# UNIT 4: NON VERBAL COMMUNICATION

## UNIT STRUCTURE


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## 4.1 LEARNING OBJECTIVES

After going through this unit, you will be able to –

- know the concept of non verbal communication
- know the functions and elements of non verbal communication

## 4.2 INTRODUCTION

Nonverbal communication is the way toward sending and getting messages without utilizing words either expressed or composed. Nonverbal communication depicts the procedure of shared signs between individuals, which goes hand-in-hand with public talking. This can incorporate eye to eye connection, recurrence of looks, squint rate, motions, outward appearances, stances, and that is only the tip of the iceberg.

The term nonverbal communication was introduced in 1956 by specialist Jurgen Ruesch and writer Weldon Kees in the book “Nonverbal Communication: Notes on the Visual Perception of Human Relations.”

Nonverbal messages have been perceived for quite a long time as a basic part of correspondence. For example, in “The Advancement of Learning” (1605), Francis Bacon saw that “the lineaments of the body do reveal the disposition and tendency of the brain when all is said in done, yet

the movements of the face and parts do . . . further, unveil the present humour and condition of the brain and will."

## 4.3 CONCEPT OF NON VERBAL COMMUNICATION

Non Verbal Communication (NVC) is the non-linguistic transmission of data through visual, sound-related, material, and sensation (physical) channels.

Non verbal communication is the transmission of messages through a nonverbal stage, for example, eye to eye connection, outward appearances, motions, pose, and the separation between two people. This type of correspondence is described by different channels and several researchers contend that non verbal communication can pass on more importance than verbal communication. Some researchers express that a great many people trust types of non verbal communication over verbal communication. Ray Birdwhistell presumes that non verbal communication represents 60-70 percent of human communication, although according to different specialists the communication type is not quantifiable or does not reflect present day human correspondence, particularly when individuals depend such a great amount on composed means. The study of non verbal communication began in 1872 with the distribution of "The Expressions of the Emotions in Man and Animals" by Charles Darwin. Charles Darwin began to think about non verbal communication as he saw the collaborations among animals and acknowledged they likewise imparted messages by signals and articulations. For the first time, non verbal communication was studied and its significance analysed.

It incorporates the utilization of obvious signs, for example, non-verbal communication (Kinesics), distance (Proxemics) and physical situations/ appearance, of voice (Paralanguage) and of touch (Haptics). It can likewise incorporate the utilization of time (Chronemics) and eye to eye connection and the activities of looking, while at the same time talking and tuning in, recurrence of looks, examples of obsession, understudy widening, and flicker rate (Oculesics).

Similarly, just as discourse contains non verbal components known as paralanguage, including voice quality, rate, pitch, din, and talking style, just as prosodic highlights, for example, musicality, sound, and stress, composed writings have non verbal components, for example, penmanship style, spatial course of action of words, or the physical design of a page. Be that as it may, a significant part of the study of non verbal communication has concentrated on cooperation between individuals, where it tends to be characterized into three head territories: natural conditions where correspondence happens, physical attributes of the communicators, and practices of communicators during collaboration.

Non verbal communication includes the cognizant and oblivious procedures of encoding and decoding. Encoding is the demonstration of creating data, for example, outward appearances, signals, and stances. Encoding data uses signals which we may think to be general. Decoding is the translation of data from received sensations given by the encoder. Decoding data uses learning one may have of certain received sensations. The Non verbal encoding succession incorporates outward appearances, signals, act, manner of speaking, material incitement, for example, contact, and body developments, similar to when somebody draws nearer to convey or steps away because of spatial limits. The Decoding procedures include the utilization of received sensations joined with past involvement with understanding the importance of correspondences with others.

Culture plays a significant job in non verbal communication, and it is one perspective that impacts how learning exercises are composed. In numerous Indigenous American communities, for instance, there is regularly an accentuation on non verbal communication, which goes about as an esteemed method by which youngsters learn. In this sense, learning is not subject to verbal communication; rather, it is non verbal communication which fills in as an essential method for sorting out relational associations.

**Types of Non Verbal Communication**

Judee Burgoon has recognized seven diverse nonverbal measurements:

- Kinesics or body movements including outward appearances and eye to eye connection;
- Vocalics or paralanguage that incorporates volume, rate, pitch, and timbre;
- Individual appearance;
- Our physical condition and the curios or items that make it;
- Proxemics or individual space;
- Haptics or contact.
- Chronemics or time.

