

Employment Communication - A Lab Based Course
Prof. Seema Singh
Department of Humanities and Social Sciences
Indian Institute of Technology, Kharagpur

Lecture - 06
Non-Verbal Communication-Introduction

Hi friends. So, how are you? I hope we are all fine. And today we have a new topic in this course NPTEL course on Employment Communication A Lab Based Course. The very important topic and very interesting, it is called non-verbal communication. We have a two lectures on this. And we begin with lecture number-6 Non-Verbal Communication and Introduction.

(Refer Slide Time: 00:47)



So, what are the concepts, which we will be covering in this duration of half an hour lecture 6 is the objectives, the lecture objectives of this lecture 6 is first of all a definition of non-verbal communication, then features and characteristics of non-verbal communication, which is cues and contexts. Cues that is hints and contexts, that is the situation or the back drop against which the communication occurs. Then we have number 3 functions or the roles of non-verbal communication. We then come to number 4, which is aspects or the types of non-verbal communication.

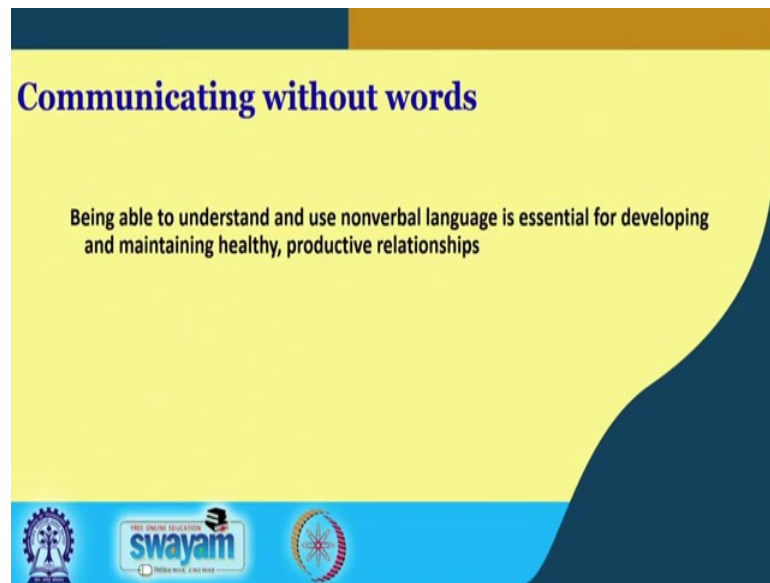
(Refer Slide Time: 01:31)



We move further to gender and non-verbal communication that is how masculine and feminine styles of communication vary on the scale of non-verbal communication. Next, we will cover diversity and non-verbal behavior, there are specific cultural patterns as far as non-verbal communication is concerned, and we will be covering that.

We will be talking about technology and non-verbal communication how the the on slot of the heavy presence of technology in communication also impacts us on the non-verbal front. We will be assessing our effectiveness as non-verbal communicator. In other words, what I mean is that we will be talking about a frame work, a program by which we can become effective non-verbal communicators. And we will end the topic with a summary. This will be roughly in conclusion lesson lecture number-7 of this course.

(Refer Slide Time: 02:37)

