



BUSINESS COMMUNICATION SKILLS

TOPIC: **NON VERBAL COMMUNICATION**

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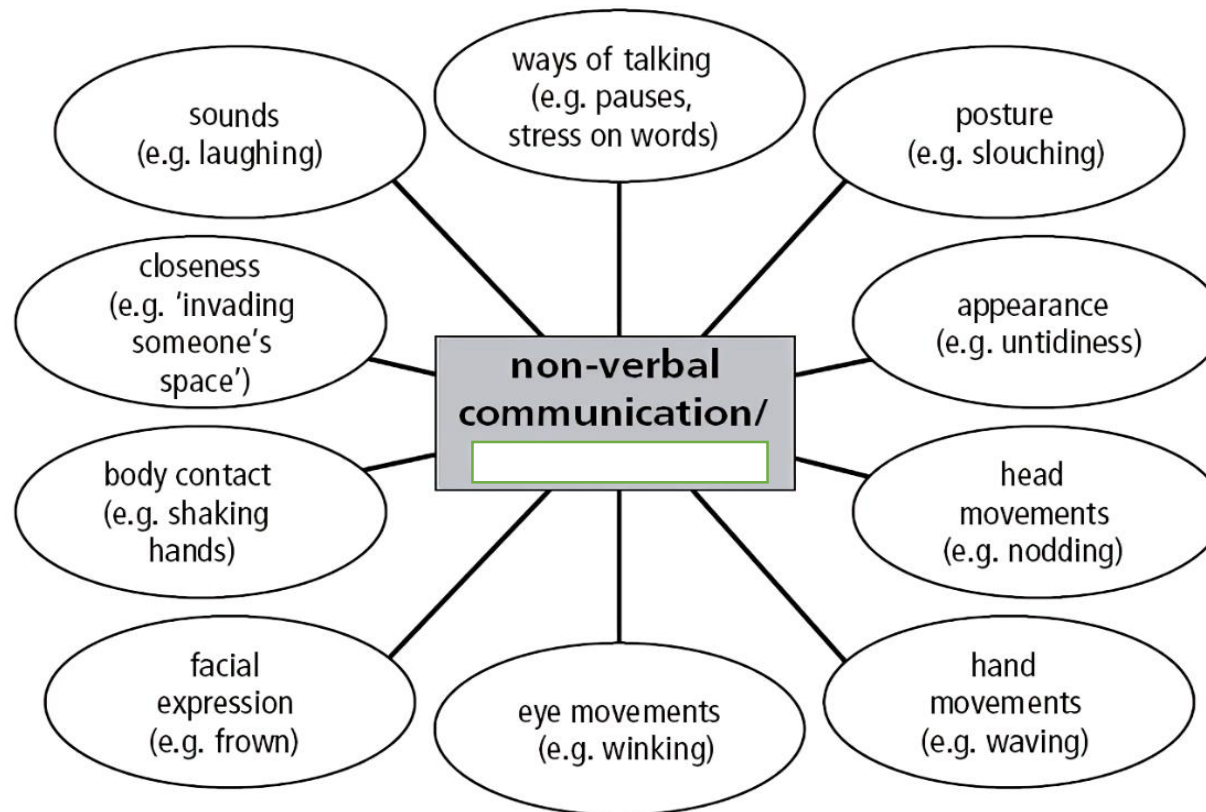
SCHOOL OF LEADERSHIP AND BUSINESS MANAGEMENT

INTRODUCTION

- Nonverbal communication is an **essential part of communication**, and also has a vital impact on business communication.
- Understanding nonverbal communication techniques can help business owners understand more about their customers' expectations and demands.
- In the business environment, non-verbal communication is important; e.g. eye contact when conducting a presentation can make others have confidence in you.

WHAT IS NON VERBAL COMMUNICATION?

- It is the process of **sending and receiving messages without using words, either spoken or written.**



Non Verbal Communication

“ **Nonverbal communication** is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals. ”



Facial expressions



Touch



Body movements and posture



Eye contact



Gestures

What is Non-Verbal Communication in Business?

What is Non-Verbal Communication?

