

Nonverbal communication

Silent messages of touch, distance, time, body movement, eye contact, facial expression, gestures



Definition:

1. includes all nonverbal stimuli in a communicative setting generated by an individual and the individual's use of environment.
2. includes intentional and unintentional nonverbal messages

Functions of non-verbal communication

1. **REPEATS** what was said verbally
2. **COMPLEMENTS** what was said verbally
3. **CONTRADICTS** what was said verbally
4. **SUBSTITUTES** for what would be said verbally
5. **REGULATES** and **MANAGES** the communication event



Across cultures people recognize the nonverbal cues of pleasure-displeasure, liking-disliking, tension-relaxation, high status-low status

Some other functions

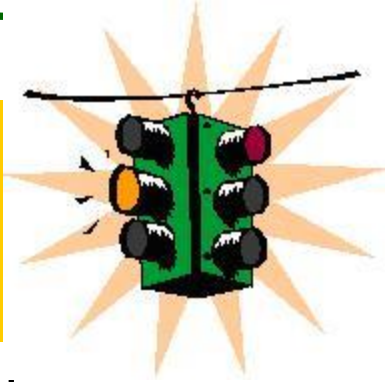
In human exchanges, nonverbal signals—how we look, sound, touch, even smell—speak louder than words.

Fred Jandt “Intercultural Communication” (2002)

- Replacing spoken messages
- Sending uncomfortable messages
- Forming impressions that guide communication
- Making relationships clear
- Regulating interaction
- Reinforcing and modifying verbal messages



Some Cautions



- ✦ **1. Overgeneralizing** about the nonverbal behavior of a culture leads to the assumption that everybody in the culture behaves in the same way.
- ✦ **2.** Not all nonverbal behaviors are carried out on a day-to-day basis. Many actions are done **infrequently** and should not be used alone to characterize the culture.
- ✦ **3.** Nonverbal behaviors **do not occur in isolation** but rather within a complex communication process.
- ✦ **4.** Like culture, nonverbal behavior **is learned**, passed on from generation to generation, and involves shared understanding.
- ✦ **5.** Studying cultural nonverbal patterns can help us identify our **own ethnocentric attitudes**

Types of nonverbal communication

- ✿ General Appearance and Dress
- ✿ Body Movements - kinesics
- ✿ Facial Expressions - mimics
- ✿ Eye contact and gaze - oculesics
- ✿ Touch - haptics
- ✿ Smell - olfactics
- ✿ Paralanguage
- ✿ Space and Distance - proxemics
- ✿ Time - chronemics
- ✿ **Silence**(Western conversation can be compared to a ping-pong game whereas the Eastern style is more like bowling. Eastern speakers are comfortable allowing a few seconds to pass between speaker and responder, but "this three seconds of silence has got to be filled by Western speakers.")



● Does body language unite or separate?

✿ Culture bound

- ✿ extent to which feelings and emotions are expressed through facial expression
- ✿ Asian cultures are often characterised as less expressive in their facial expressions than for example Latin culture

✿ Culturally universal

- ✿ recognition of facial expression
- ✿ Shaver, Schwartz et al. (1987)
- ✿ interpretation of facial expressions seems to be a function of cultural similarity, as suggested by Gudykunst and Ting-Toomey (1988)



KINESICS

non-verbal behaviour related to movement, either of any part of the body, or the body as a whole.

Ekman and Friesen (1969) classify kinesics into five categories:

Emblems- non-verbal messages that have a verbal counterpart

Illustrators - the usage and the amount of illustrators used is different from culture to culture. For example Latin cultures in general make more use of illustrators than Anglo-Saxon cultures. And again, Anglo-Saxon cultures make more use of illustrators than many Asian cultures.

💡 **Affect displays** - body, or more frequently facial, movements that display a certain affective state (*the degree and frequency with which affective displays are used across cultures is much less universal*)

💡 **Regulators** - non-verbal signs that regulate, modulate and maintain the flow of speech during a conversation. *These can be both kinesic, such as the nodding of a head, as well as nonkinesic, such as eye movements. Fatt (1998) suggests, that these are one of the most culturally determined kinesic signs*

💡 **Adapters** - postural changes and other movements at a low level of awareness, frequently made to feel more comfortable or to perform a specific physical function.

