

**Employment Communication - A Lab Based Course.**  
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**Lecture - 07**  
**Non-Verbal Communication-Conclusion**

Hi friends, so, here we are once again to complete this topic on Non-Verbal Communication lecture 7 Non-Verbal Communication Conclusion, a very important topic, as you must have already understood through lecture 6, introduction to nonverbal communication.

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So, we will be completing the topics of nonverbal communication in the following order, we will be covering some more aspects of nonverbal communication which we have not covered in the previous lecture, we will move on to gender and nonverbal behavior how masculine and feminine styles vary, non-verbally. We will talk about diversity and nonverbal communication, cultural patterns of how people behave nonverbally across different continents, races, cultures and we will talk about technology and nonverbal communication. And lastly there will be a program, there will be a frame work to assess your effectiveness as a nonverbal communicator, in conclusion there will be a summary.

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**Non-Verbal Communication: Introduction**  
**(1 of 2)**

- Non -Verbal Communication is the message or response not expressed or sent in words - hints , suggestions , indications.
- Actions speak louder than words.
- "What you are speaks so loudly that I cannot hear what you say" - Ralph Waldo Emerson
- There is a distinction between the meanings we 'give' in words and the meanings we 'give – off ' in Non Verbal signals.

Logos at the bottom: The Online Solution, swayam, and a circular logo with a sun-like symbol.

We will just make a quick revision of nonverbal communication. And it has been defined as the message that is the message is the content value of the communicative act, nonverbal communication has been defined as the message, or the response which is not expressed using words. So, it is expressed through hints that is cues, suggestions and indications.

We remember a common saying in English which is actions speak louder than words, I put this quotation here. So, that we agree that nonverbal communication is in fact, if not more important as important as communication through words, I have here for you a quotation by Ralph Waldo Emerson, American poet laureate and he says what you are just note the importance of his quotation, just note the in the import of his statement.

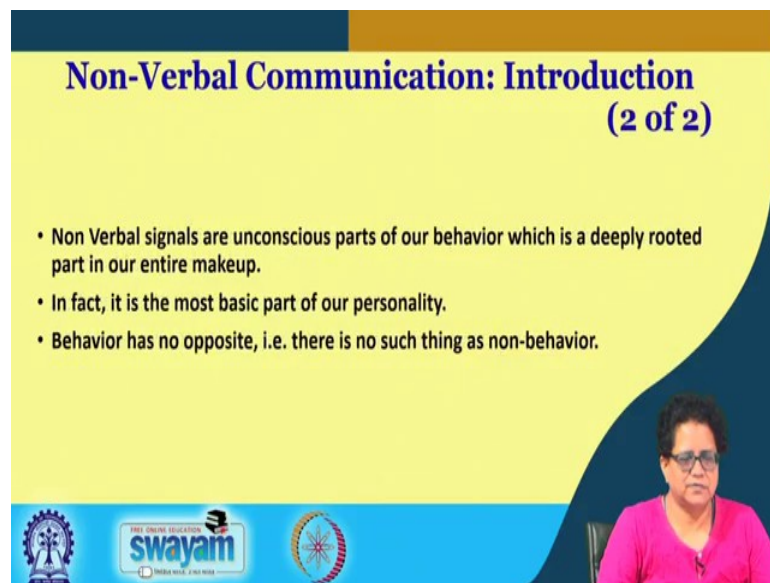
So, what you are speaks so, loudly that I cannot hear what you say. So, the point is that nonverbal communication is as if you are sporting yourself, you are declaring yourself and you might say whatever verbally, but your nonverbal communication is the conclusive factor it is the final say, on you as a person. So, we realize the importance of nonverbal communication.

Now, if we think of the verb give, you can give meaning to your words, words as such had two meaning is denotative and connotative. Denotative that is that in the dictionary or the dictionary meaning of word and connotative, that we give meaning to the words through our individual emotional states of mind. Whatever, we can give meaning to

words, but we give off these are called nonverbal leakages, we may have control over language, but we have no control over nonverbal communication we might try, but it is difficult to fake nonverbal communication.