- Nonverbal Communication has been defined as communication without words. It includes apparent behavior such as facial expressions, eyes, touching, and tone of voice, as well as less obvious messages such as dress, posture and spatial distance between two or more people.
- Everything communicates, including material objects, physical space, and time systems. Although verbal output can be turned off, nonverbal cannot. Even silence speaks.



TYPES OF NONVERBAL COMMUNICATION

1. BODY LANGUAGE

- It is a type of nonverbal communication in which **physical behaviors**, as opposed to words, are used to express or convey the information. Such behavior includes body movement, facial expressions, body posture, gestures, eye movement, touch and the use of space



Body language

Defensive



Arrogance



Annoyed



Are you being defensive? - I don't think so!

Irritated



Happy



Confused

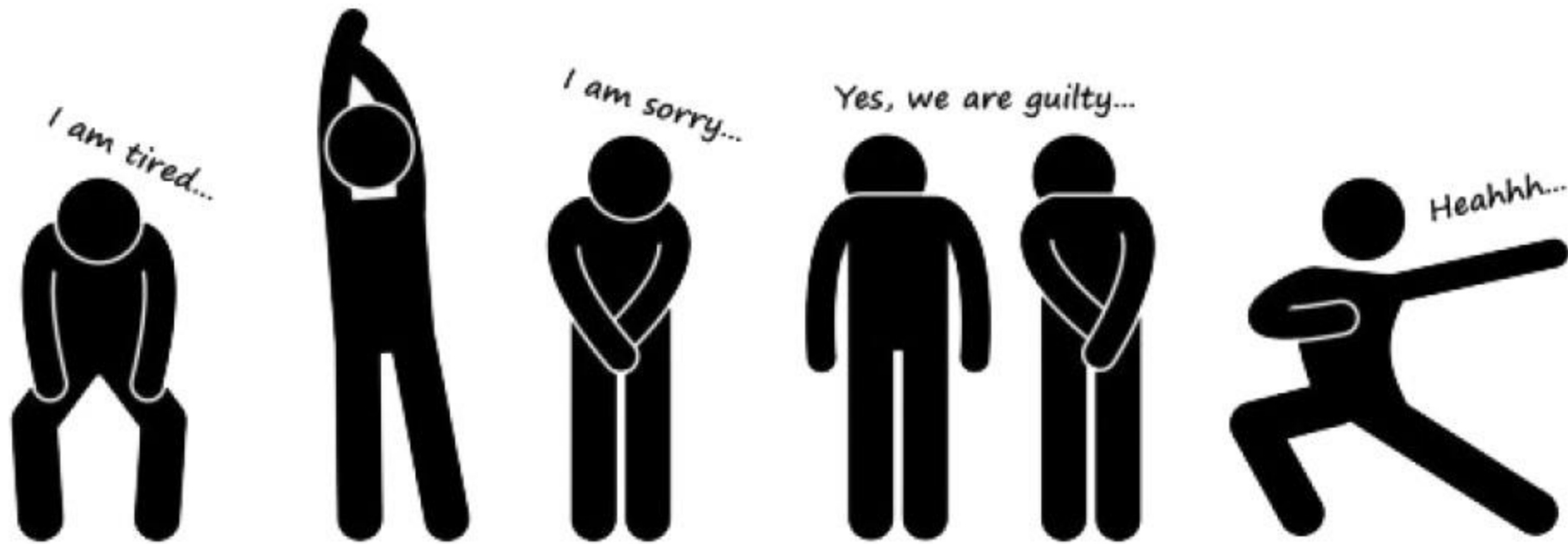


Worried



a) Body Movement