Gestures about beauty



Spaniards, Colombians and Mexicans express this meaning by putting three fingers to their lips and the sound of a kiss. In Brazil, touching the earlobe.

Gestures and Posture

Morris "Gestures" (1979). "Bodytalk"
Gestures can be intentional and
unintentional (20 European gestures)

US, Greece and Sardinia, Australia,
Nigeria

France, Japan (salacious), Brazil (=raised middle

Mirrenberg and Calero's 'How to Read a Person Like a Book'
popularised adaptors as the keys to 'unlocking others secret
thoughts'. Even today, adaptors are frequently seen as the
'secret weapon' of the HR executive (cf. Arthur, 1991).

- ✦ adaptors are usually performed with a low level of awareness
- ✦ *What gestures do you know that have the same (different) meaning in more than one culture?*
- ✦ *why is it that while some cultures have a huge number of obscene gestures, other cultures have not a single one? How old are some gestures? How are new gestures created in a society?*





In Russia, it is a childish gesture. In the south of China – demonstration of embarrassment. In Tibet, it is a form of ritual respectful greeting.



The American gesture means
“everything is OK.”

In Japan it means money,
in Malta - a homosexual person,
in Tunisia – “I will kill you”.

✦ Gesture «A finger touching your temple»

In Russia– a man is slightly crazy.
In African cultures – a man is engrossed in thought

When your index finger touches your temple



PROXEMICS



The way personal space is structured

- ✦ Remland and Jones (1995) reported that in their sample of seven nations, the English sample showed on average the greatest distance during conversation (15.40 in), whereas the Irish sample showed the lowest distance (10.34 in). Southern European countries, such as Greece (13.86 in) and Italy (14.18 in) showed generally a closer distance than for example England or France (14.73 in).

E.Hall 1959 The hidden dimension

- ✦ For intimate friends – from actual physical contact to 18 inches (whisper)
- ✦ For friends and personal conversation – 18 inches to 4 feet (soft voice)
- ✦ For impersonal conversation - 4 feet to 12 feet (full voice)
- ✦ For public speaking - 12 feet or more (loud voice)



Proxemics2

- **Queuing (first come-first served);**
Conversational Distance

- Personal space, interpersonal distance, comfort zone, body bubble depend on the nature of relations (family, friends, strangers), personality type (introvert, extrovert).

Zone, territory, property

- close: intimate - up to 0.5m - for relatives and close friends;
- personal - 0.5: 1.3m - for well-known, acceptable people;
- distant: social - from 1.3 to 3.5 m - for unfamiliar people and strangers

Recommendations

- ✦ - entering the near zone without permission is a means of non-verbal pressure and is regarded as familiarity or aggression;
- ✦ persistent stay in the far zone can be regarded as indifference, coldness, and also does not contribute to contact;-
- ✦ being in the partner's near zone, one should refrain from sudden movements and statements to any address, otherwise it will be regarded by the partner as a decrease in his safety;-
- ✦ it is necessary to keep the distance according to the relationship, especially at the beginning of contact;-
- ✦ keeping the distance in the process of communication is carried out by the iteration method: the partner approaches - stand still, moves away - you try to get closer;- if a partner approaches and at the same time is not aggressive or hostile, - he is prone to interaction



Facial expressions- are studied by *mimics*



Charles Darwin (1872-1969) *The expression of the Emotions in Man and Animals* (smiles and frowns are not learned but biologically determined)

Six basic universal emotions: anger, disgust, happiness, fear, sadness and surprise (Ekman, Friesen & Ellsworth, 1972) + contempt (Ekman and Heider, 1988)

May be misleading (Shiori, 1999) surprise and happiness-universal, while anger, disgust, contempt, fear, sadness were not always well recognized by the Japanese





Importance of face study

The face is an important **channel of identity**; friends and acquaintances can recognize us before a word is said. Our face develops as we do, from infancy, into adulthood, crossing into middle age, and finally into the senior years--always retaining features already prominent in childhood.

