



Ministry of Higher Education and Scientific Research
AL-Mustaqbal University College of Science
Department of medical biotechnology



Biochemistry

Lecture 6

Non-verbal Communication

By

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Objective

What Is Non Verbal Communication?

Characteristics Of Non Verbal Communication

Types Of Non Verbal Communication

Colour And Cultural Influences

Improving Non Verbal Communication



What Is Non Verbal Communication?

- **Nonverbal communication is a process of communication through sending and receiving wordless messages.**
- **Nonverbal communication has been defined as communication without words.**
- **It includes apparent behaviors such as facial expressions, eyes, touching, and tone of voice, as well as less obvious messages such as dress, posture and spatial distance between two or more people.**
- **A communication where action speaks louder than words.**

According to the social anthropologist, Edward T. Hall, in a normal conversation between two persons, less than 35% of the social meanings is actually transmitted by words.

So, at least 65% of it is conveyed through the body (non-verbal channel).



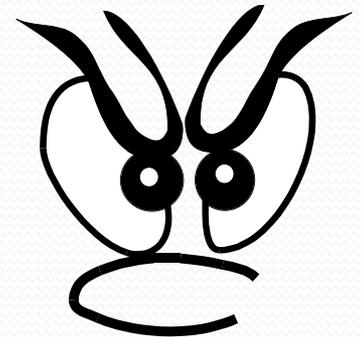
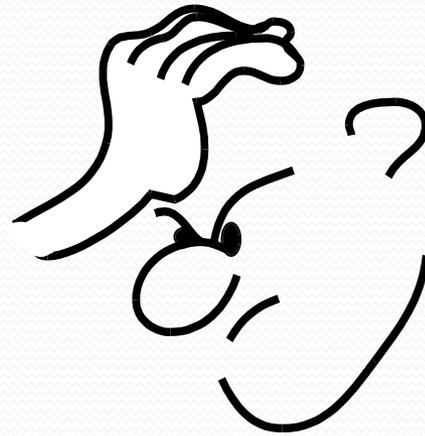
Characteristics of Nonverbal Communication

- Intentional or unintentional
- Ambiguous
- Primary
- Continuous
- Multi-channeled



Types of Nonverbal Communication

- Kinesics
- Paralanguage
- Vocal interferences
- Spatial Usage
- Self-presentation cues



Kinesics

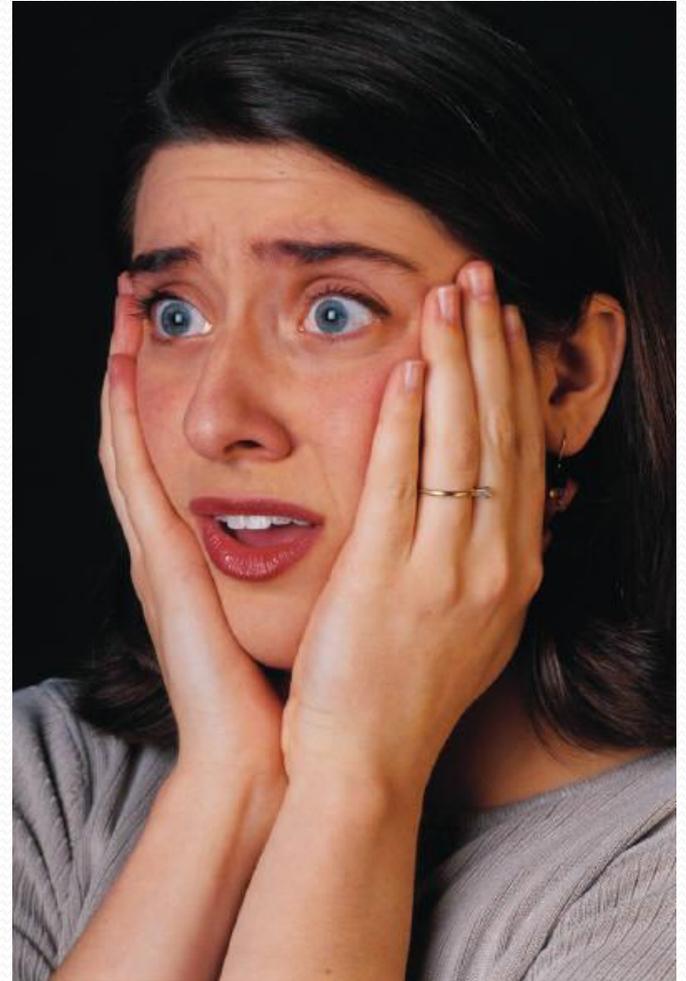
- Eye Contact
- Facial expressions
- Gesture
- Posture
- Touch

