

## **Advance Course in Social Psychology**

### **Lecture 29: Communication - Part II**

Welcome back. Let us continue our discussion related to communication. In the previous lecture, I have talked about verbal communication. In this lecture, I am going to talk about non-verbal communication, which is entirely a different phenomena from, different from verbal communication. So, let us first define that what is non-verbal communication. The most important characteristics when we are talking about non-verbal communication is that it has no structure, no vocabulary and is very spontaneous and reliable.

Any person can play with the words, can play with the words in form of speaking or speech or in writing. But when we talk about non-verbal communication, it has no structure and it is so spontaneous that even without uttering a word, the other person can get a very clear and reliable message to himself. So, non-verbal communication is the non-verbal human response in form of gestures, facial expressions or any body movement and is perceived characteristics of the environment through which the non-verbal messages are transmitted. The person has a thought, but does not give any speech or word or any connotation in form of phonetic or semantics to that thought pertaining to that environment and without uttering a word, the person through facial expression, movement or gesture can easily convey the message to the other person.

So, this is non-verbal communication where there is no speech, there is no vocabulary and it has no structure, but still it is considered to be the more reliable form of communication. Conventionally, non-verbal communication has come to mean, it has several aspects when we talk about non-verbal communication. It is paralanguage where voice is more intense although the person is not communicating verbally any message to the other person. So, this constitutes voice intensity or speech disturbances. Any person who receives any news which creates anxiety within the person, the verbal communication can be, oh my god, this was not expected.

Maybe the verbal communication will involve these kind of words, but sometimes the person has a different way to respond to such any bad or unfortunate news that maybe the person experience anxiety, but he is unable to speak. He will experience some disturbance and there will be some disturbance in form of, disturbance in the intensity through hesitation or it can be in form of silences. For instance, any anxiety can be expressed while the person keeps silent. He would not say anything and he will have a very blank face. This is paralanguage.

In spite of saying yes to the other person, maybe the person will express some kind of unspoken tone before the other person which can be in form of hesitation that how to respond. It can be in form of non-fluences, not saying yes, but maybe, oh. So, these have no words, no meaning, but some speech disturbances can be expressed which are completely non-verbal in nature. So, paralanguage constitutes voice intensity, speech disturbance under anxiety

situations. It can be hesitation when this person has some fear to speak in front of some few, some other group members and they, how they tend to hesitate in speaking or it can be silences.

It can be laughing or yawning for instance, when we are not interested in listening to the other person, we start looking here and there or we will start yawning. This is a clear cut message to the person that I am not interested in listening to you at this moment. So, all these non-fluences and yawning constitutes paralanguage which is a way to communicate non-verbally. So, generally more the way something is said than precise words used. That is why it is being said that any non-verbal communication is more spontaneous and reliable even when we are using words, may be the person cannot trust or rely on those words, but if it is non-verbal message communicated to the other person, it has to be very much reliable, spontaneous and more transparent.

The other parameter or determinant of non-verbal communication is kinesthetics or body language, which is a most important form of communication in a day to day life as well. Be it any social situation, be it any organizational meeting, how employees respond to the higher authorities or vice versa while not uttering a word, but still the message is clear to us. So, this involves kinesthetic or body language. This kind of study was first introduced by Ralph Zelene and he was particularly interested in what factors affect eye contact and suggested that eye contact is used to indicate affiliative orientation and an information seeking device. Now through body language, even involving eye contact, we can express fear, we can express fright, we can express intimacy and at the same time we can also express curiosity to gain some more information.

The most important thing is that again when we are talking about body movement, kinesthetic or eye movement, there is no usage of verbal speech. It is only nonfluencies or simple body movements which give a clear cut message to the other person. So, kinesthetics involves not only body movements, but it also involves emblems, affective displays, illustrators and adaptators. Now here emblems which was first used by researcher David Ephron and it is these are the non-verbal signals that can generally be transmitted directly into words and describe gestures that have very precise meanings known within ethnic or cultural group. For instance thumbs up, now this in any particular culture can be considered or translated into word as okay or perfect.

