

## Business Communication

\*Non – Verbal aspects of communicating : Non-verbal communication includes all unwritten and unspoken messages, both intentional and unintentional

It is often a supplement for verbal communication by highlighting or reinforcing parts of verbal message.

\*Characteristics of Non-Verbal Communication :

- It is culturally determined.
- It may conflict with verbal language
- Non-verbal messages are largely unconscious.
- It shows feelings and attitudes
- It comes through stimuli produced by mind

\*Importance of Non-verbal communication –

Verbal and Non-verbal communication plays an important role in how people interact with each other. Contribution of verbal and non-verbal communication in communication process.

Forms of Non-verbal communication

Facial Expressions	Body Movement	Gestures	Eye contact	Voice	Personal Space	Touch
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-Facial Expressions : Primary way of expressing emotion, it reveals both type and intensity of feelings. Facial expressions like smile, a frown, raising of eyebrows, nodding of head convey a lot in communication. Facial expressions convey happiness, anger, surprise, fear, disgust, boredom, jealousy, agreement etc.

-Body movement : Natural body movements can strengthen and enhance the message but repetitive, unnecessary movements can distract from delivery. For e.g. Learning body towards audience shows your interest, folding arms or shrugging shoulders means disagreement with the other person etc. whereas swaying back and forth or moving hand repetitively might distract people.

-Gestures : A well timed gesture can communicate a lot. It indicates a lot about speaker's mind and plays an important role in encoding & decoding the message for eg : hand on face, thumbs up gesture is a part of body movement

-Eye contact : Eyes being the window of mind express passion or varying moods of a person. One can gauge feelings, sincerity attitudes by looking at person's eyes. It helps in establishing a bond with one's listeners.

For eg : High level of eye-contact leads to effective communication and makes one more trust worthy and believable.

-Voice : It's important part of non-verbal vocalization. It tells about background, temperament, training etc of the speaker. Like pitch variation is important emphasise on few

things otherwise monotone will be boring. Similarly speed, pause and volume is helpful in getting listener's attention.

-Personal space – Each communicator has a personal zone and territory built or constructed around himself. More distance often tells us about nor formal the relationship is.

-Touch – Also called Haptics. Easiest and earliest form of communication. It is the study of how physical contact or touch is used to communicate ideas and feelings for eg patting, hitting, shaking hands tells a lot about human behavior or mood.

\*Body language or Kinesics : Body language means the study of the way in which certain body movements and gestures serves as a form of non-verbal communicate Technically its called 'Kinesics'. We communicate through it without being aware also. 'Kinesics means the study of the role of body language in communication.

\*Features of kinesics

- . Body language is self acquired natural process.
- . One learns it through experience. Sometimes done unknowingly
- . Body language is controlled by social norms for eg : Not laughing when somebody makes mistake.
- . Use of body language depends upon culture also. For eg :
- . It is impactful

\*Advantages of Body Language

- . Complement verbal language.
- . Helps in establishing rapport
- . It conveys feeling and Intentions
- . Helps in communication and success
- . It is helpful in knowing or empressing the level of intimacy with the people.

\*Disadvantages of Body Language :

- . It becomes ineffective if the listener is inattentive
- . Becomes ineffective in large gathering.
- . Body language may not be taken seriously. Some people prefer written or spoken words.
- . It could be misinterpreted due to cultural differences. One has to be careful regarding it.
- . It could be misleading if the other person has learnt the art of body language.

\*Relevant Concepts in Kinesics are :

i)Emblems : These are signs used to or substituted for certain words for eg : Thukbs up means best of luck.

ii)Regulators : Control the flow pace of communication. They are mostly unintentional. For e.g. : Nodding your head in accepting what is being said.

iii)Illustrators : Accompany of reinforce verbal messages used to illustrate what is being said. Not useful otherwise. For e.g. : Moving hand or pointing finger while talking about something.

iv) Affective display : They are body, or facial movements, movement that states the emotion of a person It's difficult to comprehend and varies from person to person for e.g. : One person might blabbering after he/she angry on the other hand one person may sit silently.

v) Adaptors : These include postural changes and other movements at a low level of awareness, frequently made to feel more comfortable. Mostly used to release physical or emotional tension. For e.g. Tapping a pencil during stress. Playing with jewellery or adjusting clothes during nervousness.

\*Proxemics or space language : It is a type of non-verbal communication. It is the study of how we communicate with the space around us. It involves how we arrange personal space and what we arrange in it. "The inter related observations and theories of man's use of space as a specialized elaboration of culture".

Edward T. Hall, the cultural anthropologist coined the term in 1963 to understand the impact of proxemic behavior (the use of space) on interpersonal communication.

\*Importance of Proxemics :

- Understand the level of confidence in the group
- sometimes indicate the emotional state of a person
- Helps in developing bonds.

\*Edward T. Hall has described human relationships in terms of four kinds of distance

Kinds of interpersonal distance

- 1) Intimate – Distance where one touches, embraces, whispers physical contact is less than 18 inches (Till 46 cms) for eg : Mother, Spouse
- 2) Personal – Distance for interactions between good friends or family. It lies between 18 inches to 4 feet.
- 3) Social – Distance for interaction among acquaintances. It lies between 4 feet to 12 feet.
- 4) Public – Mostly used for public speaking. It lies between 12 feet to range of eyesight or hearing.

Although it shows interpersonal relationship but sometimes it depends upon individual or physical location. It reflects feeling and attitude also for eg : Dentist treating patient treating him in personal space but doesn't share personal or intimate relationship with them.

\*Paralanguage : The word 'Para' means 'like'. Thus its like language. It is a component of non-verbal language. It is the study of how a speaker verbalizes. Voice quality or extra sound (verbal Cues) One makes while speaking is a part of it It focuses on how the words are spoken or uttered.

\*Features of Paralanguage :

- . It is not language but it's like a language only
- . It focuses more on 'how to communicate' rather than 'what to communicate'
- . It's a path between verbal and non-verbal communication

. It uses various sign & signals to communicate with the people in a better way.

\*Paralanguage includes

Volume of voice

Speed of voice

Tone

Intonation (pitch)

Pronunciation

Articulation

Pause

Punctuation marks

i)Voice – Voice has importance in non-verbal vocalization. It leads to effective communication if clear, pleasant etc. It also tells us about a person's education, sex, background, training etc.

\*Elements of Voice :

-Pitch variation : Wide variation in pitch while speaking is important to keep listener's attention to the speaker's content. For eg : using high pitch when angry or excited low pitch when sad or disinterested.

Pitch assist with voice modulation (i.e. how high and low your voice goes on a given scale). For eg : Monotone means being boring or disinterested. Change in pitch level means emphasis on certain words.

-Speaking Speed and Pause : The speed variations are necessary to maintain the listener's attention

Speaking fast should not be confused with fluency Pauses are punctuation marks in speech and can be very power A comfortable rate (or speed) of speaking is approximately 150 words per minute.

-Volume variation : The voice should be loud enough so that it reaches to audience comfortable. Volume tells about the emotions of a person.

-Non-fluencies – non fluencies refer to breaks during speaking and use of short words like 'oh', 'ah', 'um' etc. These words are used as space fillers. Thus, there should be minimal non-fluencies.

-word stress – word stress is crucial By putting stress on the words convey proper meaning in the sentence. For e.g. : Please give me my pen If you use please in a sentence it shows respect

• Limitations of Paralanguage :

-Lack of reliability

-Chance of Misleading

-Lacks of uniformity

-It requires patience of a listener's

-It requires attention for understanding