EYE CONTACT

- Staring- challenges
- Glances - socially acceptable timing
- Appraisal- may indicate interest

FACIAL EXPRESSION

- Facial expressions reflect emotion, feelings and attitudes.



GESTURES

- **Gestures** of a person include attitude or movements. For example, when a boy is sad he may droop his head and walk slowly.
- Or, if a girl is happy, she might run and jump or stand up straight and put her hands in the air.



POSTURE



- Reactions to an invasion of your space
- Getting defensive
- Becoming aggressive
- Retaliation

TOUCH

- Touching and being touched are essential to a healthy life
- Touch can communicate power, empathy, understanding



Paralanguage

- Pitch
- Volume
- Rate
- Quality
- Intonation



Vocal Interferences

- Extraneous sounds or words that interrupt fluent speech
 - “uh,” “um”
- Filler

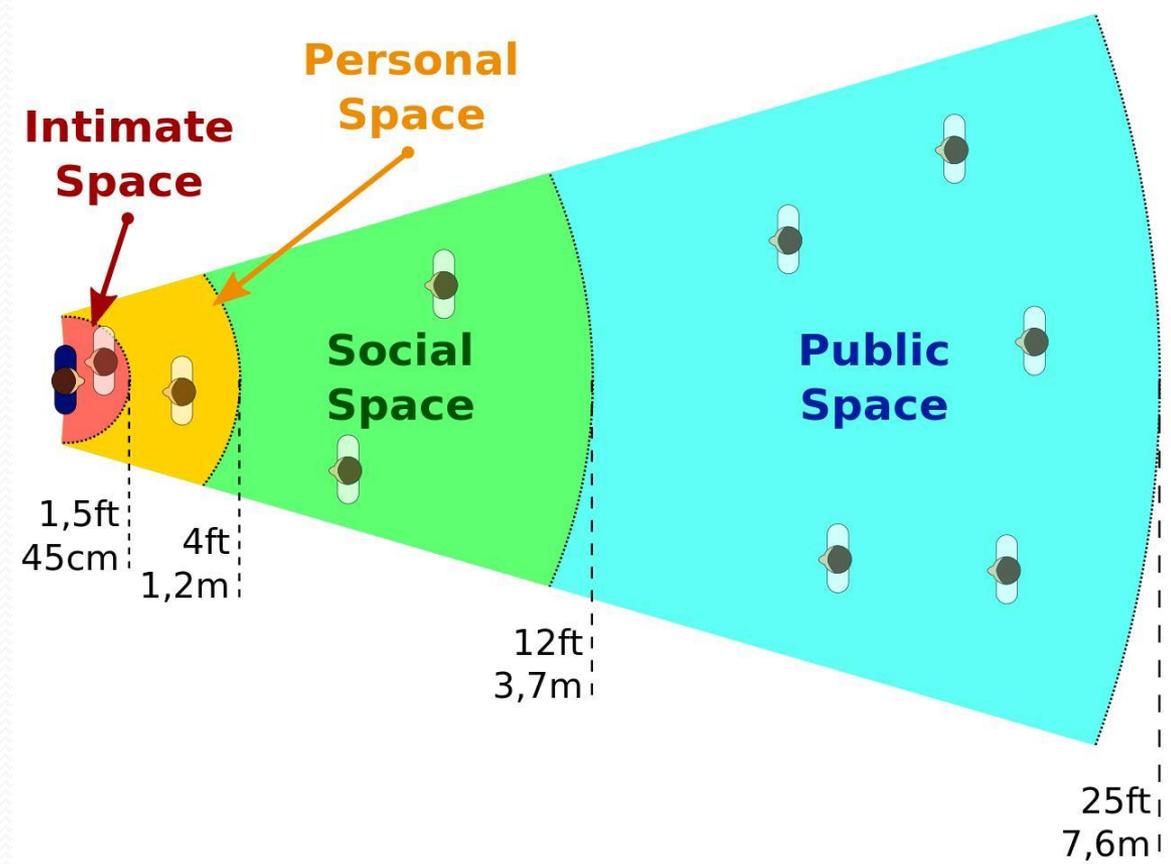


SPATIAL USAGE

- Proxemics

- Intimate distance
- Personal distance
- Social distance
- Public Distance

- Territory



Self-presentation Cues

- Physical Appearance
- Time (Chronemics)
- Olfactory Communication

Some Other Elements Of Non Verbal Communication