- ✦ We "**encode**" messages in our own facial expressions, and simultaneously "**decode**" the faces of the people around us
- ✦ We constantly **monitor** the face because it provides vital clues to an impressive variety of possibilities: attraction, whether a person likes or dislikes us, the complexity of emotions, identity, age, humor, and a person's regional and even national background.
- ✦ The face is perhaps the most important human **art object**. Cosmetics, coloration, hair length and style, and other qualities all figure in perceptions of physical attractiveness. People can even decide to modify this most personal art object through piercings of the face, or through plastic surgery.

Cues that others are managing their facial expressions



- Mehrabian A. 93 % of a message is transmitted by the speaker's tone of voice and facial expressions. Only 7% of the person's attitude is conveyed by words.
- Timing of facial expression
- Gaps in the total pattern of a facial expression
- Microexpressions (artificial smile/grin, wrinkles, twitching, pupils widening or narrowing)

Pantomime ideas and emotions to
the class:

● I'm mad!

This is delicious!

You are beautiful!

Please leave.

Give me a break!





Smiling-

*universally recognized sign
of friendliness*



Smile has meanings specific to a culture:

- Germans smile less than Americans, the Japanese smile more than Americans
 - In some cultures smiles show not understanding but apprehension
 - Smiling people seem more happy, attractive, confident
 - Gender and status differences
 - Smiles-leniency effect
 - Smiling wrong doers are treated less severely than non-smiling wrong doers
- Smile can express pleasure, affection, politeness, understanding, apprehension, anger, disguise of true feelings. (US-Japan)
- For Russians smiling at strangers is suspicious, for Asians – smile is used to cover emotional pain or embarrassment.

OCCULESICS

The way eyes are used during a communication exchange

- ✦ eye contact (direct & indirect)
- ✦ avoidance of eye contact
- ✦ other eye movements
- ✦ raising of an eyebrow
- ✦ lower the gaze (to convey respect or evading or even insulting)

In some cultures, eye contact, or lack of it, can denote social status, much as in a wolf pack where a subordinate animal can risk being forced to the ground for looking directly at the alpha wolf.

● Eye contact

Reflects intensity of feelings

Perceived as reflecting competence



Gazing and staring

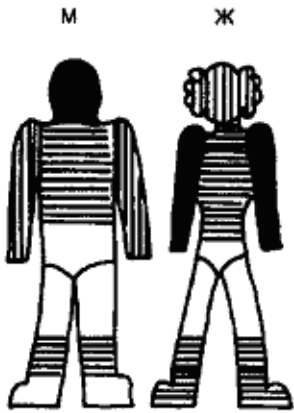
- Gaze shifting helps cue people during conversations
- Meaning depends on situation or relationship
- Vargas (1986) reports, that many US American women feel insulted and embarrassed at being looked at for, in their view, prolonged by Italian and French men. Conversely, Italian and French females may perceive US American males as cold because of their relatively short eye contact with females.

HAPTICS

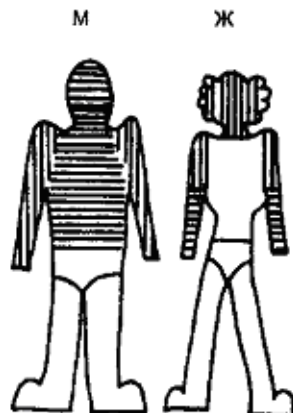
touching behaviour

- ✦ Although most frequent during greetings and departures, touching can occur in a variety of circumstances also during a conversation
- ✦ While haptics can be hostile (kicking), more often haptic behaviour is used to indicate the degree of intimacy. Heslin (1974), categorised haptic behaviour into the following degrees of intimacy:
 1. functional/professional
 2. social/polite
 3. friendship/warmth
 4. love/intimacy
 5. sexual arousal
- ✦ the most widespread haptic symbol is the hand shake (differs in degrees, length and strength between the various levels of intimacy)