It can be a forwarding palm in one culture, it can be a symbol of vitre or it can be in another culture to stop or to block. So these kind of emblems have some cultural influences or connotations, but even in every culture these body movements have specific meaning and we can understand while giving these meanings in a verbal form. For instance it can be gestures such as beckoning with the first finger that is to come here. It is being considered as a body language in one culture and may be not acceptable in the other culture. It can be thumb to index finger that is okay or it can be a wave that is hello or goodbye or it can be hand to ear requesting a person to speak louder.

So these are the emblems which involves body movements without any verbal message, but it has some verbal meaning hidden behind those body movements. So these are the emblems. It also involves illustrators. These are directly tied to speech serving to illustrate what is being said verbally to enhance receiver comprehension. For example we shake our head when we say no or we shake hand it can be a welcome and also it can be the end of the game.

When any event is over still we shake hand with the other person. So these are illustrators which has some direct meaning to the speech. We can easily understand or we can easily translate those body movements to words or speech. So these are illustrators which is easily to comprehend or understand about the other person's message. These are illustrators and the other is effect displays.

As the term implies it talks about emotions and feelings that how they are being conveyed through our facial muscles and eyes also. Like I said just now that even eye contact reflects intimacy, information seeking anxiety or curiosity. It can be both it can be fear and fright as well. So effect displays are non-verbal communication that expresses emotions and feelings and these feelings are expressed in a non-verbal pattern through our facial muscles. Our facial muscles contract and expand whenever there is some kind of emotions we experience.

So this can be happiness or surprise. Our eyes are elated when we are happy. When we are sad our eyes is squeezed down in a way that we can easily understand that the other person is not feeling happy after listening to some bad news. So this is termed as effect displays. It can be discussed or it can be interested.

Any person who enters the room and we like that person a lot we can easily display our effect through our eyes that you are most welcome. On the other hand if the other person whom we do not like at all and enters the board meeting board room then definitely our disliking for that person can be easily reflected in our eyes. So effect displays are extremely informative and influential. Informative here means that we can receive any kind of emotional information in form of liking and disliking from the other person in a very lucid manner. Therefore an effect display might accompany folding up your hands for silence or two men threaten each other but do not fight openly.

So even they can use their fist to express the feeling to threat the other person without uttering a word and at the same time they have anger in their eyes as well. Similarly they can be request in the eyes while requesting the other person by folding hands. So this is effect displays where you are requesting and at the same time you are also trying to threat the other person. So all these movements in form of effect displays through our facial muscles can easily express body movements or effect displays. Adapters, here adapters in terms of body language or kinesthetic

can be that whenever we are waiting for our results we try to start biting our nails because there is so much of anxiety or we start shaking our legs.

So these are the adapters through which we are expressing our emotions. We are anxious, we are tense, we are stressed, we tend to just express that emotion through our body language without uttering a word. So these are adapters, these are body motions used by people to adapt or adjust to a communication process that is occurring. It may be stressed induced reaction that is what I said when we are waiting for the result we start biting our nails because there is so much of tension within us. We want to settle down, we calm down but how to? We cannot calm down at that particular moment and how we are expressing that anxiety without uttering a word.

Biting our nails, tapping your foot or fingers or using another repetitive body motion during the conversations. We are waiting for the results, we start moving in the room from left to right, right to left like a pendulum. So this is adapters that body language is something that is reflecting your emotion in a very unspoken manner but that message is loud and more precise. These are the three non-verbal communication patterns in terms of paralanguage, kinesthetic or body language which also includes emblems, illustrators, effect displays and adapters. These are some pictures which reflects kinetics or body language that how facial muscles contracts and expands when we are in anger and at the same time the other picture which has a sense of achievement on the face of that person.