So, we give off we reveal without our knowledge, without volition, without our consciousness, without our awareness, we give off meanings, we give off messages, when we communicate nonverbally.

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**Non-Verbal Communication: Introduction**  
**(2 of 2)**

- Non Verbal signals are unconscious parts of our behavior which is a deeply rooted part in our entire makeup.
- In fact, it is the most basic part of our personality.
- Behavior has no opposite, i.e. there is no such thing as non-behavior.

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So, nonverbal signals or nonverbal hints or suggestions, indicators, indications are unconscious parts of our behavior. And this is very deeply rooted part in our entire makeup. If you see the the Indian psyche or the Indian way of sitting it is called squatting. Indians are very comfortable if they have to sit on the 4 in cross legged manner that is Padmasan or if they have to squat, but westerns are not used to this, they are used to sitting on chairs or stools, or furniture's as such except of course, when they are doing yoga.

So, nonverbal communication is a very basic part of our personal personality our personal in fact, (Refer Time: 05:24) repertoire as such it has no opposite, there is no such thing as non-behavior. If you are trying to ignore somebody and you go by that person, deliberately ignoring him or her, you do not have any eye contact, you do not talk all the more it is obvious to the other that you are avoiding or you do not want any communication interaction.

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**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

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So, let us see where we are to begin today, we have already covered body language or kinesics, kinesics that is face in which gauge and smile is important and therefore, facial expressions posture and gesture. We have already covered clothing and artifactual communication, we have covered voice, we have covered number 4 space and distance or proxemics factors. So, we have done kinesics, vocalics, proxemics and clothing and artifactual communication. Now, we are left with 4 more they being color, time, touch and smell in other words color, chronemics, haptics and olfactics. I would like you to see this short video on nonverbal communication before I move ahead.

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**Non Verbal Communication -- For the Birds**

PIXAR

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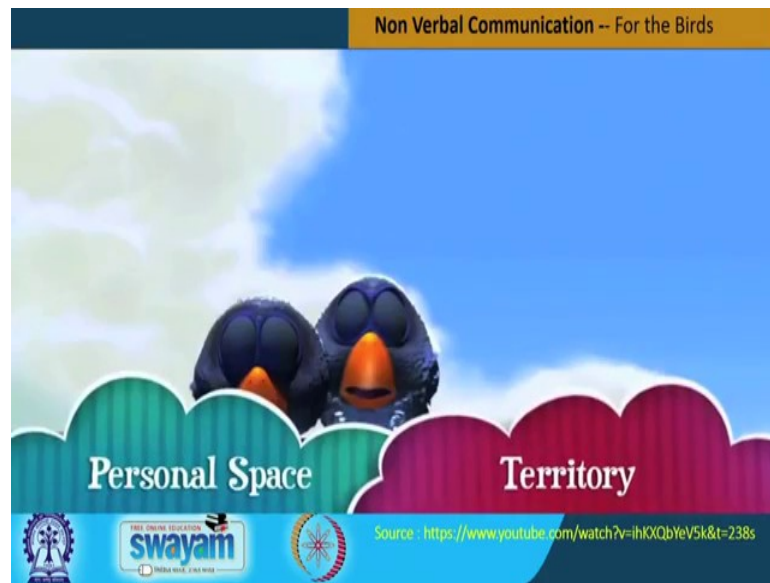
Hello, my name is (Refer Time: 07:05), Shane Tiem and I will be informing you of the many nonverbal communications displayed and fix our short film for the birds. (Refer Time: 07:13). If you are not familiar with this film for the birds is about a group of stuck-up birds that outcast an awkward uncoordinated bird.(Refer Time: 07:16) (Refer Time: 07:19) . As the story begins you see a bird fly and land on a wire lets call him bird A (Refer Time: 07:24)for the scene. As the 2nd bird and as a scene which would be bird being humane is very close to bird a.