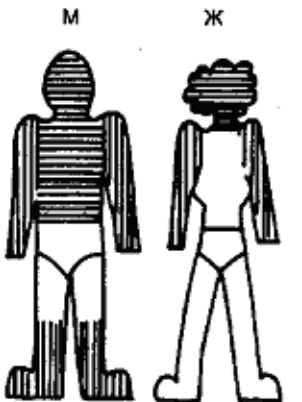
Touching



Прикосновения матери



Прикосновения отца



Прикосновения однополюго друга



Прикосновения друга противоположного пола



- Helps amplify emotions
- Individual differences and norms
- Gender differences
 - In England (8%), France (5%) and the Netherlands (4%) touching was relatively rarely compared to their Italian (14%) and Greek (12.5%) sample.

Ideas about touch

- ☀ **People with a dense body are not gifted with the mind, while people with a soft body are gifted with the mind. Aristotle. "On the soul"**
- ☀ **Touch (happe) is obtained from direct contact (haptesthai) with objects, therefore it bears this name.**
- ☀ **Apparently, only touch perceives directly (di'hautes)" ... Aristotle.**
- ☀ **The more the senses speak with the help of the skin, the clothes, the more wisdom they will acquire. Leonardo da Vinci, Predictions,**
- ☀ **The deepest thing in a Man is his skin. Paul Valerie**

Haptics

- ✿ HAPTICS - the science of touch, it studies the skin as an organ of perception, of tactile forms of activity and self-expression.
- ✿ The word "haptica" (and the corresponding adjective "haptic") is derived from the Greek words haphe (touch) and haptikos (touch, tactile), which in turn are derived from haptesthai (touch, grab).
- ✿ In haptics as a scientific discipline, we distinguish psychological, technical and aesthetic branches.

Dress and smell (olfactics)

- People prefer outfits consistent with self image
- Most positive images when clothing reflects occasion
- Stereotypes (symbolic colors, headwear, footwear)
- Clothing communicates meaning (group belonging, marital status, religious belief)

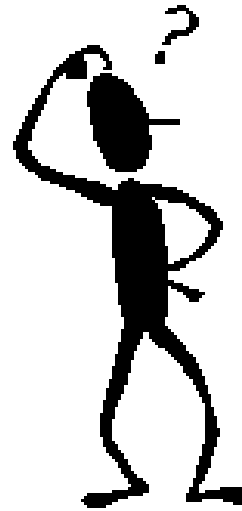
☛ Smell -most basic and primitive sensation, based on pheromones(fear, hunger and sex)

☛ Rome – roses, 16th century – love apple; aromatherapy, through air-conditioning, in advertising

● Cues associated with lying and deception


Cues associated with lying

- Lack of spontaneity
- Negative verbal statements
- Less smiling
- Dilation of pupils
- Hesitation in speech
- Self-touching
- Body movement
- Blinking
- High vocal pitch



Cues interpreted by others as indicating deception

- Less sustained eye contact
- Less smiling
- More postural shifts
- Longer response times
- Slower rate of speech
- More speech errors
- More speech hesitations
- Higher pitch
- Unusual nonverbal behaviors



Time and space (chronemics and proxemics)

