

Engaging in Nonverbal Communication

Chapter Five

Focus Questions

- What is nonverbal communication?
- What types or forms of nonverbal behavior have scholars identified?
- How does nonverbal communication express cultural values?
- How can you improve your effectiveness in using and interpreting nonverbal communication?

Cliché or Not?

“Actions speak louder than words?”

Nonverbal Communication

- It includes all aspects of communication other than words
- Includes:
 - gestures
 - body language
 - *how* we utter words
 - features of environments
 - objects

Nonverbal Communication

- Ray Birdwhistell (1970) and Albert Mehrabian (1981) stated:
 - Nonverbal communication accounts for 65% to 93% of the total meaning of communication.



Principles of Nonverbal Communication

- It is ambiguous
- It interacts with verbal communication
- It regulates interaction
- It reflects cultural values

Principles of Nonverbal Communication

- It establishes relationship-level meanings
 - Responsiveness
 - Liking
 - Power

Types of Nonverbal Communication

- Ten forms of nonverbal behavior
- Pay close attention to how we use each to create and interpret meanings

Type 1: Kinesics

- Refers to body position and body motions, including those of the face
- Body postures and gestures may signal whether we are open to interaction
- The face is particularly powerful in conveying liking and responsiveness

Type 2: Haptics

- Nonverbal communication involving physical touch
- Compared to men, women are more likely to engage in touch to show liking and intimacy
- Men are more likely than women to use touch to assert power and control

Type 3: Physical Appearance

- Western culture places an extremely high value on it
 - sex, skin color, size
- We may make inferences about others' personalities based on it
- May have no factual basis, but can affect:
 - personal and social relationships
 - decisions about hiring, placement, and promotion.

Type 4: Olfactics

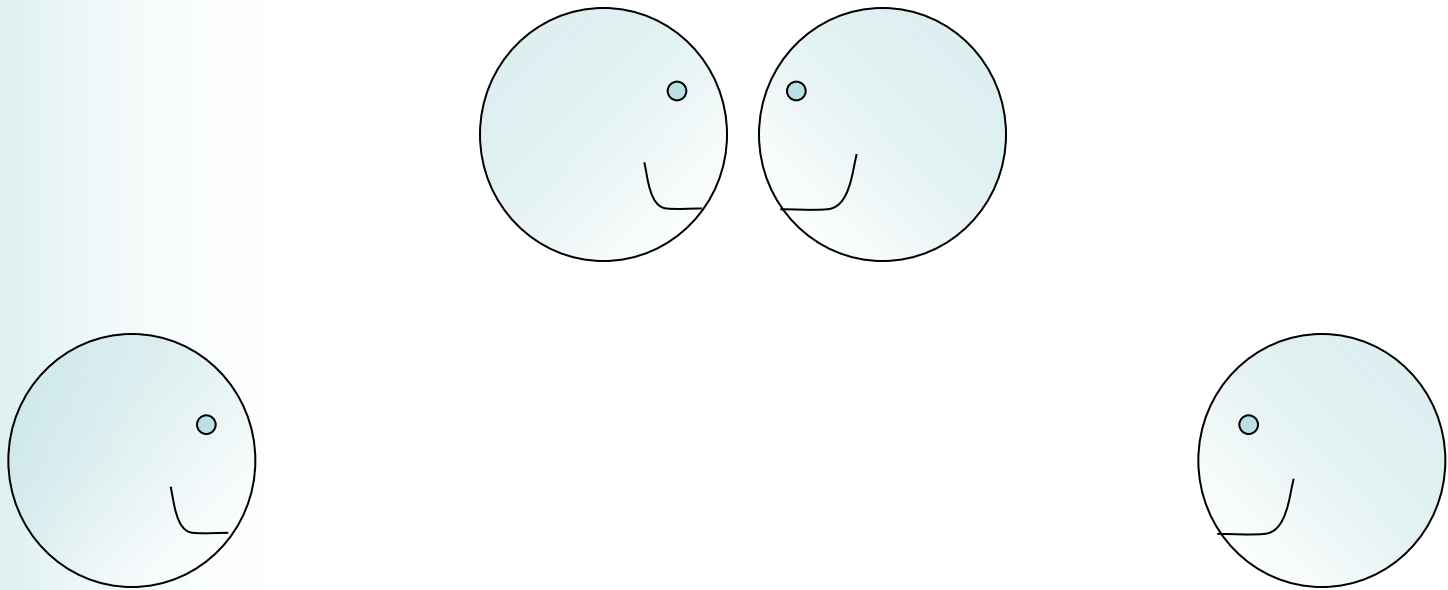
- Is a term for our perception of odors and scents
- Smell is a form of communication
- Scents we choose to wear can be personal signatures
- Pheromones
 - may affect sexual attraction

Type 5: Artifacts

- Personal objects we use
 - to announce our identities
 - to personalize our environments
- Clothing is one of the most common forms
- Expresses our cultural and ethnic identities
- Can announce one's profession

Type 6: Proxemics

- Refers to space and how we use it.



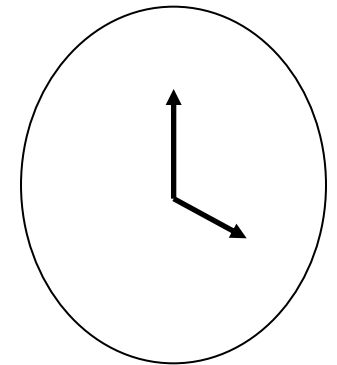
Type7: Environmental Factors

- Elements of settings that affect how we feel, think, and act
- We choose colors, furniture arrangements, and other things to create the atmosphere we desire



Type 8: Chronemics

- Refers to how we perceive and use time to define identities and interaction
- Western societies value time and speed
- The length of time reflects
 - the extent of our interest for someone
 - affection for that person



Type 9: Paralanguage

- Communication that is vocal but not actual words
- Includes sounds:
 - murmurs & gasps
 - vocal qualities
 - Volume
 - Rhythm
 - Pitch
 - Inflection

Type 10: Silence

- A lack of communicated sound
- Can communicate powerful messages.
- Can convey contentment
- Can also communicate awkwardness

Guidelines for Effective Nonverbal Communication

- Monitor your nonverbal communication
- Interpret others' nonverbal communication tentatively
 - Personal qualifications
 - Contextual qualifications

Summary

- Nonverbal Communication
- Principles of Nonverbal Communication
- 10 Types of Nonverbal Communication
- Guidelines for Effective Nonverbal Communication