This is kinetics or body language. In these three pictures we can easily identify tension, stress and anxiety. All the three pictures are displaying effect in form of stress, in form of anxiety, in form of curiosity. Next comes proxemics. Another important aspect of non-verbal communication apart from body language although it is very important then proxemics also has its own significance to talk about non-verbal communication where we use space in any social interaction.

The significance of space we use while interacting with the other person. Proxemics is the study of how space and distance influence communication. It can help us to understand the level of interpersonal relationship between two people. So proxemics uses the distance metaphor to describe human relationships and deals with the amount of space we usually occupy to demonstrate during communication. The more two people are very close to each other that will reflect the level of intimacy between two people.

It has a specific very defined and precise space that two people occupy. It is between 0 to 18 inches. That is intimacy that reflects that two people are intimate, they are very close to each other and that is there that all depends on the amount of space they share or occupy. So we can say that according to Edward T. Hall who classified the distance metaphor in non-verbal communication that there are three zones that are being used in proxemics.

That is intimate zone for embracing, touching or whispering. Two people are very intimate, they are very close to each other. The distance will be maximum from minimum 0 to 18 inches where the two people can express their affection towards each other while hugging or embracing or whispering between the two people. There can be a personal zone also where the interactions take place between two friends and the zone that is the space that occupy the two people for each other is 1.

5 to 5 feet. So this is a personal zone where two people are interacting with each other. For example a family, siblings, parents, grandparents all are living together and they are personal to each other. They maintain a personal relationship with each other and that space that they share with each other is between 1.

5 to 5 feet. So this is personal zone. It can be a family, it can be a good friend. Other is social zone where people have acquaintances with each other for maybe in a residential building we know our neighbors very well and we maintain a distance based on the space that is 5 to 7 feet of distance. That means the distance is so much that we understand each other, we talk to each other but that distance will define the relationship between two people in that neighborhood locality and the other is public zone which is used for public speaking. So that zone extends from 12 to 25 feet. So the distance metaphor will define that the distance between the leader and the follower is between 12 to 25 feet.

So the leader is actually addressing the public and that is the distance. So this clearly indicates that the leader is addressing the mass or the followers and that distance will define the relationship that one is the leader and the other is the follower and that relationship is very professional. So this is how according to Edward T. Hall when we talk about proxemics we use distance in terms of the space people occupy in any social interaction.

This is proxemics. The use of space or the amount of space two people occupy during social interaction and that space will define that zone will define the quality of relationship between two people. It can be personal, it can be intimate zone, it can be social zone and it can be public zone. So this is a diagrammatic representation of proxemics which defines the distances. So in the intimate zone two people are so close to each other.

The personal it is like a family. They are revolving in a space of 1 to 1.5 to 5 feet inches. The other is social. So this is how the space are defined in any social situation and the most important thing to understand is that in this study of proxemics the distances are or the spaces are occupied in a very natural fashion because two people know that what kind of relationship they share with each other and that zone is being occupied or created in a very natural course of action. These are the some examples of proxemics where it is intimate zone, social zone and personal zone.

So in all the three pictures three types of zones are easily understandable. So these are proxemics the use of distance metaphor. So this is how we have discussed about proxemics and body movements where nonverbal communication involves but ultimately the significance is that whenever there is some nonverbal communication the communication is spontaneous although it is unstructured but it is very precise and reliable. If we talk about proxemics as well I will just go to the pictures that I have used in the discussion. Even without uttering a word we can simply understand that what kind of relationship people share in all the three pictures.

The zones are easily identifiable that is intimate zone, personal zone and social zone. No words are there. No words are required to understand the relationship among members in all the three pictures. Similarly if I go to kinesics here also based on the facial contraction of muscles all the type of emotions are easily displayed on the face in terms of anger.

They can be a frowning expression on the face. There can be a sense of achievement where proud or pride is easily reflected on the face. It can be tension. It can be anxiety. It can be curiosity. So all in all nonverbal communication plays an important role to understand the real or hidden message in the body movements.

So we are through with the discussion. I will continue in the next lecture. Thank you so much. Thank you.