- Watch the video: Cultural differences_personal space



The Use of Time

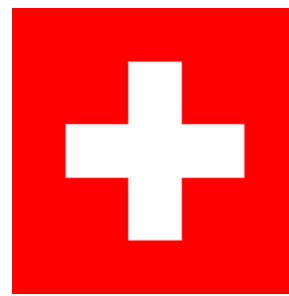
across cultures

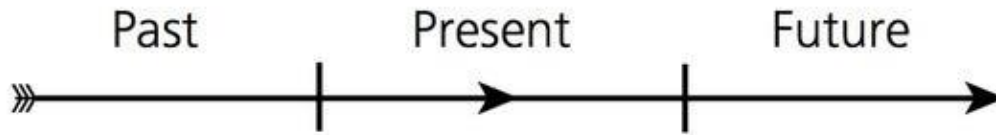


Concepts of Time

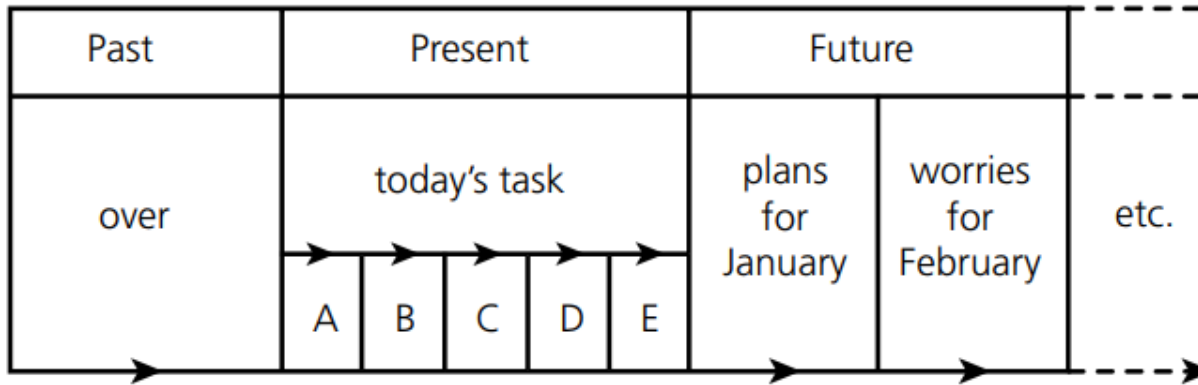
- **Linear Time**
- **Multi-Active Time**
- **Cyclic Time**
- **Back to the Future**

Linear-active countries





American flow of Time



Carving Up American Time



TIME VALUE OF MONEY



Multi-active countries



Argentina



Colombia



Paraguay



Bolivia



Ecuador



Peru



Uruguay



Brazil



Guyana



Puerto Rico



Venezuela



Chile

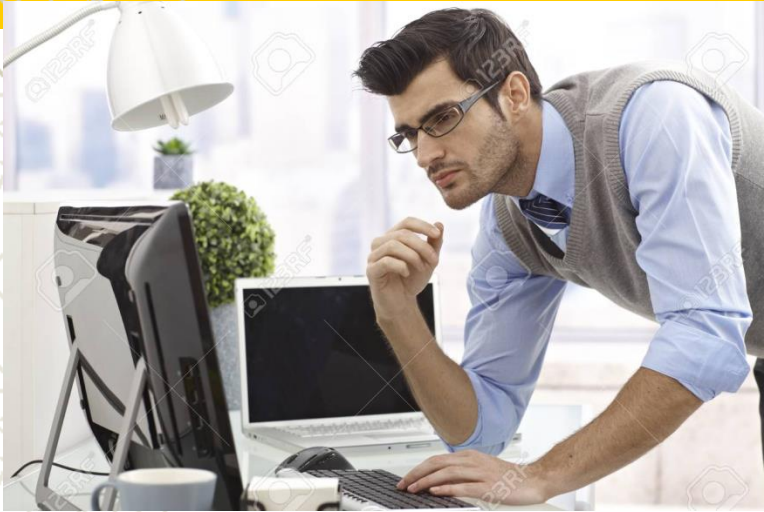


Netherlands Antilles



Suriname

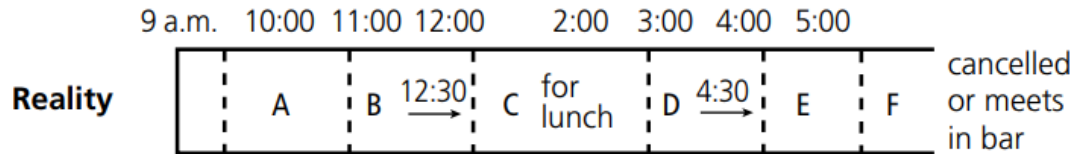
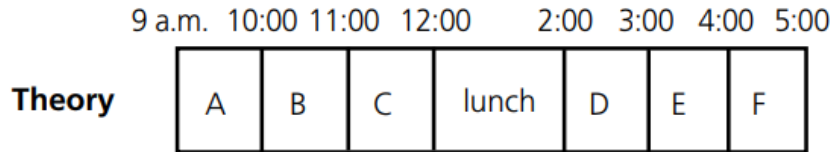