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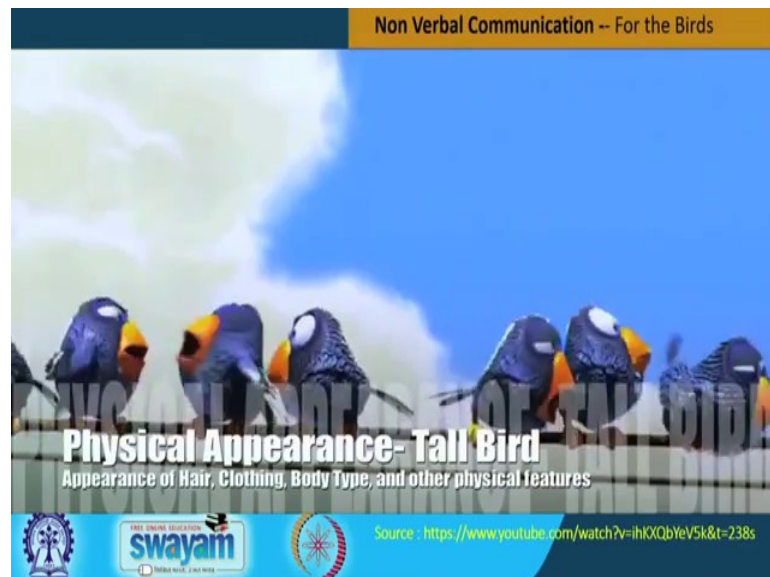
This is proxemics, the use of physical space, this will be the first code of nonverbal communication as we will discuss. Due to the lack of space you see bird A's unhappy reaction.

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Now, only did bird b lie extremely close to bird A which (Refer Time: 07:52) invaded his personal space also spread his wings, which invaded (Refer Time: 07:56) his territory. Also notice that these birds are (Refer Time: 08:02) identical which leads us to our next nonverbal course (Refer Time: 08:07).

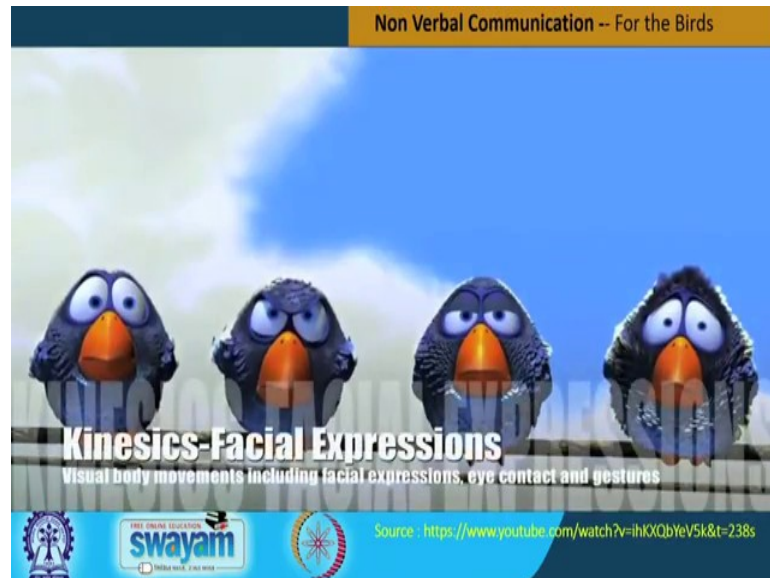
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As we observe these birds all of them are pretty identical except for one, this bird here he is tall (Refer Time: 08:18) lanky uncoordinated (Refer Time: 08:19) and goofy and looking according to page 236 in nonverbal communication, physical appearance is the

visual (Refer Time: 08:30) like hair body type and other physical features that (Refer Time: 08:33) make you attractive or unattractive (Refer Time: 08:36). This is obvious here the he is considered unattractive (Refer Time: 08:39), because of these features. Immediately they (Refer Time: 08:43) advantage of this and begin to mock you as the Aqua bird gets their attention again. (Refer Time: 08:49).

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We notice a change in their facial expressions on page 225, it states that persons character is clearly written on their face, facial expressions are our next nonverbal code, as they are clearly expressed here, they are startled(Refer Time: 09:07) and expressed different emotions as we can see shocked anger nonchalant and worried.

