



# 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







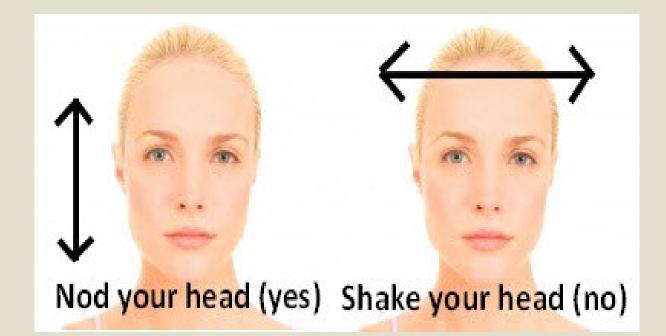
#### **CROSS-CULTURAL DIFFERENCES**

- •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?



# Hand shakes – different frequency and intensity

 https://www.google.com/search?client=firefox-bd&q=video+shaking+hands+politicians#fpstate=ive&vld=cid:5028b4f
9,vid:T84se4fc4KU









#### **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

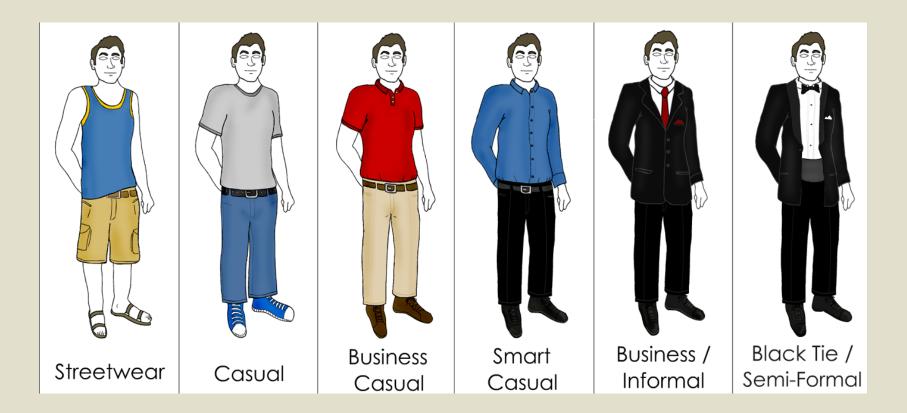


#### Face expression





#### Dress code





#### ACCEPTABLE DRESS

#### UNACCEPTABLE DRESS



The above ove all compliant with the Doris Regulations, including the ledy on the far right, scenaring a dress over leggings.





#### **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?
- https://www.youtube.com/watch?v=4f6PO9BsYr8

