



Business communication: a meaning of nonverbal communication

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Types of communication



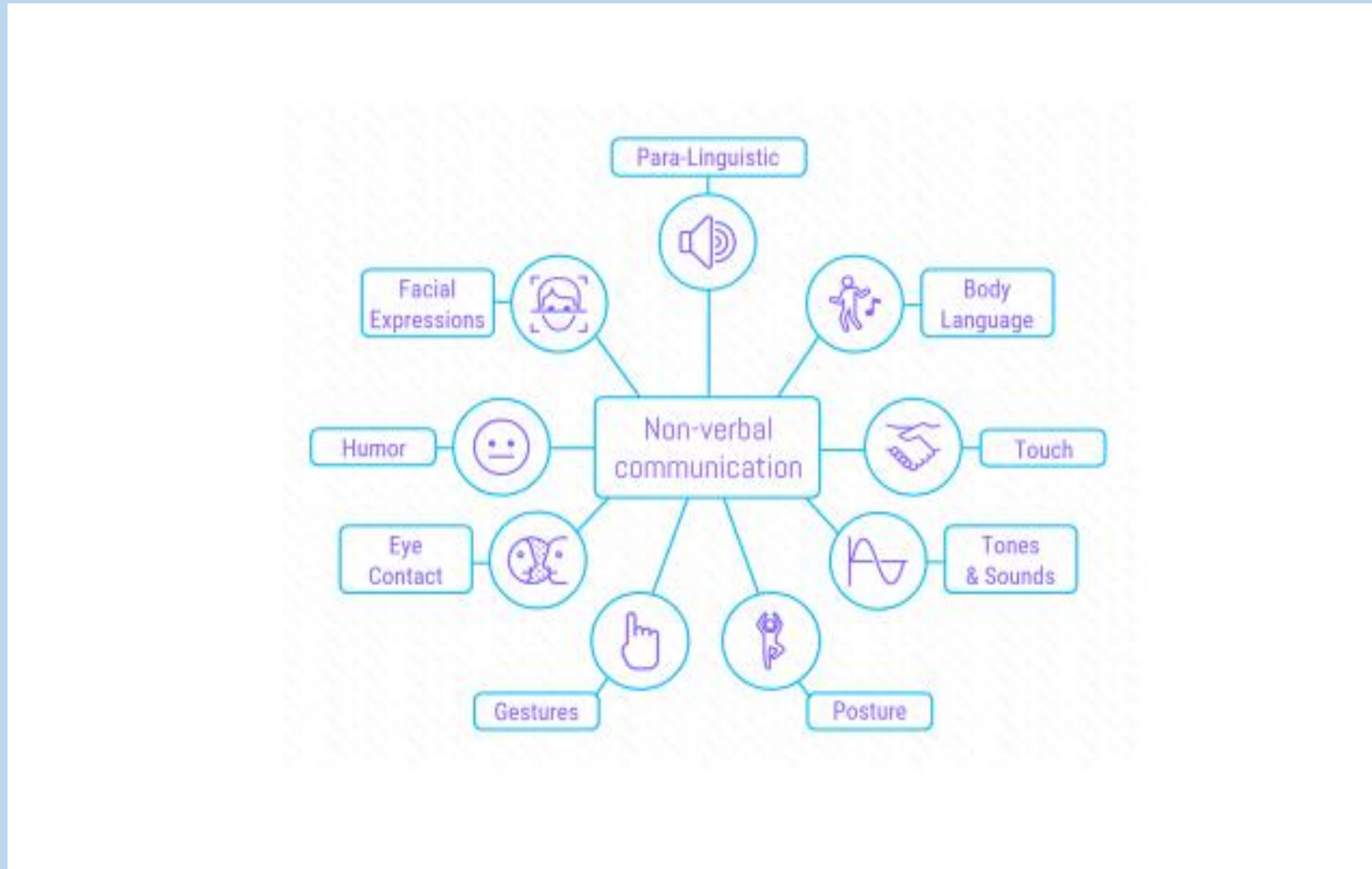
There are other typologies of communication as well, depending on the basis for classification, for example – the stressing of social status, so that it can be formal and informal communication.

Verbal and non-verbal communication

Verbal communication is the exchange of information through words. It may take the form of written or oral words. Letter, memo, report, manual, notice, fax etc. are used as the means of written communication, while face-to-face conversation, interview, meeting, conference, telephonic talk etc. are the methods of oral communication (Bartol and Martin, n.d.)