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You can tell by the angle of the eyebrows how they feel. As they (Refer Time: 19:21) scampered down the wire away from him (Refer Time: 19:22), I clearly have facial expressions of annoyance and disgust, skipping ahead little. Let us look at this chubby guy here.

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Throughout this scene his eyes are spanish (Refer Time: 09:31) which shows angry, I love pop cakes (Refer Time: 09:33) are not put in little details like this to show us this character. You take a look at his feet you'll see that it has a lot of scratches which shows



he uses a lot especially compared to the beaks of other birds. In this clip you can see the (Refer Time: 09:52) difference between his beak and the beak of another bird.

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As two birds began to hammer on the toes of the outcast (Refer Time: 09:57) one bird begins to chirp which gets everyone to join him (Refer Time: 09:59) (Refer Time: 10:07) (Refer Time: 10:10). This is the form of kinesics and vocalics. His initial chirps allow and have a steady speech rate to provoke others to join in. He also used his eyes (Refer Time: 10:20) signal others.

As he becomes aware of the environment (Refer Time: 10:25) potata subscribes to a louder and higher pitch. The speech rate also speeds up. In doing this (Refer Time: 10:31) these are the dominance over the (Refer Time: 10:40) birds to get their attention to help stop the hammering of the middle two.(Refer Time: 10:44).

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**Aspects of Nonverbal Communication (contd.)**

5. Colors: Meanings and associations
6. Time: Communicative value of Chronemics
  - Chronemics— study of time use
7. Touch: Haptics
  - Haptics— study of the use of touch
8. Smell: Olfactics
  - Olfactics - study of the use of smell

Logos at the bottom: Swamyam, and other educational institutions.

So, that will be all and in a funny manner, you got to have a quick revision of nonverbal communication, while we move on to numbers 5 6 7 and 8 of the 8 types of nonverbal communication. 5th type of nonverbal communication is colors, because colors are not simply colors as such, colors are not simply other than black and white, VIBGYOR, violet, indigo, blue, green, yellow, orange red or the associations or the kind of mixtures, you know we can make with that colors have meanings and associations.

Research has proved that, if you look at red color for quite some time you will become highly stressed, your blood pressure will rise up, because red is the color of heat, vitality as well as life. There has of course, been a reference to the common way in which we associate the traffic movement with the traffic signals using the 3 colors of orange – ready, red that is stop and green that is go. So, nobody needs to explain to you it is told once and then you understand that orange means ready green means go and red means stop.

So, research has also hinted or suggested that blue and green are the colors of life. And recently I was just going across nearby town and I saw that it was a forest area and the department of forest of the state of government of West Bengal, had put the placards against the background the half triangle in the rectangular placard or the hoarding was blue and green blue and green the colors of life that is the forests.

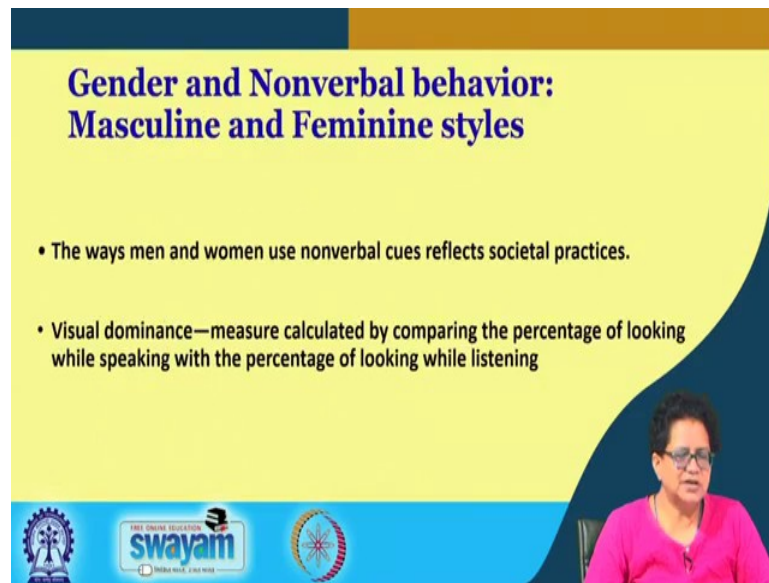
So, let us move further to time number 6 and time is having a communicative value this aspect of time is called chronemics, how do you value time the question is how do you use time? Chronemics is thus defined as the study of time use. An important factor in this chronemics is punctuality, do you arrive on time, do you maintain time, do you respect time do you in fact, take care of your time do you properly use your time or do you waste time.