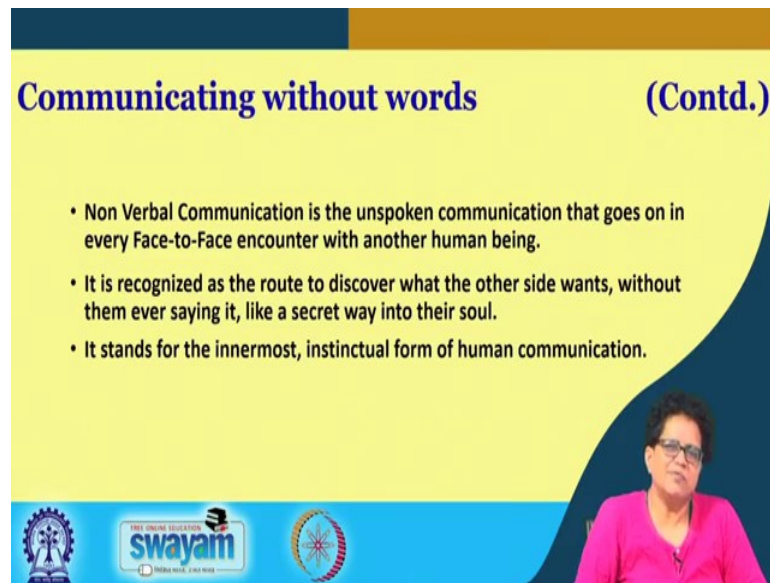


So, let us come at the outset to the definition of non-verbal communication. It has been very simply defined as communicating without words. If you go back to the earlier lectures, may be in the earlier part of this lecture series, where we spoke about the word verbal the word verbal, the English word verbal originates from the Latin verbum, which means words. Therefore, if you speak about non-words or without words, we are in fact talking about non-verbal communication. So, in other words it is called communicating without words.

Now, at the outset I would also like to emphasize on the importance of non-verbal communication as such. It is imperative that we are able to understand and use non-verbal language, it is very essential for developing and maintaining, healthy, productive, and responsible relationships.

In other words, what I am trying to say is that we have talked about the power of language, we have talked about the power of white spaces, we have talked about the power of black words, we have talked about the importance of verbal communication, but we cannot neglect the importance of non-verbal communication. And in the next few slides, you will be able to understand why and how.

(Refer Slide Time: 04:21)



Communicating without words (Contd.)

- Non Verbal Communication is the unspoken communication that goes on in every Face-to-Face encounter with another human being.
- It is recognized as the route to discover what the other side wants, without them ever saying it, like a secret way into their soul.
- It stands for the innermost, instinctual form of human communication.

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for 'THE ONLINE EDUCATION swayam' and 'INDIA WISE, LEAD WISE'. A woman in a pink shirt is visible in the bottom right corner of the slide.

So, we move further and try to define, and make clear to you the idea of non-verbal communication, it is the unspoken communication. Unspoken because, it is not having words, words which can be spoken or written. Non-verbal communication has been defined as the unspoken communication that goes on in each and every face-to-face interaction with another human being or other human beings as such one to one or one to many.

It is and it has been recognized as the way by which you can understand what the other side wants, without them having to say it, to speak it, to spell it out. So, those who are good in non-verbal communication, will know a secret way into the heart, the soul, the mind of the other. And if we look at the psychological aspect of non-verbal communication, non-verbal communication in fact represents the inner most the most instinctual form of communication. When I say the word instinctual, I will refer to the example of a small new born baby, I am talking about a human baby.

So, if you see that in a hospital scenario, suppose you go and you look into the cradle, you peer at the baby, you see that the baby will smile or smirk or show some expressions with his or her face. And this has not been taught to the baby, it has not been taught to him or her that this is called the smile, and you smile when you are happy, and this is called a frown, and this is called a smirk so on and so forth. The idea is that it is

instinctual, it is self-learned, it is based on the inner most urges and instincts of human beings.

(Refer Slide Time: 06:27)

Communicating without words (Contd.)