## 4.4 FUNCTIONS AND ELEMENTS OF NON VERBAL COMMUNICATION

You have learned that we communicate to express thoughts, feelings, encounters, thoughts etc. Be that as it may, what capacities does non verbal communication has? Despite the fact that it's not through words, non verbal communication serves numerous capacities to enable us to discuss implications with each other all the more successfully.

**We utilize non verbal communication to copy verbal communication :** At the point when we utilize non verbal communication to copy, we utilize non verbal communication that is unmistakable to many people inside a specific cultural group. Clear models incorporate a head-nod or a head-shake to copy the verbal messages of "yes" or "no." If somebody inquires as to whether you need to go out to see a film, you may verbally answer "yes" and simultaneously gesture with your head. This achieves the objective of copying the verbal message with a non verbal message. Strangely, the head gesture is viewed as an "about all inclusive sign of accord, understanding, and comprehension" on the grounds that a similar muscle in the head gesture is a similar one a child uses to bring down its head to acknowledge milk from its mother. A study showed a two year old young girl who was learning the duplication capacity of non verbal communication, and did not generally hit the nail on the head. When inquired as to whether she needed something, she said "yes" by shaking her head

side to side as though she was imparting “no.” However, her “no” was a similar head-shake, yet it went with the verbal reaction “no.” So, when she was two, she imagined that the duplication was what made her answer “no.”

**We utilize non verbal prompts to supplement verbal communication :** In the event that a companion reveals to you that she as of late got a promotion and an increase in salary, you can demonstrate your excitement in various verbal and non verbal ways. In the event that you shout, “Goodness, that is incredible! I’m so happy for you!” while simultaneously grinning and embracing your companion, you are utilizing non verbal communication to supplement what you are stating. Dissimilar to copying or supplanting, non verbal communication that supplements cannot be utilized alone without the verbal message. In the event that you essentially grinned and embraced your companion without saying anything, the understanding of that non verbal communication would be more uncertain than utilizing it to supplement your verbal message.

**We utilize non verbal communication to replace verbal communication :** On the off chance that somebody asks you an inquiry, rather than a verbal answer “yes” and a head-gesture, you may decide to just gesture with your head without any verbal message. At the point when we replace verbal communication with non verbal communication, we utilize non verbal practices that are effectively perceived by others, for example, a wave, head-gesture, or head-shake. This is the reason it was so difficult for others to comprehend the little youngster in the case mentioned, above when she essentially shook her head because of an inquiry. This was cleared up when somebody inquired as to whether she needed something to eat and she shook her head. At the point when she did not get nourishment, she started to cry. This was the principal piece of information that the replacing capacity of communication still should have been educated. Think about how all inclusive shaking the head side-to-side is as a pointer of incredulity, dissatisfaction, and invalidation. This non verbal demonstration is utilized by human infants to reject nourishment or drink; rhesus monkeys, primates, hat macaques and gorillas turn their faces sideways in repugnance; and

youngsters brought into the world hard of hearing/dazzle head shake to deny objects or disapprove to contact.

**We utilize non verbal communication to highlight verbal communication :** While non verbal communication supplements verbal communication, we additionally use it to highlight verbal communication by accentuating certain pieces of the verbal message. For example, you might be annoyed with a relative and state, “I’m extremely irrated with you.” To highlight this announcement non verbally you may state it, “I’m VERY furious with you,” putting your accentuation on “very” to exhibit the extent of your displeasure. In this model, it is your manner of speaking (paralanguage) that fills in as the non verbal correspondence that accents the message. Guardians may advise their kids to “come here.” If they point to the spot before them significantly, they are complementing the “here” with some portion of the verbal message.