These are some questions on the nonverbal aspect of time, number 7 is touch or haptics, this is the most primeval, this is the most primary form of communication, if you see a new born baby, the new born baby will want to be embraced and held closed tightly by the mother. And intimacy or love is through the expression of touch or haptics.

Number 8 and last is smell or in other words it is also termed as olfactics. Olfactics has been defined as the study of the use of smell. The idea being that we have a branch of study, now called a branch of medicine now, a branch of treatment now called aroma therapy. The idea that in a bath tub if you put some substances or some chemicals, which spread aroma.

The idea for example, that in Indian households, we use the dhoop or the agarbathi the idea being that, this part of our Indian Vastu or of our Indian way of life, in which we think that using the dhoop bathi or the agarbathi can spread positive vibrations and a good smell is conducive. And a good smell is in fact, that which promotes positivity and welcome attitude, or a warmth in the house or the room.

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**Gender and Nonverbal behavior:  
Masculine and Feminine styles**

- The ways men and women use nonverbal cues reflects societal practices.
- Visual dominance—measure calculated by comparing the percentage of looking while speaking with the percentage of looking while listening

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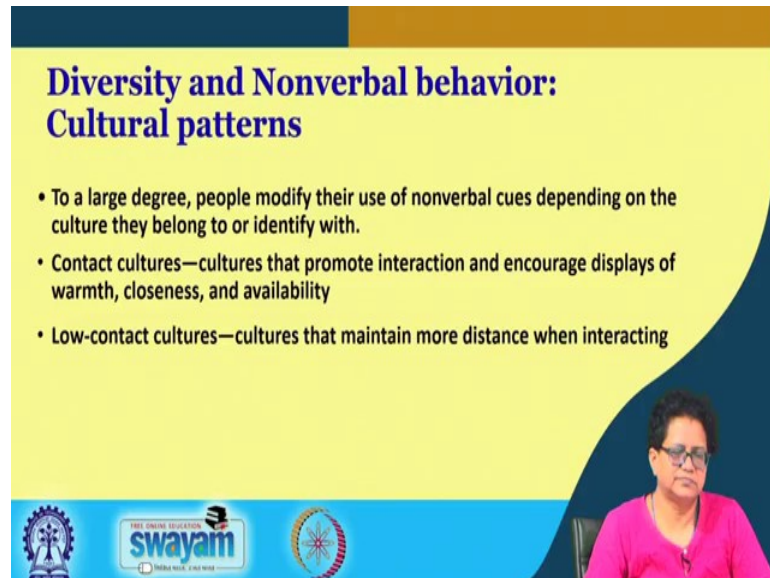
So, towards the conclusion of this lecture 7 nonverbal communication, we will be talking about three ways in which we can study nonverbal communication, the first is the construct of gender. Gender and nonverbal behavior, males and females have different styles in which they communicate nonverbally. So, this is actually because the society influences such in the eastern societies or the eastern parts of the world, it is not taken rightly if women are sitting with legs apart whereas, men who would like to show the status and power are it is acceptable are prone. So, men are prone to sit with legs far apart whereas, women are supposed to be demure and prudent and keep their legs near each other.

Then the next is visual dominance, it is a measure it has been defined it is defined as a measure calculated by comparing the percentage of looking while speaking with the percent of looking, while listening. Now, the idea is that when two people are having conversation what is called f to f face to face conversation, men will be looking more whereas, women will be looking less the while speaking. Women will be looking here there everywhere, but will not be having straight gauge or eye contact with the others while speaking.

Whereas, the men will be used to it is quite normal for men to have long protracted gauge or periods of eye contact. So, men try to be visually dominant, their visual

dominance in such as such is higher than that of women, because they look more while speaking whereas, women will be looking less, but they will be listening more.

