

BCA 1ST Semester

BCA-103 LANGUAGE AND COMMUNICATION

UNIT: 5

Nonverbal Communication :

Nonverbal communication (NVC) is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and body language. It includes the use of social cues, kinesics, distance (proxemics) and physical environments/appearance, of voice (paralanguage) and of touch (haptics). It can also include the use of time (chronemics) and eye contact and the actions of looking while talking and listening, frequency of glances, patterns of fixation, pupil dilation, and blink rate (oculesics).

Importance of Non-verbal communication :

1. Emotions-

Firstly, we can say that non-verbal communication is important in expressing our emotions. Emotions such as happiness, satisfaction, confidence, surprise, eagerness, tiredness, stress, sadness, excitement, wonder etc. These are almost all expressed through different body gestures and facial expressions. We are able to understand each other up on judging each other's expression. For example if someone cries, it indicates that something has happened to him or her and others will be able to help it. Non-verbal gestures are what our recipients see in the first place, even before a single word is heard. These figurative messages can be a visual sign of feeling, but our words convey a different message. Using non-verbal cues help in expressing meaning, to navigate complicated state of affairs and build strong relationship for us at home or work. Thus, expression of the face becomes basic mode of non-verbal communication among people.

2. Inter-personal Relationships-

Secondly, it plays vital role in communicating inter-personal relationships. Through inter-personal communication, we can establish trust in relationships and help determine a person's fidelity. And this is possible only through using verbal and non-verbal communication mode. Inter-personal communication includes communications that occurs with our words and through our tone of voice, posture and facial expressions. It is also found by many researchers that non-verbal interpersonal communication like body language may communicate 93 percent of our attitudes and beliefs. We use language in verbal communication to communicate precise messages. Non-verbal communication involves any other information that we send and receive

from others including our body language, eye contact or how we say a particular message. So, this also indicates that non-verbal communication is as equally important as verbal communication in our daily life.

3. Aid to Verbal Communication -

Thirdly, non-verbal communication is main supporter of verbal interaction. Infact they supplement each other and convey complete and exact meaning. Since, non-verbal communication can repeat the spoken message: contradict the message that individual is trying to convey; emphasize the message, substitute or complement meaning to make it understand clearly, it is in a way mandatory to verbal communication.. For example, when the class teacher comes across his student with a frowning face seeking permission to take rest, he would immediately grant permission because he saw how much the student was suffering not only by hearing the reason, but more by judging student's facialexpression. This confirms equal importance of non-verbal communication to verbal communication.

4. Reflection of Individual's Personality-

Fourthly, non-verbal communication reflects individual's personality. "Personality is the entire mental organization of a human being at any stage of his development. It embraces every phase of human character: intellect, temperament, skill, morality, and every attitude that has been built up in the course of one's life." . So according to the above definition, personality concerns the most vital, obvious parts of an individual's psychological life: it concerns whether a person is sad or happy, lethargic or active, brainy or tedious. And these are all aspects of non-verbal communication because we are able to define person's personality through judging their facially expressed emotions and behaviours.

5. Greetings & Goodbyes -

Lastly, nonverbal communication plays greater role in performing rituals such as greetings and goodbyes. The smile on our face as soon as we see someone we recognize from distance itself tells a lot about importance of non-verbal communication. Similarly, waving our hand indicating good bye is another example of non-verbal communication. Nonetheless, nodding or shaking our head indicates accepting or refusing when others tell something or offer something.

Different Types of Nonverbal Communication in Business

Different ***Types of Nonverbal Communication*** in Business Nonverbal Communication is not a word-based communication and it does not take place separately and independently from verbal communication. It may be used alone or as the supplement of verbal

communication. There are different Nonverbal Communication types some of which are discussed below:

- **Body Language or Kinesics:** Body language or kinesics refers to the movements of the different parts of the body that indicate some specific messages. The physical movements of body are a unique mode of non verbal communication. These movements can be unconscious and conscious.
- **Gestures:** A gesture is a conscious and deliberate body movement intended to convey specific message. Many different attitudes and intentions are expressed in gestures. For example, standing when you are introduced to people who are older or in higher-ranking positions shows respect. A thumbs-up gesture shows that things are under control.
- **Visual Communication:** Visual Communication is one kind of non verbal communication where some visual means or methods or techniques are used to make the communication vivid, natural and more effective. We use gesture, posture, facial expression, eye contact etc. while talking; graphs, charts, color etc. to present something in written form. All of these techniques are known as visual communication. In most of the cases, visual communication takes place as a complement to make it most effective and most fruitful, though it can take place alone or solely.
- **Physical Appearance:** Physical or personal appearance is one of the most important kinesics that plays a vital role in communicating messages to others. Physical appearance includes clothing, ornaments, cosmetics, hairstyle etc. that a person puts together before appearing in public. The totality of physical appearance provides visual signals to a person's interest, age, personality, style, sex, attitude, social standing, and religious affiliation and so on.
- **Facial Expression:** Face is an important type of non verbal communication. It is the index of mind. It expresses a great range of emotions, from joy to sorrow, from frustration to pleasure. It reveals both the type and the intensity of feelings. The entire face of a person is expressive, especially the eyes. The situations like happiness, surprise, fear, anger, sadness etc. are identifiable from someone's facial expression.
- **Touch:** The first non verbal communication we get first in our life is touch. By touching, we can express a wide range of emotions. Communication by touch should consider both cultural patterns and individual preferences.

What is modern communication?

Telephone, telegraph, radio, and television are some of the means of sending messages.

Fax:

Fax is a technique of electronic communication in which photocopies of the documents are sent with the help of telephone lines. It is a very quick means of transmitting and receiving visual material such as photographs, diagrams, documents, copies of art work etc. It takes airtel t e minutes in transmission of documents. It ones not require the message to be typed or copied first, therefore there is no scope for copying errors". Faxing a document is like instantaneous transmission of a photo copy of the document.

Telex or TelePrompTer:

The telex is the name given by the post office people to a teleprompter whereby written messages can be communicated from one place to another with the help of a machine. When a message is to be sent, the typist presses a button, waits for the dial tone, dials the number desired and if the number is contacted, types the message. The message as typed in the originating office is typed on a small strip of paper at the receiver's end. This is one of the quickest and most accurate methods of transmitting written communication.

Tele Conferencing:

Video conferencing is an excellent technique of audio-visual communication. People present at distant places can communicate with each other like attending a meeting, or conference in a meeting room. Under this system, a meeting is conducted using television displays of the participants and with the sound of their voices.

Thus, the participants can see one another on television screen and can hear one another. In this way they exchange their views. In this technique not only the communication of message is possible but also concerned persons can talk direct among themselves and their postures, facial expressions, gestures etc. also help in Communication of the message.

Electronic Mail or E-mail:

E-mail is a facility on computer to send messages from one person to another or from one place to another. It involves sending of message by a telecommunication links. The message is typed on a computer screen at one end, and is conveyed to the other end through electric impulses. Under this system, a computer holder has to become member of some electronic mail operator. E-mail is very fast. Time and Paper is saved by e-mail system and it is not at all expensive.

Telegram :

A telegram is a communication sent over a **telegraph**. Typically, a telegraph operator receives the communication, and then writes it out for the recipient. Telegrams can also be transmitted

over the phone. Before the widespread use of phones and the Internet for communication, telegrams were the best way to convey information in a hurry; today, telegrams are quite rare in most parts of the world, and people in the West can sometimes actually have trouble finding a company which can send and receive telegrams.