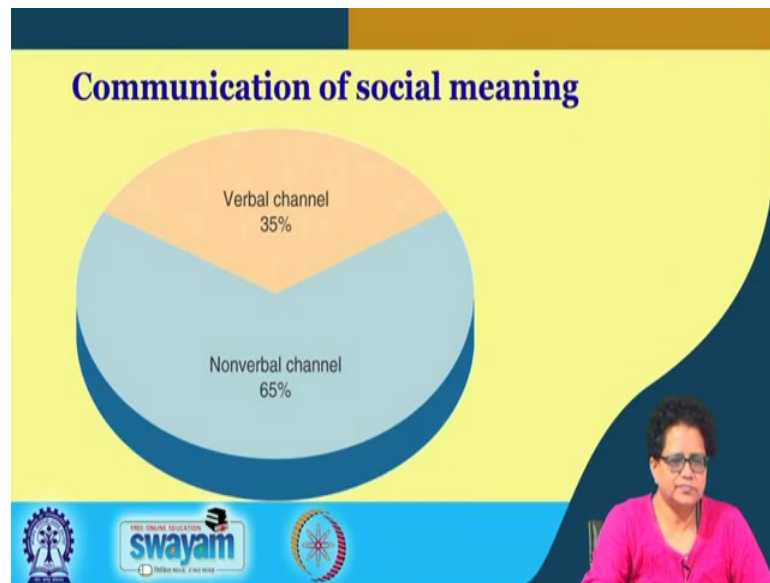
- Communication researcher Mehrabian found that only 7% of a message's effect are carried by words; listeners receive the other 93% through non-verbal means.
- Birdwhistell suggested that spoken words account for not more than 30-35% of all our social interactions.
- Almost 65 percent of the social meaning of the messages we send to others are communicated non-verbally.

The slide features a yellow background with a dark blue curved border on the right. At the bottom, there is a blue banner with logos for 'swayam' (Free Online Education) and 'INDIA RISE WITH EDUCATION'. A small video feed of a woman in a pink shirt is visible in the bottom right corner.

We have here the quotation of Mehrabian, and he found that only 7 percent of a message value is that which is attached towards somebody who is listening that is somebody who is the communicator or the communicatee in reverse order, receive the rest 93 percent through non-verbal means.

On the same level, you have the researcher whose name is Birdwhistle, who whose research suggested that spoken words or let us say verbal communication through the spoken mode accounts for not more than 30 to 35 percent of all the social interactions, we engage in. So, it implies in other words that almost 65 percent of the social meaning of messages, we sent to others is communicated through the non-verbal modes or means.

(Refer Slide Time: 07:33)



This is a small pie chart we have here, which conveys the information of the research and the research findings. We have talked about that verbal channel carries a 35 percent of the message value in social interactions. And non-verbal channel carries 65 percent of the message value in the communication interaction.

(Refer Slide Time: 08:03)

The slide is titled "Characteristics of Nonverbal Communication: Cues and contexts". It features two bullet points: "Nonverbal communication—messages/responses not expressed in words" and "Mixed message—occurs when words and actions contradict each other". The slide has a yellow background with a dark blue curved shape on the right. At the bottom, there are logos for "swayam" and other educational institutions.

- Nonverbal communication—messages/responses not expressed in words
- Mixed message—occurs when words and actions contradict each other

Now, what are the characteristics of non-verbal communication, we have a subtitle there to this slide cues and context. As I said cues that is hints, suggestions not complete as such. And by context, we mean the backdrop or the situational background to the

communication interaction. So, we have a define non-verbal communication has any message or response not expressed in words. In this scenario the hints we are using, we will come to it in more detail, when we come to aspects of non-verbal communication or the response we give to the other, which is again not in words is most important. So, cues and contexts just remember it.

We have another point to be mentioned here- mixed message, what happens is when there is a clash, when there is a clash between your words that is verbal communication, and you actions that is non-verbal communication, then you send a mixed message to the other. The other who gets a mixed message is confused or in fact is puzzled by the contradictory nature of what you are trying to communicate.

If we have agreed based on the finding of research, we mentioned two researchers that non-verbal communication carries almost 65 percent of the message value. Then it is our role and responsibility as as if we are trying to be efficient communicators, that we should not send mixed messages. When we come to the functions of non-verbal communication, then we will develop more on mixed message.

(Refer Slide Time: 10:09)



Functions of Nonverbal Communication

- Message reinforcement or Complementation
- Message negation
- Message substitution
- Message accentuation or intensification
- Message regulation

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for UGC (University Grants Commission), SWAYAM (The Online Education), and UPEACE (University of Peace and Education). A small inset image of a woman in a pink shirt is visible in the bottom right corner of the slide.