Linear-active

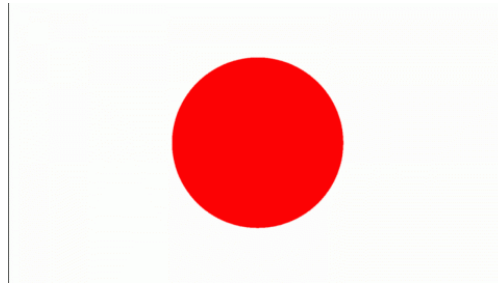
Multi-active

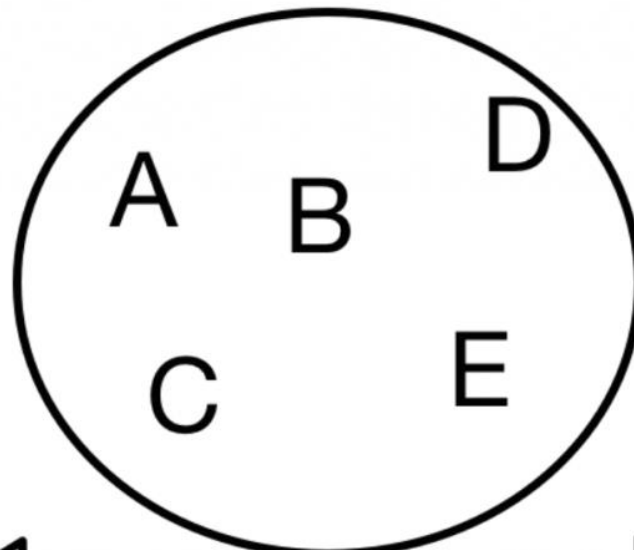




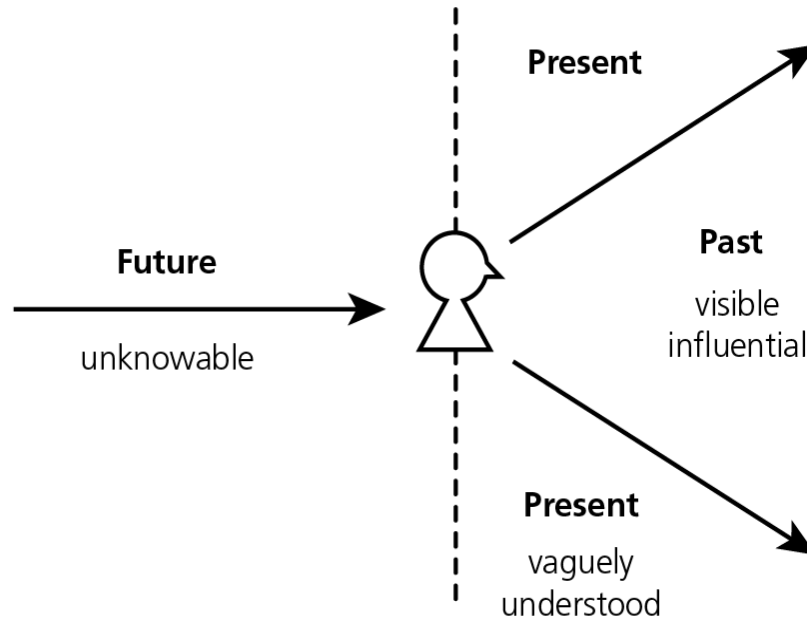
Spanish Schedules: In Theory, in Reality

Cyclic Time countries China, Japan, Thailand





The decision making process in cyclical cultures



Malagasy Concept of Time