**We utilize non verbal communication to control verbal communication :** By and large, it is quite simple for us to enter, keep up, and leave our collaborations with others non verbally. Once in a while, if at any point, would we approach an individual and state, “I’m going to begin a discussion with you now. OK, how about we start.” Instead, we may look, draw nearer to the individual, or face the individual straightforwardly — every non verbal conduct that show our interest to associate. In like manner, we do not, for the most part, end discussions by expressing, “I am finished conversing with you now” except if there is a breakdown in the communication procedure. We are commonly capable sanctioning non verbal communication, for example, checking the time, looking toward the path we wish to go, or being quiet to show an approaching end in the discussion. When there is a breakdown in the non verbal guideline of discussion, we may express something with the impact, “I truly need to get moving at this point.” Truth be told, a minimum case where somebody does not appear to get on the non verbal signs about closing a telephone discussion is often seen. Due to this failure to get on the non verbal guideline signals, others have truly needed to depend on saying, “Alright, I am hanging up the telephone at this moment” trailed by really hanging up the telephone. In these examples,

there was a breakdown in the utilization of non verbal communication to manage discussion.

**We utilize non verbal communication to negate verbal communication :** Envision that you visit your supervisor's office and she asks you how you are appreciating another task. You may feel committed to react decidedly on the grounds that it is your supervisor posing the inquiry, despite the fact that you may not really feel along these lines. In any case, your non verbal communication may negate your verbal message, showing to your manager that you truly abhor the new work task. In this model, your non verbal communication repudiates your verbal message and sends a blended message to your chief. Research recommends that when verbal and non verbal messages repudiate each other, recipients regularly place more prominent incentive on the non verbal communication as the more precise message. One where this happens much of the time is in welcome arrangements. You may state to your companion in passing, "How are you?" She may state, "Fine" however has a miserable tone to her voice. For this situation, her non verbal practices conflict with her verbal reaction. We are bound to decipher the non verbal communication in this circumstance than the verbal reaction.

**We utilize non verbal communication to deceive others :** We can utilize non verbal communication to misdirect, and frequently, focus on an individual's non verbal communication when attempting to identify duplicity. Review when somebody solicited your sentiment from another hair style. On the off chance that you did not care for it, you may have expressed verbally that you loved the hair style and gave non verbal communication to further misdirect the individual about how you truly felt. Alternately, when we attempt to decide whether somebody is misdirecting us, we for the most part focus on the non verbal communication of the other individual. One examination proposes that when we just utilize non verbal communication to recognize duplicity in others, 78% of untruths and realities can be distinguished. Nonetheless, different examinations show that we are truly not viable at deciding double dealing in other individuals, and that we are just precise 45 to 70 percent of when attempting to decide whether somebody

is deceiving us. When attempting to distinguish double dealing, it is progressively powerful to inspect both verbal and non verbal to check whether they are reliable. Considerably more remote than this, Park, Levine, McCornack, Morrison, and Ferrara contend that individuals for the most part go past verbal and non verbal communication and think about what pariahs state, physical proof, and the relationship over a more extended timeframe.

**We utilize non verbal communication to demonstrate relational standing :** Take a couple of minutes today to watch the non verbal communication of individuals you find in open regions. What would you be able to decide about their relational standing from their non verbal communication? For example, sentimental accomplices will in general stand near each other and contact each other much of the time. Then again, associates by and large keep up more noteworthy separations and contact not exactly sentimental accomplices. The individuals who hold higher economic wellbeing frequently utilize more space when they communicate with others. In the United States, it is commonly satisfactory for ladies in dispassionate connections to grasp and be physically close while men are frequently debilitated from doing as such. In several countries it is custom for men to welcome each other with a kiss or an embrace and clasp hands as an image of kinship. We make numerous deductions about relational standing dependent on the non verbal communication of those with whom we cooperate and watch. Envision seeing a couple conversing with one another over a little table. The two of them have faces that look vexed, red eyes from crying, shut body positions, are inclining toward one another, and are murmuring vehemently. After observing this, do you think they were having a “Separation discussion”?

**We utilize non verbal communication to show and keep up cultural norms :** We have just demonstrated that some non verbal communication are all inclusive; however most of the non verbal communication are culturally explicit. For example, in United States culture, individuals commonly place high an incentive on their own space. In the United States individuals keep up far more prominent individual space than

those in numerous different societies. On the off chance that you go to New York City, you may see that whenever somebody inadvertently contacts you on the metro he/she may apologize for the infringement of individual space. Cultural norms of nervousness and dread encompassing issues of wrongdoing and fear based oppression seem to make individuals be increasingly delicate to others in public spaces, featuring the significance of culture and setting.