Now, we are going to talk about the functions of non-verbal communication. We have a five functions of non-verbal communication. The first is message reinforcement or complementation that is whatever you are trying to communicate is made stronger or complemented, you understand the idea of complementary angles say 45-45 complement

each other or 90-90 complement each other or 180-180 complement each other, because they make a whole.

So, for a message to become a whole, for a message to become complete, for a message to become 100 percent non-verbal communication is the important part of it. Suppose you have two lovers, and one says I love you and showers the face of the other with kisses. This is an example of message reinforcement or complementation.

We have function number 2 that is message negation. Verbally you are saying something, but non-verbally you are doing or your actions are otherwise. Suppose, I say one one one and keep on say showing this, then it is an example of message negation. The 3rd function of non-verbal communication is message substitution that is instead of using a verbal message, you use a non-verbal component. So, suppose somebody ask you, how are you and you say so it is for ok or fine. And this is an example of message substitution. Instead of saying, I am ok, I am fine, you just show like this message substitution.

The 4th function of non-verbal communication is message accentuation or intensification. We mean by this that your verbal message is made more intense, it is made more clear, it is ramifications increase, it is value multiplies, when you are talking about the 4th function of non-verbal communication.

And this might happen, when you slow down during a speech, when you slow down during a speech, you are actually giving the message value more importance. In the sense that when you slow down your speech the audience in fact, understands or has the time to to draw upon the message of what you have said before. Another example is suppose you say that I am so angry, I could tear my hair out. So, this is an example of message accentuation isn't it.

And then we come to message regulation. Message regulation in the sense of a conversation and two people are conversing one keeps on saying something, and then the other one has to say also something, because it is a dialogue exchange going on -a conversation. So, in fact message regulators are some actions of ours for example, stead, staring or prolonged gauge or eye contact, which signifies to the other that now it is my turn to speak or for example, regular nodding of the head that ok I understand, ok I

understand, ok I understand, now let me speak. So, these are some examples of message regulation, which is the 5th function of non-verbal communication.

(Refer Slide Time: 14:37)

Aspects of Nonverbal Communication

Nonverbal message categories:

1. Body language or Kinesics
2. Clothing and Artifactual communication
3. Voice or Paralanguage
4. Space and distance, or Proxemic factors
5. Color
6. Time, or Chronemics
7. Touch, or Haptics
8. Smell, or Olfactics

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for Swamyam (Free Online Education) and a woman in a pink shirt.

Moving now to the types of non-verbal communication, what are the various types of non-verbal communication? And we have eight as such. The 1st one is called body language or in communication, it is called kinesics. The 2nd clothing and artifactual communication. The 3rd voice or paralanguage or it is also called vocalics - v o c a l i c s. The 4th is space and distance or proxemics. The 5th is color. The 6th is time or chronemics. The 7th is touch or haptics. And the 8 and the last is smell or olfactics.

So, if you just make a study of these eight functions of non-verbal communication, it is easy to remember that there are five of them, which are ICS terms. The first is kinesics that is coming from kinetic energy or energy due to movement. So, kinesics that is non-verbal communication due to bodily movement.

The 2nd is proxemics. The 3rd is chronemics, which is related to chronology or management of time. The 4th is haptics or touch. And the 5th is olfactics. Once you have remembered these five ICS terms, it is easier (Refer Time: 16:15), it is now easier for you to remember the rest of the three that is number 1 clothing and artifactual communication, number 2 as we said space and distance number 2 is color, and number 3 is space and distance.

(Refer Slide Time: 16:37)



Aspects of Nonverbal Communication (contd.)

1. Body Language: Kinesics

- Kinesics—study of human body motion or body language
- Facial expressions
 - Facial management techniques—means we use to control the expressions we reveal to others
 - Eyebrows and forehead
 - Civil inattention—polite ignoring of others so as not to infringe on their privacy

swayam

Let us come to the aspects of non-verbal communication. The 1st one as such kinesics, kinesics has been defined as the study of human body in motion or in common parlance in everyday speech, it is called body language. We have a two more lectures only on body language, because we understand and we know the importance of body language and non-verbal communication during the process of the employment communication, which we would like to we would like you to go in greater depth and detail for good understanding of the importance, and the role, and the functionality of the subject.