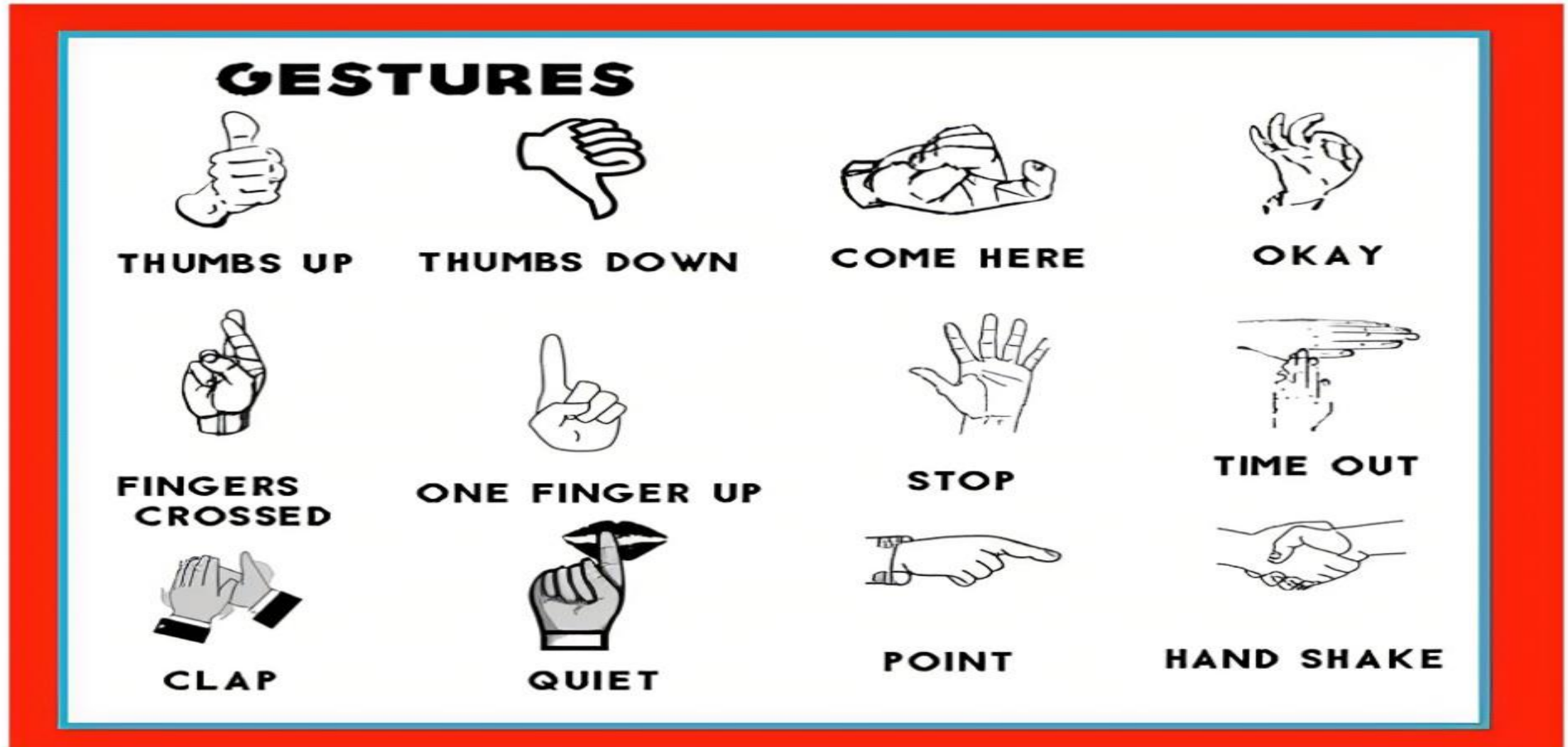
The study of body movement is known as kinesics and it deals with all the ways people use their bodies to communicate or enhance their verbal communication.



b) **Posture:** the way you position and move your body—can communicate a great deal about you. e.g. leaning toward or leaning away from someone in conversation can convey your degree of interest, attentiveness, or involvement. Turning your back can convey a lack of interest or signal the end to the conversation.



c) Gestures are any movement of the hands, fingers, or arms. Open arms can signify honesty and openness.



d) Facial expressions are the arrangement of facial muscles to communicate messages. They include the mouth, cheeks, eyes, eyelids, eyebrows, forehead, nose, and chin. The face is probably the most observed part of the body when we communicate with others, and this is not without reason. Our face usually communicates our internal, emotional experience.



