

Verbal and non-verbal communication

- Language is full of non-verbal references
 - “I won’t take this lying down”
 - “c’mon, chin up”
- It shows emphasis and clarify’s meaning through illustrators
 - Illustrators used with the words to clarify
- Nonverbal communication makes up for 55% cue’s, 38% is voice inflection and 7% by words
 - Over 90% of communication is non-verbal
- A person's words are more likely to lie than his/her body
- Primarily shaped by biology (more universal than verbal)
 - Multi-channelled, more relational than content-oriented
 - Often unconscious
 - Can be ambiguous and is continuous
 - Only not universal in certain cultures
- Like verbal communication, nonverbal is connotative and denotative
- General categories: we communicate liking, power, and responsiveness

General principles

- Non-verbal codes are more trusted than verbal
 - Actions speak louder than words
- Non-verbal codes are more emotionally powerful
- They are continuous and natural
- Non-verbal codes occur in clusters among other non-verbal and verbal cues
 - Think grapes, not apples
- Non-verbal codes carry the relational component of communication
- Non-verbal codes regulate interaction

Key types of non-verbal communication

- Kinesics → body movement
- Proxemics → use of space “proximity”
- Chronemics → use of time
- Artifacts → anything added to the body
 - Emblems: conveys meaning without words, and is a cultural symbol
 - illustrators: further elaborate on verbal codes, further clarifying words
 - E.g when you give directions
- Paralanguage → anything added onto words
 - Sigh, grunt, gasp
- Haptics → touch

How would you gauge your non-verbal intelligence?

- Eye-contact, time, power distance, fidgetiness, tone of voice, pace, posture
- Eye behaviour, touching behaviour, how you use your space
- Colour, mirroring, head movements, intonation

What are the worst non-verbals? What are the best?

Ekman's (1965) typical functions of non-verbal communication

- **Repeating** → repeats what was said verbally
- **Contradicting** → the NV message contradicts what is being said verbally
 - Conflicting
 - Can affect credibility
- **Complementing/accenting** → elaborates what is being said
- **Substituting** → takes the place of verbal e.g. downturned posture or facial expression
- **Regulation** → helps to control verbal communication
 - We coordinate verbal and non-verbal in producing messages
 - We coordinate with those to our interaction partners
 - We regulate the flow of verbal messages

The communication environment

- Physical and spatial environments
- The physical →
 - Communicators physical characteristics
 - Body movements and position
 - People who gesture more are seen as being in power (pointing is a big key)
 - Often related to power
 - Posture
 - Touching behaviour can be not only nurturing but persuasive too
 - Including manipulators and fidgeting
- The spatial → proximity
- Nonverbal behaviour in the total communication environment
 - Time: punctuality, how much time you give to someone
 - Space: formal, hierarchical, open/closed, focal points, decor
 - Intimate 0-1.5 ft
 - Personal 1.5-4 ft
 - Social 4-12 ft
 - Public 12 ft and over
 - Proximity reveals about a relationship and prejudices
 - The study of personal space is called "**proxemics**"
 - Also related to **territoriality**

Touch study

- Sydney Jourard (1966) observed the number of touches between couples in cafes:
 - San Juan, Puerto Rico 180
 - Paris, 110
 - Gainesville Florida, 2
 - London England, 0

Eye behaviour

- According to Ray Birdwhistle, the human face can express up to 20,000 expressions
 - Vocal behaviour is paralanguage

- Buller and Aune (1988, 1992) suggest that we are more likely to agree with a speaker whose speaking rate is similar to our own
- We pay more attention to tone than to content
- We void sarcasm

Nonverbal miscommunication

- Hand gestures
- Voice intonation

Improving nonverbal communication skills

1. Establish and maintain eye contact
2. Use posture to show interest
3. Reduce or eliminate physical barriers
4. Probe for more information
5. Avoid assigning non-verbal meanings out of context
6. Associate with people from various cultures
7. Realize that appearance sends many messages and can add to credibility and persuasiveness
8. Loosen up

Persuasiveness

- Moreso, when mirroring the audience
- Lean in, use gestures
- Open posture

Empathy

- Eye contact
- Open posture with gestures
- Not a dominating position, equal

Questions

1. What kind of silent messages do you send to your peers or your professor?
2. What do these actions say?
 - a. Whistling, wringing of your hands
 - b. Rubbing hand through hair
 - c. Open hands, unbuttoned coat
 - d. Sprawling sitting position

Men and women do not talk the same

-