So, as I said kinesics that is coming from the word kinetic that is energy or energy due to movement. And it consists of your face, and therefore facial expressions, it consists of posture or the way in which you position yourself viz a viz the other. It consists of gesture that is how you gesticulate, how you use your hands. Even if I have not mentioned posture and gesture in my slide here, the point is the most important part of kinesics is your face.

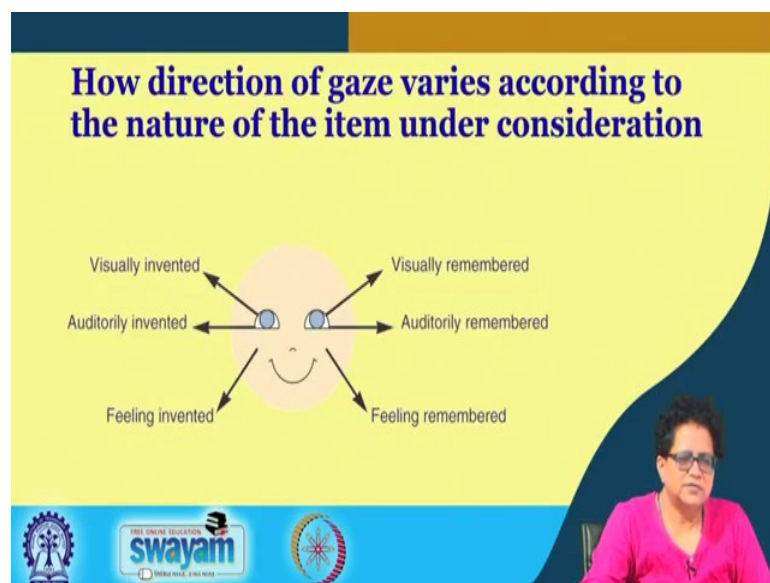
Now, this is something which you cannot hide is not it. It is not like an ostrich that the ostrich afraid of something and so buries it is head under the sand in the desert. And things that it can you know not be afraid, because it does not see. It is not like a child, whose afraid of a horrifying scene on the movie. And therefore, covers the eyes. So, face

and facial expressions are very important the most important component of kinesics or the study of human body in motion.

We have a term here facial management techniques. And what we imply is that we all must use certain means to control the expressions, we reveal to others in the face as such apart from smile. The next important is eyebrows and forehead. How we move the eyebrows, and the forehead to communicate feelings, attitudes, emotions or meanings.

Civil inattention civil inattention is advisable because of what is called staring. A stare is a gauge or an eye contact for a protracted period of time. And it is considered bad behavior, it is considered ill behavior. Therefore, sometimes we need to practice civil inattention, which has been defined as the polite ignoring of others so, as not to infringe on their personal space or personal privacy. The idea is that if you are going to keep on staring at somebody, the other will become little bit disturbed sometimes more disturbed, and it may lead to communication quarrels or fights or unsavory situations.

(Refer Slide Time: 20:09)



So, we have this diagram here, and I want you to focus on the way in which this diagram is trying to tell you that the way in which the direction of your gauge or eye contact is would vary according to the nature of the item under consideration. If possible, I will go slow. And give you some examples of what are the kind of statements, questions, situations, which can make our gauge move in this kind of ways.

First of all let me tell you that Richard Brandler and John Grinder, I repeat once again Richard Brandler and John Grinder, they are the two researchers, who have worked on NLP that is Neuro Linguistic Programming. And this is there finding, which we have on this slide here this diagram. What they say is that people look in one direction, when they try to remember something and in another direction, when they want to invent something.

