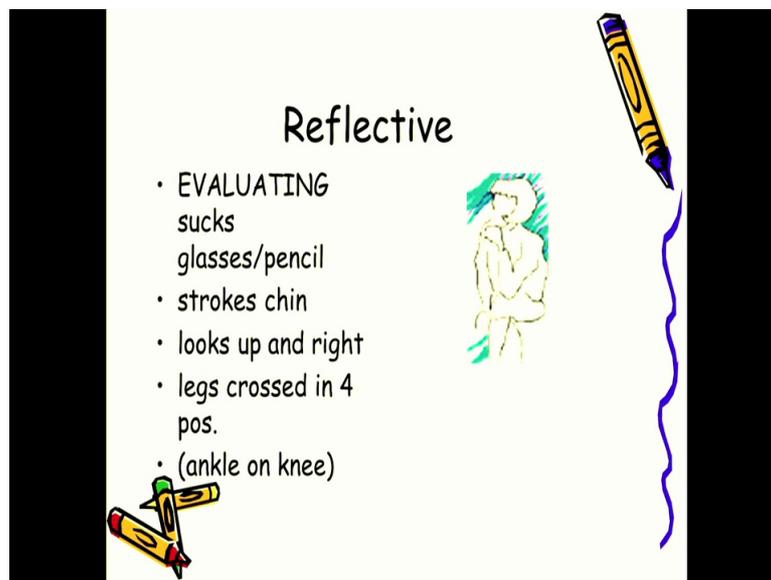
Reflective

- LISTENING head tilted
- lots of eye contact
- nodding
- high blink rate

The slide features a central illustration of a woman with long dark hair, wearing a red dress, sitting in a chair and looking towards the right. To her right is a large yellow crayon with a blue eraser, from which a wavy blue line extends downwards. In the bottom left corner, there are three smaller crayons in red, green, and yellow. The entire content is set against a light yellow background with black vertical bars on the left and right sides.

Now we move to reflective language. Listening head tilted, lots of eye contact, nodding, high blink rate.

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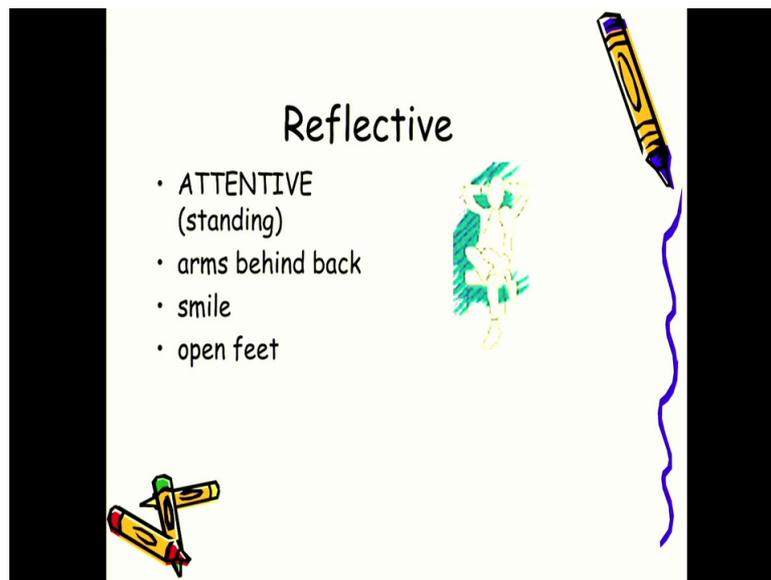
Reflective

- EVALUATING sucks glasses/pencil
- strokes chin
- looks up and right
- legs crossed in 4 pos.
- (ankle on knee)

The slide features a central illustration of a person with their hand to their chin, appearing to be in deep thought. To their right is a large yellow crayon with a blue eraser, from which a wavy blue line extends downwards. In the bottom left corner, there are three smaller crayons in red, green, and yellow. The entire content is set against a light yellow background with black vertical bars on the left and right sides.

