

## UNIT-V

Date

Saathi

### D. NON-VERBAL COMMUNICATION:

Non-verbal communication occurs without using any oral or written word.

Instead of written or oral words it relies on various non-verbal cues like physical movements, touch, dress, signs, symbols, signals, charts, etc. to express feelings, attitudes or information.

Although no word is used in non-verbal communication, it can effectively communicate many human feelings more accurately than verbal methods of communication.

Common types of non-verbal communication are, eye contact, facial expressions, gestures, posture and body orientation, body language, touch, para linguistic, silence.

### BODY LANGUAGE OR KINESICS:

Our body consciously as well as unconsciously conveys messages, attitudes, moods etc. in the same way as language uses sets of symbols to convey meaning.

## POSTURE :

1. It is the position adopted by the body.
2. The way you move, sit, walk, stand or hold their head, carry yourself communicates a wealth of information to the world.
3. Someone who stands with their back straight and head held high exudes confidence, assurance, and strength, while conversely.
4. Someone who is slouched or facing the floor demonstrates uncertainty, indifference or even weakness.
5. To express friendliness and positivity maintain an open posture.
6. Stand with your legs hip-distance apart and keep your torso exposed.
7. Opposed to covered with your crossed arms.
8. Keep your head raised and relax your facial expression.

- standing erect, but not rigid  
 Leaning slightly forward communicates to students you are approachable, receptive and friendly.

- speaking with back turned or looking at the floor  
 - communicates disinterest.

## GESTURES :-

1. Gestures are small body movements that transmit some message. Some gestures may be conscious while others may be involuntary.
2. Some gestures have an almost universal meaning. Such as a headshake for "no" or a handshake as a "hello".
3. Wave your hands has a specific meaning 'hello' or "good bye".
4. Forefinger and a thumb touching - 'OK'.  
Ring gesture or 'OK'.
5. Gestures are a part of body language.
6. Upward palm - begging  
Downward palm - blessing.
7. 'V' sign for victory.

## EYE CONTACT :

1. The way you look at someone can communicate many things.
2. Including interest, affection, hostility or attraction.
3. It is an important channel of interpersonal communication.

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4. It constitutes a very important factor of face to face communication.
5. Brief eye contact - nervousness  
long and fixed gaze - <sup>shows</sup> interest.
6. Depending on our feelings we have smiling eyes, angry eyes, painful eyes, and so on.

## FACIAL EXPRESSIONS:

1. Face is said to be the mirror of the mind. Whatever we feel reflected on our face.
2. Face can convey anger, joy, love, interest, sorrow, confusion, fear, hatred.
3. Facial expressions are indicated through the mouth (open, wide or closed), eyelids (raised or lowered), nose (wrinkled or relaxed), cheeks (drawn up or back) and the forehead (lowered / raised).
4. A smile means - friendliness while a frown means - anger.

## BODY LANGUAGE :

Body language stands for the way the body communicates without words through the movement of its parts.

The nodding of our heads, blinking of our eyes, waving of our hands, shrugging of our shoulders, etc. are expressions of our thoughts and feelings. All these movements are the signals that our body sends out to communicate. It is called Body Language.

We may play fast and loose with words, but our body speaks out the truth. Even if we try to hide the truth or anything that we want to suppress, our body, our eyes, our gestures may speak out loud and clear.

# PROXEMICS OR SPACE

Proxemics is a theory of non-verbal communication that explains how people perceive and use space to achieve communication goals.

It is the study of space and how we use it, how it makes us feel more or less comfortable, and how we arrange objects and ourselves in relation to space.

The space around us can be broadly classified as under:

## 1. INTIMATE SPACE: [within 18 inches around us]

It is our most intimate circle of space. Only very close people or family members can enter this space. That the less the space between, the more intimate is the nature of communication.

## 2. PERSONAL SPACE: [18 inches to 4 feet]

It extends from 18 inches to four feet where we have normal conversation with friends, colleagues and associates.

### 3. SOCIAL SPACE : [4 feet - 12 feet]

This can be anywhere between four feet and 12 feet. It reflects a formality of relationship. It reflects reason, planning and control, usually associated with business communication with a formal relationship. Occasional visitors like electricians, plumbers etc.

### 4. PUBLIC SPACE : [From 12 feet...]

This starts from a distance of 12 feet away.  $\therefore$  one has to raise one's voice to be heard. There is a lack of personal feelings and an added sense of detachment. public speaker, professor gave a lecture.

# SIGN LANGUAGE

- \* A sign is a mark used to represent something. for example, + for "plus", skull and cross bone for "danger".
- \* It has a fixed meaning.
- \* A signal is a previously agreed movement which serves to warn, direct or command.

For Example

The coming on of a green light is a signal to go ahead;  
The firing of a gun salute signals the arrival of a VIP.

Signs and signals used by members of a group may be made with hands, lights, smoke, drums, whistles or anything.

A sign language is a language we use manually communicating to convey or as opposed to a usual convey sound partners.

All sign languages are same word or it is international. In our day to day life we are using various signals to make our world easier and comfortable.

## VISUAL SIGNS

It is one of the methods of communication which is easy to understand.

For instance, on L.O.C. when white flag was hoisted in that case we understand it is the sign of peace and the ringing of siren bell refers to the sign of protect them from danger. We can easily understand the red and green light.

**MERITS:** They make good tools for advertising products and services.

1. It attracts the interest of users and motivate customers.
2. It brings out the background and principles of the communication in a perfect manner.

## DEMERIT:

It is one type of communication where it is difficult to speak or explain.

## AUDIO SIGNALS :

1. It is a representation of sound typically an electrical voltage. It has frequencies in the audio frequency range of roughly 20-20,000 Hz.
2. It may be organized such as a microphone, musical instrument pick up, phonograph or tape head.
3. Loudspeakers and headphones convert an electrical audio signal into sound.
4. Digital representation of audio signal exist in a variety of formats.
5. It is used in vehicles like ambulance, helps the Medical Industry.
6. **Use of voice :-** When we are angry we speak in a loud voice, it shows about our emotion. When we are in good mood we use soft voice. So our mental state is reflected clearly.
7. **Siren :-**
  - 1- When Ambulance is running towards hospital
  - 2- During war, the siren alert to people to take safe shelter.

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8. **calling bell** : Used to call a person .

9. **ringing bell** : 1 - In school bell is used to aware students and teachers .

2 - In rail station bell is used by station master to permit the standing train to leave the station .

## AUDIO-VISUAL COMMUNICATION:

It is a combination of sight and sound. It uses audible and visual technique both for transmitting message, information or idea to create a meaningful picture.

EX Any Advertisement of a product or service is displayed on TV with picture and sound -

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## INFORMAL CHANNEL OF COMMUNICATION OR GRAPEVINE

1. It is also known as informal communication which mostly employs the oral media.
2. It is not controlled by any rules or regulations, the idea flows from any direction to any direction.
3. It gives emotional, relief, speedy and spontaneous and multidirectional communication.
4. It is harmful for the organisation.

### **MERITS :**

1. It travels very fast.
2. Flows in all directions in an organisation.
3. Immediate feedback.
4. It brings employees closer and gives them immense satisfaction.

### **DEMERITS :**

1. It cannot be taken seriously, less credible.
2. Usually fail to carry the complete information.
- (3) As there is no control over the information sent, received it creates trouble.

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4. Information may get leaked.
5. It does not follow any rules and regulations.
6. No written record is maintained.