So, on this side of the of the face, it is about memory, it is about remembering something. And on this side of the face or this side of the eye or the eye or the gauge points in this side, it is about when your mind is mentally remembering something. So, you are so you are able to understand, so you understand that the way in which we also look up sideways or downwards with our eyes is understandable by the other. And the other the communicatee, communicator can understand, whether you are inventing or remembering.

So, there are some questions, which will evoke visually remembered images. And these questions are what color are the carpets in your car, what color are your mothers eyes, and number 3 what color is your teachers hair? We move further, and let us have three questions, which are about visually invented images visually invented images.

Now, if such questions are asked you, then you will start thinking inventing in your vision you know, what it would be the response like? How would you look from my point of view, and then you will think about your point of view and you will invent, because your point of view is different from mine, we both are unique. Number 2, how would you look in purple and green hair? So, you start inventing you start looking in this direction, and thinking.

And number 3, when what would your home look like, after it has being ravaged by fire. So, you would invent is not it. Then we have some questions that evoke auditorily remembered images, auditory that is related to audition or the sense of hearing. And these questions would be can you hear your favorite music and you start looking in this direction, you start looking in this direction and you invent whether are you able to hear your favorite music number 2, can you hear a music you dislike. And number 3, what are the first four noises, what are the first four sounds, what are the first four nodes, what are

the first four nodes of Beethoven's 5th symphony, what are the first four nodes Beethoven's 5th symphony?

Then I will like to give you three questions, which evoke auditorily invented images. We are talking about the questions that would evoke auditorily invented images, pictures. Number 1 is how would your dog, how would your dog sound singing marry had a little lamb is not it? Suppose, you ask this question, how would your dog sound if he sings marry had a little lamb, then the idea is that you will be thinking of how the dog would be you would be inventing in your mind, and your gauge would be in this direction while you would be thinking that the god that the dog would be thinking or singing the song. Then we come to the next topic. I would like you to have I would like you to look at this video.

(Refer Slide Time: 25:33)



Hello friends, I am your vitameatavegamin girl. Are you tired, went down restless, do you prefer a party? Are you unpopular, the answer to all your problems is this little bottle? (Refer Time: 25:48) pick up the bottle oh little higher that is right. The answer to all your problems is in this little bottle viatmeatavegamin, vitameatavegamin contains vitamins, meat, vegetables, and minerals, yes with vitameatavegamin, you can spoon your way to hell. All you do it take a table spoon full after every meal, and now you take some oh. It is so tasty too, it is just like candy.

No, no, no, no look, you are supposed to like the stuff, you got to smile, be happy, yes, and try it again.

It is so tasty too, it is just like candy.

No, once more.

It is so tasty too, it is just like candy.

That is going to be fine, you just go ahead ok.

So, why do not you join the thousands of happy pappy people, and get a great big bottle of vitameatavegament tomorrow that is vita meta vegiment. So, this is easier, yeah we can handle it, it is ok. Listen (Refer Time: 28:11) I think you are doing splendidly, speed it up a little.

(Refer Slide Time: 29:25)



Aspects of Nonverbal Communication (contd.)

2. Clothing and artifacts

- Artifactual Communication—use of personal adornments
- Artifactual communication, is an integral part of the nonverbal package.
- It includes the use of personal adornments such as clothing, jewellery, makeup, hairstyles, and beards.
- People are apt to make inferences about us based on the way we dress.

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for 'swayam' and other educational institutions.

Some fun in between this (Refer Time: 29:27) funda and lectures. The 2nd aspect of non-verbal communication is clothing and artifacts. Artifacts are anything which you can wear on your body as such, any personal adornments, it does not refer only to jewels or jewellery. It refers to this visual, this vision assisting object, we can call it spectacles, it refers to any kind of hair bands, it refers to your tops and so on and so forth even your cloths. So, clothing and artifactual communication. Clothing in fact being the most important.

This is an integral part of the non-verbal package, because man as a refined civilized social human being always wear clothes. It includes the use of clothing, jewellery, makeup, cosmetics, hairstyles, the kind of hairstyles, you have and even beards, so on and so forth. Because, people are apt it is bound to be that people will make inferences about you based on the way in which you dress.