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**Diversity and Nonverbal behavior:  
Cultural patterns**

- To a large degree, people modify their use of nonverbal cues depending on the culture they belong to or identify with.
- Contact cultures—cultures that promote interaction and encourage displays of warmth, closeness, and availability
- Low-contact cultures—cultures that maintain more distance when interacting

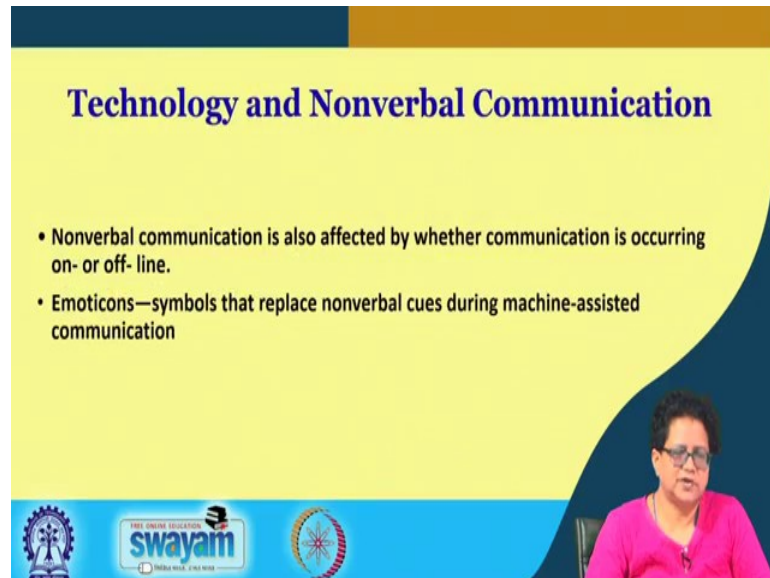
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Then we come to the second aspect of culture and study nonverbal behavior across cultural patterns or designs, what we have to say here is that to a last degree. People will modify their use of nonverbal signals hints, suggestions, indications, indicators depending on the culture they belong to or identify with. As I said there will be people of the western culture generally speaking and the other side of the world the east and the oxidants. So, the people of the western culture and the people of the eastern cultures. We have totally varying ways in which we in which we communicate nonverbally, we will do more on this in the next topic on cross cultural communication.

Next we have a definition of contact cultures and contact cultures have been defined as cultures that promote interaction and encourage displays of warmth closeness and availability. If we just give you a common day everyday example, the idea is that in the west or in European nations holding hands, hugging, kissing in public, these are nothing to them for them it does not matter. Because, public displays of warmth and emotional proximity or love and affection are acceptable in western cultures, but this kind of public display of warmth, affection, love, emotion whatever, will not be; will not be encouraged is not liked by the people of the eastern side of the globe. For example, India and other

Asian countries. Therefore, these are low contact cultures. Cultures that maintain more distance while or when interacting.

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**Technology and Nonverbal Communication**

- Nonverbal communication is also affected by whether communication is occurring on- or off- line.
- Emoticons—symbols that replace nonverbal cues during machine-assisted communication

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We come to technology and nonverbal communication; this is the third aspect across which we are studying nonverbal communication. So, if you are face to face with a person you will behave differently, but if you are offline I mean if you are communicating with the person through internet let us say on social media, on Whatsapp or on Facebook or on Insta or V chat or whatever any of the social media channels available to you, then your nonverbal communication will be different.

And nonverbal communication in this sense is through emoticons you know emoticons, because these are common in the social media we employ for our social contacts to be increased. So, emoticons have been defined as a symbols that replace nonverbal cues during machine assisted or online communication.

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**Assessing your effectiveness as a Nonverbal Communicator**

- Examine the environment
- Observe the communicators
- Observe body language
- Listen for vocal cues
- Observe touching

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Let us have now a program or a framework by which we assess our effectiveness as nonverbal communicators. The first thing we or one should do, when entering or communication scenario is to examine the environment and observe the communicators. So, by environment I mean the back drop or the context, if it is professional it is bound to be little bit restrictive, if it is personal you can be more warm and open and natural.

