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FAKULTA V KARVINĚ

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**
- **Complementary – Sit down. – showing the place**
- **Incongruence – 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-b-d&q=video+shaking+hands+politicians#fpstate=ive&vld=cid:5028b4f9,vid:T84se4fc4KU>



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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



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Dress code



Streetwear



Casual



Business
Casual



Smart
Casual



Business /
Informal



Black Tie /
Semi-Formal



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ACCEPTABLE DRESS



The above are all compliant with the Dress Regulations, including the lady on the far right, wearing a dress over leggings.

UNACCEPTABLE DRESS



None midriff, Polo shirt Blouse over leggings No lined jacket, no tie Jeans (any colour)



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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>