(Refer Slide Time: 30:39)

Aspects of Nonverbal Communication (contd.)

3. Voice: Paralanguage

- Paralanguage—vocal cues that accompany spoken language
- Pitch—highness or lowness of the voice
- Habitual pitch—characteristic pitch one uses
- Volume—degree of loudness
- Rate—speaking speed
- Non-fluencies—meaningless sounds or phrases which disrupt the flow of speech
- Silence—absence of paralinguistic and verbal cues

The slide features a yellow background with a blue and orange header. At the bottom, there are logos for 'swayam' and 'INDIA RISES WITH EDUCATION' along with a small inset image of a woman in a pink shirt.

Then we come to the idea of voice voice or vocalics or the way in which the voice comes to you paralanguage. Paralanguage is vocal cues that accompanies spoken language, for example, Hmmm...ssshh.. so on and so forth. Pitch is defined as the highness and lowness of the voice. Number 3 the third part of voice or vocalics is habitual pitch that is you know, we have our high pitch and low pitch. But, generally we have one characteristic pitch, which we use volume is understood as degree of loudness, rate is the speaking speed.

Then we come to non-fluencies, they are also called non-squitors, s c q u i t o r s that is meaningless sounds of phrases, which disrupts the flow of speech, for example aaahh..ummm..and and and..and so on and so forth. And the last is of course silence. Silence is lack of sound. Silence is absence of any kind of para list paralinguistic or verbal cue.

(Refer Slide Time: 32:15)



I would like you to see this short video, where through the silent actions of the character we are able to learn so much. We will see only a part of it. You may open the envelopes containing your papers. The exams starts now.

(Refer Slide Time: 34:13)



So, we will stop there.

(Refer Slide Time: 35:15)



Aspects of Nonverbal Communication (contd.)

4. Space and distance: Proxemic and environmental factors

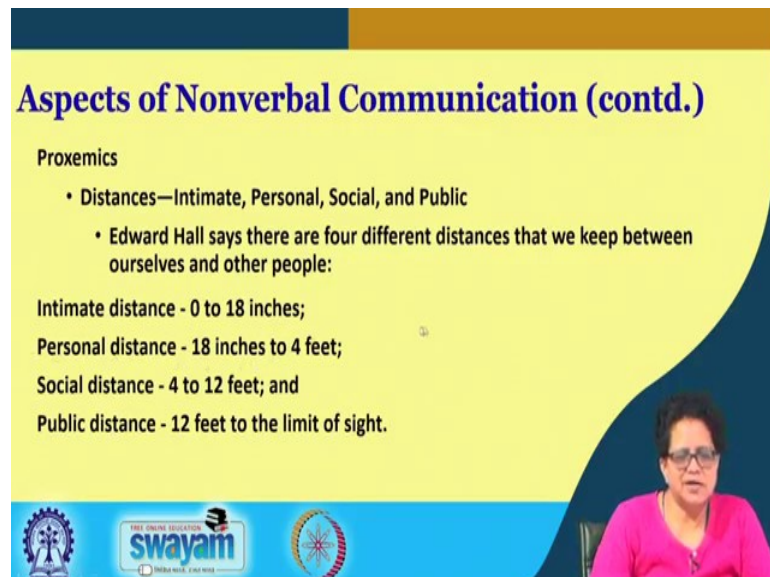
- Proxemics—the study of the use of space

Proxemic cues, including the treatment of space and territory influence interaction and help define the communication experience.

The slide features a yellow background with a dark blue wave-like shape on the right side. At the bottom, there are logos for 'swayam' and other educational institutions.

And move further to space and distance, proxemics and environmental factors. Proxemics has been defined as the study of the use of space. And it includes the treatment of space and territory, so that we are able to one is able to influence interaction. And help define the communication experience.

(Refer Slide Time: 35:39)



Aspects of Nonverbal Communication (contd.)