Happiness



Surprise



Fear



Neutral



Disgust



Anger

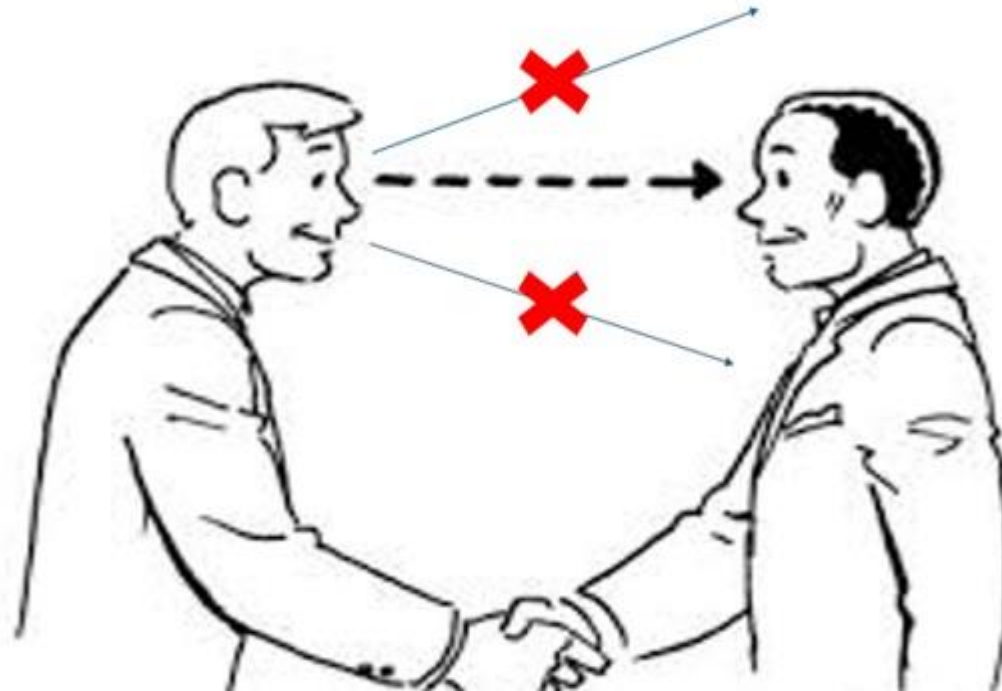


Sadness



e) Eye contact can also communicate several different types of messages. Direct eye contact in our culture can communicate involvement, intimidation, and intimacy.

- Our eyes can also communicate dominance and submission. We can “stare someone down” with a prolonged gaze that is not returned by the other person, or we can avoid or break eye contact when talking with a superior, such as a boss or supervisor.



Eye Contact



- The eyes play an important role
- such things as looking, staring, and blinking can also be important nonverbal behaviors.
- Looking at another person can indicate a range of emotions including hostility, interest, and attraction.
- People also utilize eye gaze as a means to determine if someone is being honest. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy.
- Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.

TYPES OF NONVERBAL COMMUNICATION

2. PARALANGUAGE

Paralanguage is how we speak. Paralanguage includes pitch, volume, rate, and quality.

a) Pitch refers to the highness or lowness of our voice.

The pitch of our voice is primarily determined by the physical length and thickness of our vocal chords, but it can rise if we are frightened, anxious, or excited, and it can lower if we are attempting to sound more powerful or authoritative.

FACTORS THAT INFLUENCE OUR PARALANGUAGE

b) Volume refers to the relative softness or loudness of our voice. We often speak in a characteristic volume; some individuals talk loudly, whereas others talk in almost a whisper.

- We can also adjust our volume to meet the requirements of the communication setting we are in.
- In a noisy, crowded room we raise our volume and speak above the other voices, whereas during a movie or quiet dinner we lower our voice.

FACTORS THAT INFLUENCE OUR PARALANGUAGE

c) Rate is how fast or slow we speak.

People tend to have their own personal rate of speech. Some speak fast, others slow.

-We tend to increase our rate of speech when we're excited, frightened, or nervous, and

-We tend to decrease our rate of speech when we're uncertain, thoughtful, and sad.

FACTORS THAT INFLUENCE OUR PARALANGUAGE

d) Quality refers to the overall sound of our voice.

