









NON-VERBAL COMMUNICATION

Do you know that

- 60-70% of all meaning is communicated non-verbally?
- 65% of a job interviewer decision is based on the non-verbal impression?



BIRDWHISTELL'S COM. MODEL

- •Channel 1 audio-acoustic- speaking and listening
- •Channel 2 kinesic
- •Channel 3 olfactory
- Channel 4 tactile
- Channel 5 chronemic
- •Channel 6 paralinguistic



Why is NVC important on business communication?

- •Non-verbal signals can be
- •Complementory Sit down. showing the place
- difference between the verbal and non-verbal message
- I am pleased frowning



DIMENSIONS OF NON-VERBAL COMMUNICATION

- Kinesics body language
- Haptics touches
- Proxemics distances
- Chronemics time of turntaking
- Vocalics accent, intonation, sighs, yawning
- Oculistics eye contact, blinking
- Mimics face expression



Kinesics – according to Hall

- The body has 8 areas: face, neck, arms, hands, trunk, hips, legs, and feet - their gestures are called kinemorphs
- Kinemorphs are combined and form kinemorphic constructions
- like words and sentences in the language







CROSS-CULTURAL DIFFERENCES

- •A circle sign made with the thumb and forefinger different meaning in GB and the USA, Japan, France, Africa, etc.
- money, being worthless, vulgar, OK
- •Your country?
- •Universal gestures?











Haptics - touches

- •Research carried out in 3 places Paris, Florida, London
- •Couples of people observed during 1 hour's conversation in a café
- •The biggest number of touches-
- ___
- ·Hugging, kissing, patting



Proxemics - distances

- Formal situations standard distance in European cultures between 1.5-2m
- Culture differences southern European cultures smaller distances,
- Northern European bigger they feel their personal space is invaded and don't feel comfortable

High contact and low contact cultures

Vocalics – accent, intonation, sighs, yawning

•Intonation and accent can tell where the person is from

•Sighs and yawning can tell about someone's mood



Chronemics

- •Micro-dimension turntaking interrupting or waiting until another person finishes the sentence
- •Macro-dimension -attitudes to time
 - you can nonverbally show if time is or isn't important for you
 - Monochrony x polychrony





Oculistics – eye contact, blinking

•Different extent of eye contact in various cultures

- •Japan less
- •In Europe more
- •Blinking is offensive in some countries

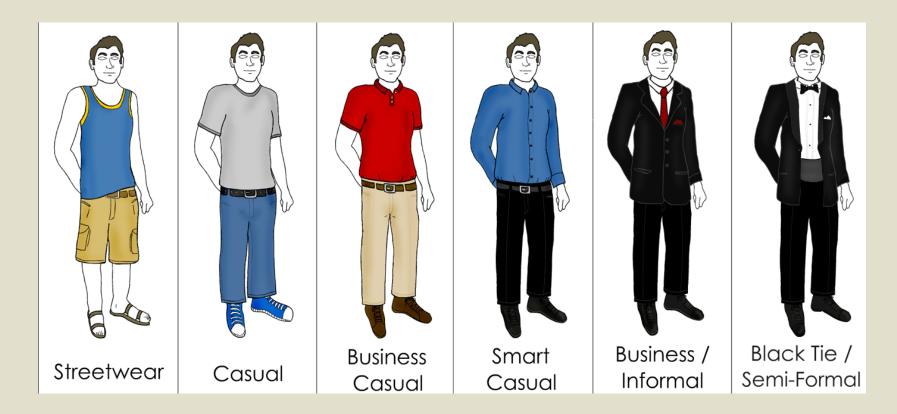


Face expression





Dress code





ACCEPTABLE DRESS

The above ove all compliant with the Dono Regulations, including the ledy on the for right, wearing a dress over leggings.

UNACCEPTABLE DRESS



Ben midriff, jeans

Phio shirt

Biouse acre leggings

No tailord justet, so tir

Jeans (any colour)



Discussion questions

- Do people in your target country use many non-verbal messages?
- Are there any typical gestures?
- What are touches, distances and eye-contact in your culture?
- What is the meaning of silence?
- School uniforms? Dress code?