Proxemics

- Distances—Intimate, Personal, Social, and Public
- Edward Hall says there are four different distances that we keep between ourselves and other people:

Intimate distance - 0 to 18 inches;
Personal distance - 18 inches to 4 feet;
Social distance - 4 to 12 feet; and
Public distance - 12 feet to the limit of sight.

The slide features a yellow background with a dark blue wave-like shape on the right side. At the bottom, there are logos for 'swayam' and other educational institutions. A small inset video of a woman in a pink shirt is visible in the bottom right corner.

We will make this clear by a reference to the four types of distances, which exist between communicator and communicatee or between the two parties of the communication

process. This is the finding of Edward T Hall a communication researcher, who defines four different types of distances that we keep between ourselves and other people.

The first is intimate distance- 0 to 18 inches, the distance between two wrestlers or two lovers. The 2nd is personal space that is we say at arm's length - 18 inches to 4 feet, this is 18 inches an arm's length. The 3rd is social distance, and we are talking about 4 feet to 12 feet, we maintain this distance with those, with whom we have social relationships. And the 4th and last is public distance, it is the distance we have between ourselves, and those in positions of public authority and power.

(Refer Slide Time: 36:45)

Aspects of Nonverbal Communication (contd.)

Based on the perceived permanence of the physical Space, Researchers divide environmental Spaces into three categories: Informal, Semi-fixed-feature, and Fixed feature

- Informal space —highly mobile and can be quickly changed
- Semi-fixed-feature space —the use of objects to create distance
- Fixed-feature space —contains relatively permanent objects

The slide features a yellow background with a dark blue curved border on the right side. At the bottom, there is a blue banner with logos for 'THE OPEN UNIVERSITY', 'swayam', and 'Utkal University'. A video feed of a woman in a pink shirt is visible in the bottom right corner.

Let us move further. And we are now talking about the kind of spaces which exists between communicators. We are talking about the way in which we can think about the permanence or impermanence of the physical space in which the communication is occurring. Researchers have divided environmental space into three types, first informal, second semi-fixed, and the last fixed-feature.

Now, informal space is highly mobile and can be quickly changed, it is for example light chairs, tables, furniture so on and so forth. Number 2, semi-fixed-feature space is temporary partitions, which are or may be heavy tables, which are used to create distance or space. And fixed-feature space contains relatively permanent objects, for example, the boundary wall between two houses or the use of some other permanent feature as such.

(Refer Slide Time: 37:55)

Aspects of Nonverbal Communication (contd.)

- Territoriality and personal space
- Territoriality is an important concept in communication: typically, human beings stake out space or territory.
- Territoriality describes the need to demonstrate a possessive or ownership relationship to space. Markers are items used to reserve one's space and set boundaries that help identify the space as belonging to someone.

The slide features a yellow background with a dark blue curved border on the right. At the bottom, there is a video inset of a woman with glasses wearing a pink top. Logos for 'swayam' and other educational institutions are visible at the bottom left.

We are now to the end of this lecture number 6. Territoriality and personal space is an important concept in communication, because as human beings we like to say, we like to feel that this is my area, my space, my territory. We like to stake out space and territory as human beings. And it is it is because of our needs, it is inbred in us it is because of our need to demonstrate or to show that we are in possession , power or we have or we are the owners of this space or this territory. For that purpose we use markers. For example, in the library you may use your bag or your books to show that this space or this table is yours.

(Refer Slide Time: 38:45)

References

1. Communication Works – Gamble and Gamble, TMH: 2010
2. Business Communication – Asha Kaul, PHI: 2001
3. Business Communication Strategies – MM Monippally, TMH: 2004
4. Understanding Human Communication – Adler & Rodman, OUP: 2003
5. Foundations of Business Communication – An Integrative Approach - DJ Young, TMH: 2010
6. www.youtube.com

The slide has a yellow background with a dark blue curved border on the left. At the bottom, there are logos for 'swayam' and other educational institutions.

Let us come to the references for this presentation. Lecture-6 is based on the following books and sources.

And thank you for being with me. God bless you always.