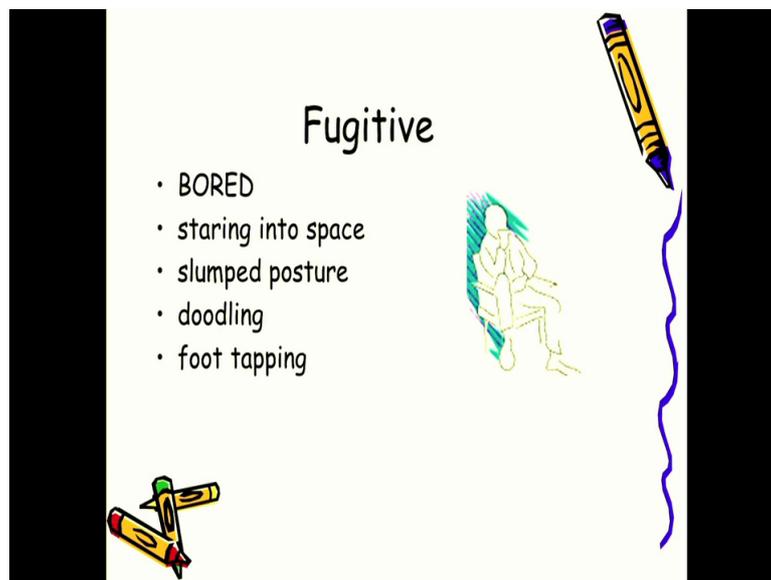
Reflective, evaluating sucks glasses/ pencil, strokes chin, looks up and write, legs crossed in four poses, ankle on knee. So this is a reflective position and you would be familiar with that of you have made presentations before a professor or before a before a group of experts you know, these are the signs which tell you that the person is thinking about what you are saying.

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Reflective can also have an attentive language where arms are behind back, you are smiling and your feet are open.

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Fugitive, now this is a negative body language where you are bored. So what do you do, you stare into space, your posture is slumped, you are doodling, you are foot tapping. I am familiar with this because I see my students doing it when the lecture gets boring, they start doodling, they start staring, they start tapping their feet.

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**Fugitive**

- LET ME GO
- feet towards door
- looking around
- buttoning jacket

The slide features a central illustration of a person in a suit running away from the viewer. To the right, a yellow crayon is shown drawing a purple wavy line. In the bottom left corner, there are three colored crayons (red, green, yellow). A small video inset in the bottom right corner shows a woman with glasses and a blue patterned shawl over a green top.

Fugitive let me go, when you want to run away, feet towards the door, you are looking around, buttoning your jacket for picking up your bag.

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**Fugitive**

- REJECTION
- sitting/moving back
- arms folded
- legs crossed
- (thigh on knee)
- head down
- frown

The slide features a central illustration of a person sitting back in a chair with their arms behind their head and legs crossed. To the right, a yellow crayon is shown drawing a purple wavy line. In the bottom left corner, there are three colored crayons (red, green, yellow). A small video inset in the bottom right corner shows the same woman as in the previous slide.

Fugitive rejection, setting and moving back, when you have decided okay, this person has nothing to say that interests me. You sit back, move back, your arms folded behind your head, your legs are crossed, thighs on knee and head is down and you are frowning, that means you have rejected that person's idea.

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**Combative**

- LET ME SPEAK
- finger tapping
- foot tapping
- staring

The slide features a central illustration of a person with their arms crossed, a drawing of a person with clenched fists, and a vertical yellow crayon on the right side with a purple squiggly line extending downwards. In the bottom right corner, there is a small video inset of a woman with glasses and a blue shawl. In the bottom left corner, there are two crossed crayons, one red and one green.

Finally again another example of a negative body language is a combative body language, when you are ready to get into a fight, a combat. Where you cannot wait, let me speak is one example, very cannot wait for the other person, you are not willing to listen to the other person. You are tapping your fingers, you are tapping your feet, you are staring and you are not allowing that person to speak because you want to get your word.

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**Combative**

- AGGRESSIVE
- leaning forwards
- finger pointing
- fists clenched

The slide features a central illustration of a woman with dark hair and a stern expression, wearing a blue top. To the right is a vertical yellow crayon with a purple squiggly line extending downwards. In the bottom right corner, there is a small video inset of the same woman from the previous slide. In the bottom left corner, there are two crossed crayons, one red and one green.

Combative can also be an aggressive language, you are leaning forwards, your fingers are pointing, your fists clenched, so these are, that is a very aggressive and when somebody is aggressive in a group, you can guess by looking at their body language.

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Defiant, now if a subordinate stands like this, usually people get irritated, hands on hips, the frown, because you expect them to be submissive, you expect them to have their hands folded behind them and if they stand like this, you think, this new recruit is very defiant because of the way the person is standing.

So with this we conclude the first unit of non-verbal communication and encoding meaning through non-verbal communication in which we looked at the various kinds of what is non-verbal communication, meta-communication, the functions of non-verbal communication and the kinds of non-verbal communication and then we looked at the different forms of examples of non-verbal communication and appropriate non-verbal communication or inappropriate non-verbal communication when you are speaking or listening to another person. Thank you.