In the opinion of J. M. Penrose and others, “Verbal communication consists of sharing thoughts through the meanings of words.” According to Bovee and others, “Verbal communication is the expression of information through language, which is composed of words and grammar”

Nonverbal communication



Elements (types) of nonverbal communication

- Chronemics - the use of time (also speed of speech)
- Vocalics - the tone used to communicate the message. This gives an insight into the emotion
- Heptics - use of touch in any communication
- Kinesics - body language and facial expressions
- Proxemics - distance in communication
- Artefacts – appearance and surrounding of the individual while communication takes place

In short,

Whether you're aware of it or not, when you interact with others, you're continuously giving and receiving wordless signals. All of your nonverbal behaviours—the gestures you make, your posture, your tone of voice, how much eye contact you make—send strong messages. They can put people at ease, build trust, and draw others towards you, or they can offend, confuse, and undermine what you're trying to convey. These messages don't stop when you stop speaking either. Even when you're silent, you're still communicating nonverbally.

Nonverbal communication can play five roles:

- **Repetition:** It repeats and often strengthens the message you're making verbally.
- **Contradiction:** It can contradict the message you're trying to convey, thus indicating to your listener that you may not be telling the truth
- **Substitution:** It can substitute for a verbal message. For example, your facial expression often conveys a far more vivid message than words ever can
- **Complementing:** It may add to or complement your verbal message. As a boss, if you pat an employee on the back in addition to giving praise, it can increase the impact of your message
- **Accenting:** It may accent or underline a verbal message. Pounding the table, for example, can underline the importance of your message.

How to improve nonverbal communication

If you're feeling overwhelmed by stress, take a time out. Take a moment to calm down before you jump back into the conversation. Once you've regained your emotional equilibrium, you'll feel better equipped to deal with the situation in a positive way.

The fastest and surest way to calm yourself and manage stress in the moment is to employ your senses—what you see, hear, smell, taste, and touch—or through a soothing movement.

Being emotionally aware enables you to:

- Accurately read other people, including the emotions they're feeling and the unspoken messages they're sending
- Create trust in relationships by sending nonverbal signals that match up with your words
- Respond in ways that show others that you understand and care

How to read body language

Pay attention to inconsistencies. Nonverbal communication should reinforce what is being said. Is the person saying one thing, but their body language conveying something else? For example, are they telling you “yes” while shaking their head no?

Look at nonverbal communication signals as a group. Don’t read too much into a single gesture or nonverbal cue. Consider all of the nonverbal signals you are receiving, from eye contact to tone of voice and body language. Taken together, are their nonverbal cues consistent—or inconsistent—with what their words are saying?

Trust your instincts. Don’t dismiss your gut feelings. If you get the sense that someone isn’t being honest or that something isn’t adding up, you may be picking up on a mismatch between verbal and nonverbal cues

Evaluating nonverbal signals

Eye contact – Is the person making eye contact? If so, is it overly intense or just right?

Facial expression – What is their face showing? Is it masklike and unexpressive, or emotionally present and filled with interest?

Tone of voice – Does the person's voice project warmth, confidence, and interest, or is it strained and blocked?

Posture and gesture – Is their body relaxed or stiff and immobile? Are their shoulders tense and raised, or relaxed?

Touch – Is there any physical contact? Is it appropriate to the situation? Does it make you feel uncomfortable?

Intensity – Does the person seem flat, cool, and disinterested, or over-the-top and melodramatic?

Timing and place – Is there an easy flow of information back and forth? Do nonverbal responses come too quickly or too slowly?

Sounds – Do you hear sounds that indicate interest, caring or concern from the person?

Gestures can be divided into:

- **Manual vs. non-manual communicative gestures**

Within the realm of communicative gestures, the first distinction to be made is between gestures made with the hands and arms, and gestures made with other parts of the body. Examples of Non-manual gestures may include head nodding and shaking, shoulder shrugging, and facial expression, among others. Non-manual gestures are attested in languages all around the world, but have not been the primary focus of most research regarding co-speech gesture.

Manual gestures

A gesture that is a form of communication in which bodily actions communicate particular messages. Manual gestures are most commonly broken down into four distinct categories:

Symbolic (Emblematic),

Deictic (Indexical, indicative or pointing)

Motor (Beat),

Lexical (Iconic)

Gestures also are divided as:

- **Communicative vs. informative**

While most gestures can be defined as possibly happening during the course of spoken utterances, the informative-communicative dichotomy focuses on intentionality of meaning and communication in co-speech gesture.¹

Informative (Passive Gestures)

Informative gestures are passive gestures that provide information about the speaker as a person and not about what the speaker is trying to communicate. Some movements are not purely considered gestures, however a person could perform these adapters in such way like scratching, adjusting clothing, and tapping

These gestures can occur during speech, but they may also occur independently of communication, as they are not a part of active communication. While informative gestures may communicate information about the person speaking (e.g. itchy, uncomfortable, etc.), this communication is not engaged with any language being produced by the person gesturing.

Communicative (Active Gestures)

These gestures are produced intentionally and meaningfully by a person as a way of intensifying or modifying speech produced in the vocal tract (or with the hands in the case of sign languages), even though a speaker may not be actively aware that they are producing communicative gestures.

Open/closed gestures

SCIENCE of PEOPLE

Open body language



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Closed body language



<https://www.enkiverywell.com/body-language-examples.html>

Thank you very much for watching!

Some references:

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