The second is to observe the communicators especially look at the body language that is kinesics, that is to revise once again face smile and facial expressions posture gesture gauge or eye contact, then we listen for the vocal cues what is being said and how that is paralanguage. So, how what is said is more important than what is said. So, we look for the way in which the vocalic cues are being used pitch, volume, rate is not it and non sequiturs ,(Refer Time: 22:52) non fluencies.

And the last is to observe the touching behaviors as I said, in the eight types of nonverbal communication the last one which is haptics is very important to observe. The touching behaviors or the touching patterns of the communicators and you will learn much more in the process.

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**Tips to improve Non-Verbal Communication**

- Positive Non Verbal behavior improves your non-verbal communication effectiveness.
- You can improve your effectiveness as a non-verbal communicator by observing and analyzing both the physical environment of interactions and the body language, appearance, gestures, vocal cues, eye contact, and touching behavior of the participants.
- Inculcate positive Body Sport.

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We have certain advises or certain tips to improve nonverbal communication. First is to adopt the nonverbal behavior along the positive mode. If you have the positive nonverbal communication behaviors or patterns, then you can improve your nonverbal communication to a large extent. You can also increase or work upon improving your effectiveness as a nonverbal communicator by observing be very clear that you support it by your practical repetition of such, positive nonverbal behaviors.

The idea is to analyze both the physical environment of the interactions and the body language, look at the appearance of the communicator, the gestures, vocal cues, eye contact and how they are touching each other, I mean the touching behavior of the participants during the communication situation.

And the last is of course, to inculcate a positive body sport. Now by body sport, I mean the way in which you sport or display your body, your body sport should be positive. We will have more on this, we have two more sessions on body language in which we will be covering this aspect of inculcating positive body sport.



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**Nonverbal Communication**

- Honesty
- Reliability
- Efficiency

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So, nonverbal communication towards the end of this topic, is a question of being honest to yourself being reliable, in the sense that you should not be sending mixed messages. You are verbal and nonverbal communication should complement each other. And the third is efficiency, this is an area where you can work, you can treat yourself as the lab and you are the teacher. And you are the components of the practical experiment. So, you can work up on yourself and increase your efficiency on the nonverbal front.

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**Maximizing Nonverbal Communication Skills**

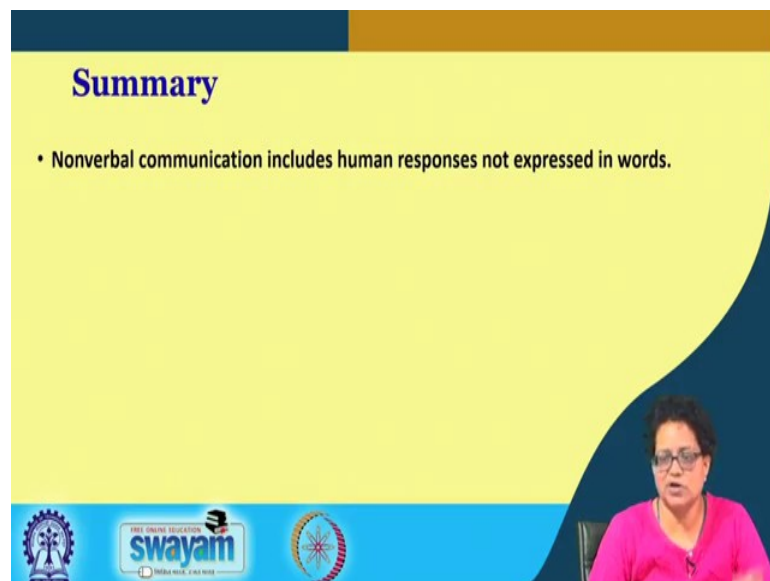
- Smile genuinely
- Be aware of false cues
- Keep appropriate distance
- Use touch carefully
- Respect status
- Shake hands appropriately

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Maximizing nonverbal communication skills would employ a series of steps, first is to give a genuine smile and not a fake smile the second is to be aware of the false cues, your sensitivity your experience will teach you to how to differentiate between true cues and false cues. The second is be aware of false cues, the third is to keep appropriate distance keep a respectable distance between yourself and the other keeping in mind Edward T Hall's four distances use touch carefully. Respect the status of the other and as a sign of being a friend or more welcoming shake hands appropriately. We have this short video for you, in conclusion to nonverbal communication.