- Each human voice has a distinctive tone. The quality of one's voice may be characterized as soothing, harsh, strident, or calm.
- We each have a distinctive quality to the way we sound. Can you recall your mother's voice? Your father's voice? Your best friend's voice?
- Often, when answering the telephone, we immediately recognize the caller by his or her voice quality.

TYPES OF NONVERBAL COMMUNICATION

3) PERSONAL PRESENTATION

This is how we dress, look and present ourselves in public or private settings. The two main we communicate through personal presentation is through clothing and grooming.

a) **Our clothing** is one of the most obvious and public displays of who we are and what we want to communicate to others.

The primary consideration is popularity, attractiveness, and status. We can create a variety of public images simply by the clothing we wear.

b) **Our grooming** can communicate messages to others.

The length and style of our hair, bathing routines, makeup, perfume, finger and toe nail painting (even for men these days), and many other grooming habits communicate a great deal about who we are and how we want to be perceived.

Power of Personal Appearance



TYPES OF NONVERBAL COMMUNICATION

- **4. SIGN LANGUAGE**

- Sign language is a form of non-verbal communication commonly used for the hearing impaired.
- It involves the use of hands to make symbolic gestures which have specific meanings.
- Sign language is taught in formal learning institutions for communication with the hearing impaired such as the use of braille.

EXAMPLES OF SIGN LANGUAGE...

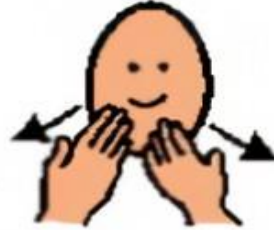
not



please



thank you



more



all done



help



play



please be quiet



slow



don't



listen



I'm ready



OK



hello



it's time



FUNCTIONS OF NON-VERBAL COMMUNICATION

- Message reinforcement or complementation of verbal messages, for example, a warm welcome and a firm handshake.
- Message substitution, i.e. using nonverbal without verbal communication such as pointing.
- Message intensification i.e. smiling as you say, “It is nice to meet you.”
- Message regulation, i.e. lowering the voice to mark the end of a turn or eye contact to nominate the next speaker.

IMPORTANCE OF NON-VERBAL COMMUNICATION

- non-verbal communication is very fast. Speed in conveyance and response makes non-verbal methods extremely useful in critical situations like traffic signs and signals.
- Visual non-verbal methods greatly help verbal communication to be effective; e.g. maps, charts and graphs.
- A large amount of complex data can be presented in a compact form; one page can convey information that would need several pages of words. E.g. use of pictures to illustrate
- Response to visuals and plain sounds is more powerful than to language. E.g. A cry of agony arouses stronger response than reading a sad story,
- It is the best method to convey information to illiterate people. E.g. illiterate drivers manage with the non-verbal traffic signals
- Nonverbal communication can overcome the barrier of language. You can use signs or body language to someone who speaks a language you do not know.
- Sign language helps the hearing impaired to communicate, learn and be able to work like any other physically normal persons.

SUMMARY

verbal	<u>para-verbal</u>	non-verbal
<ul style="list-style-type: none">- Statements about feelings of stress ("I am totally done in" – "I am stressed")- Self-denigration ("I simply can't handle it")- Accusations ("How could you . . ." – "You never even . . .")- Expressions of desperation ("I am a loser")	<ul style="list-style-type: none">- Petulant tone of voice- Raised voice- Accelerated intonation rhythm- loud or soft voice	<ul style="list-style-type: none">- Turning away or getting clingy- Withdrawal/taciturnity- Moaning, whimpering, sighing- Trembling- Perspiration outbreaks- Restiveness- Pallor

CONCLUSION

- There are three ways to communicate in business – verbal, written and non-verbal signals. Each one of these methods is an important way to speak, share your views and opinions with others. Out of these, about 75 percent of communication happens through non-verbal signals!
- In the business environment, non-verbal communication is very important. Think of it as managing your business brand. You want to make sure you are sending the right messages to your customers and not the bad ones that will drive them away.
- Make it your aim to invest in your personal brand by improving your nonverbal communication skills.

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Saying "Thank You"