- Personal space at work
- Your office
- Your desk
- A table in the cafeteria that you sit at regularly



Color Influences Communication

**Yellow cheers
and
elevates moods**

**Red excites
and
stimulates**

**Blue comforts
and
soothes**

**In some
cultures
black suggests
mourning**

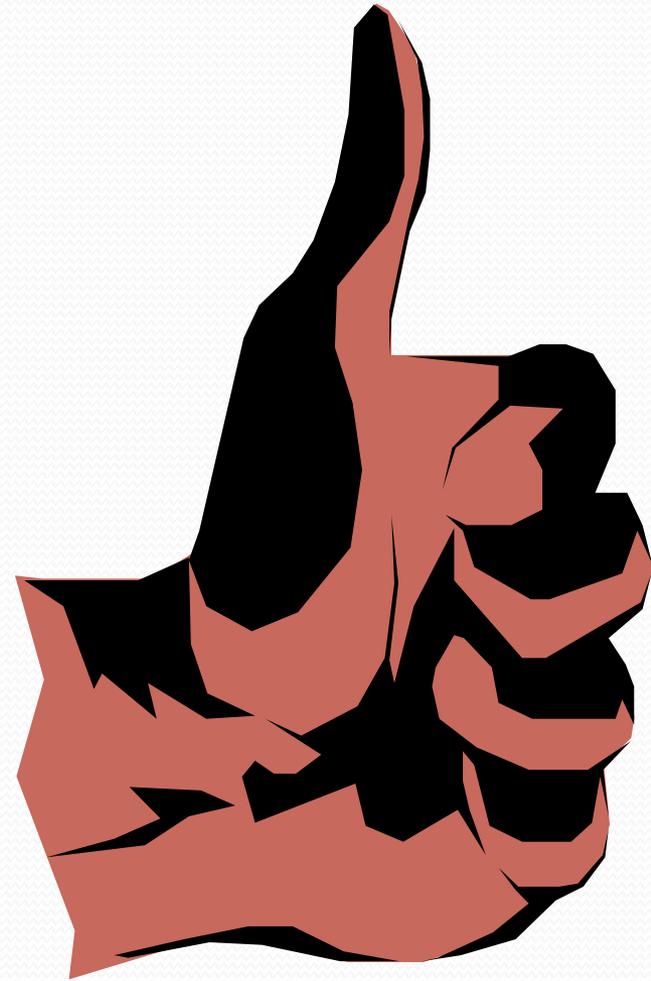
**In some
cultures
white suggests
purity**

Cultural Influences

Non verbal signals
vary from culture to
culture



- In the United States it is a symbol for good job
- In Germany the number one
- In Japan the number five
- In Ghana an insult
- In Malaysia the thumb is used to point rather than a finger



Improving Nonverbal Communication Skills

- When sending messages
 - Be conscious of nonverbal behavior
 - Be purposeful in use of non-verbals
 - Make sure non-verbals are not distracting
 - Match verbal and nonverbal communication
 - Adapt to the situation

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- When receiving messages
 - Don't automatically assume
 - Consider gender, culture and individual differences
 - Pay attention to all aspects of nonverbal communication
 - Use perception checking

THANK YOU!