Good morning sir, what can I get started for you today, what is that (Refer Time: 26:56) a pastry no (Refer Time: 26:57) double chocolate chip muffin (Refer Time: 27:13) you are three (Refer Time: 27:22) series awesome you know I love the (Refer Time: 27:25), they on my life somewhere (Refer Time: 27:28) you me gun shoot 3 shots all right, sir three lotus 3 milk is (Refer Time: 27:50) and 3 shots no assassinations ok. And three (Refer Time: 27:58) in series it is going be 68 12.

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So, if you saw; if you saw the conclusion to this video a 1000 words nonverbal communication speech, the idea is a picture can be a representation of a 1000 words similarly non verbal communication can replace 1000 words. In summary, we have to make a quick revision of what we have learnt today in lecture 6 and 7 number 1 nonverbal communication includes human responses other than words.

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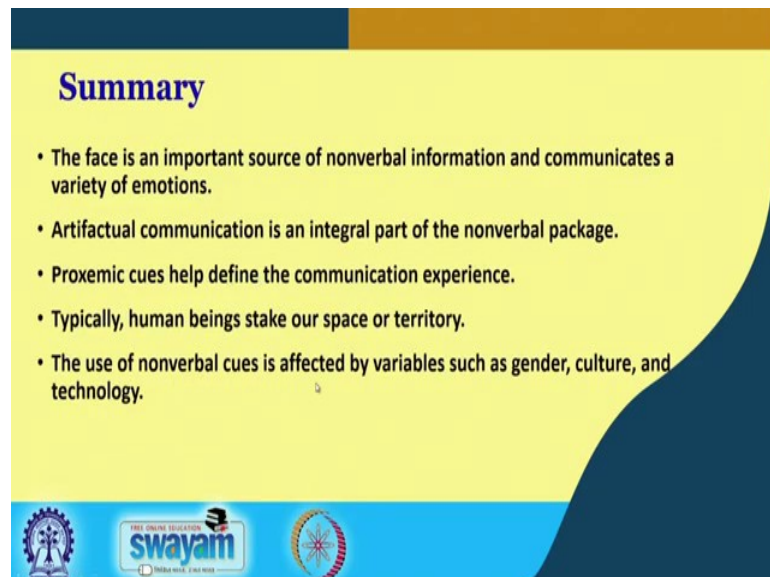
**Summary**

- 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

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The second is there are 8 type of nonverbal communicative aspects, we are covering the ICS terms first kinesics, vocalics, proxemics, chronemics, haptics and olfactics. So, we have in fact, 6 ICS terms and we have two more to remember the second one is clothing and artifactual communication and the last one is color.

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**Summary**

- The face is an important source of nonverbal information and communicates a variety of emotions.
- Artifactual communication is an integral part of the nonverbal package.
- Proxemic cues help define the communication experience.
- Typically, human beings stake our space or territory.
- The use of nonverbal cues is affected by variables such as gender, culture, and technology.

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Let us move further the face is something which is as I said you cannot hide it is an very important source of nonverbal communication and communicates a plethora of emotions. Artifactual communication is the next important aspect of the nonverbal package,

because cloths and artifacts or what you wear on your person as such is very important to your individual unique personal, nonverbal repertoire.

Next is proxemics cues helps to define the communication experience, because as Edward T Hall said there are four types of communication distances proxemics. We have also as human beings, we have also the tendency to stake out space and territory and to think that this is our area or our space or our territory. And, lastly nonverbal cues and how we use them is affected by the three variables of gender,culture and technology.

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**References**

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7. [www.youtube.com](http://www.youtube.com)

These are few of the references, I have used in the preparation for lecture number 7 and I thank you for being with me.

Thank you and god bless you.