**We utilize non verbal communication to convey feelings :** While we can unquestionably tell individuals how we believe, we, more often, utilize non verbal communication to express our feelings. Then again, we will in general decipher feelings by analyzing non verbal communication. For exaple, a companion might feel dismal one day and it is most likely simple to tell this by her non verbal communication. Not exclusively may she be less chatty, however her shoulders might be drooped and she may not grin. One investigation proposes that it is essential to utilize and decipher non verbal communication for passionate articulation, and eventually social connection and fulfilment. Research likewise underscores the way that individuals in cosy connections have a simpler time perusing the non verbal communication of feeling of their social accomplices than the individuals who are not close. In like manner, those in cosy connections can all the more regularly distinguish concealed feelings.



**CHECK YOUR PROGRESS**

**Q1.** Who is the author of the book “Nonverbal Communication: Notes on the Visual Perception of Human Relations.”?

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**Q2.** We utilize non verbal prompts to supplement verbal communication – Explain.

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3. We utilize non verbal communication to convey feelings – Explain.

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## 4.5 LET US SUM UP

- Nonverbal communication is the way toward sending and getting messages without utilizing words either expressed or composed.
- Nonverbal communication depicts the procedure of shared signs between individuals, which goes hand-in-hand with public talking. This can incorporate eye to eye connection, recurrence of looks, squint rate, motions, outward appearances, stances, and that's only the tip of the iceberg.
- The term nonverbal communication was introduced in 1956 by specialist Jurgen Ruesch and writer Weldon Kees in the book "Nonverbal Communication: Notes on the Visual Perception of Human Relations."
- Non Verbal Communication (NVC) is the non-linguistic transmission of data through visual, sound-related, material, and sensation (physical) channels.
- The study of non verbal communication began in 1872 with the distribution of "The Expressions of the Emotions in Man and Animals" by Charles Darwin.
- We utilize non verbal communication to copy verbal communication.
- We utilize non verbal prompts to supplement verbal communication.
- Non verbal communication is used to replace verbal communication.
- We utilize non verbal communication to highlight verbal communication.
- Non verbal communication is used to control verbal communication.
- We utilize non verbal communication to negate verbal communication.
- We utilize non verbal communication to deceive others.

- Non verbal communication is used to demonstrate relational standing.
- We utilize non verbal communication to show and keep up cultural norms.
- We utilize non verbal communication to convey feelings.



## 4.6 FURTHER READING

1. Darwin, C. (1872). *The Expression of the Emotions in Man and Animals*. London. John Murray.

## 4.7 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No1.** Jurgen Ruesch and Weldon Kees

**Ans to Q No2.** In the event that a companion reveals to you that she as of late got a promotion and an increase in salary, you can demonstrate your excitement in various verbal and non verbal ways. In the event that you shout, “Goodness, that is incredible! I’m so happy for you!” while simultaneously grinning and embracing your companion, you are utilizing non verbal communication to supplement what you are stating. Dissimilar to copying or supplanting, non verbal communication that supplements cannot be utilized alone without the verbal message. In the event that you essentially grinned and embraced your companion without saying anything, the understanding of that non verbal communication would be more uncertain than utilizing it to supplement your verbal message.

**Ans to Q No3.** While we can unquestionably tell individuals how we believe, we, more often utilize non verbal communication to express our feelings. Then again, we will in general decipher feelings by analyzing non verbal communication. For instance, a companion might feel dismal one day and it is most likely simple to tell this by her non verbal communication. Not exclusively may she be less chatty however her shoulders might be drooped and she may not grin.

One investigation proposes that it is essential to utilize and decipher non verbal communication for passionate articulation, and eventually social connection and fulfilment. Research likewise underscores the way that individuals in cosy connections have a simpler time perusing the non verbal communication of feeling of their social accomplices than the individuals who are not close. In like manner, those in cosy connections can all the more regularly distinguish concealed feelings.



## 4.8 MODEL QUESTIONS

**Short Questions** (Answer each question within 150 words)

**Q1.** What is non verbal communication?

**Q2.** Highlight the types of non verbal communication.

**Long Questions** (Answer each question within 300-500 words)

**Q1.** Explain the concept of non verbal communication.

**Q2.** Discuss the functions of non verbal communication.