

Programme Code: 3UAB.Voc (AT)

Course Code: 17AT101

Unit – V–Non–Verbal Communication

Sub: Business Communication
(General Component)

Sem: I –2017–2018

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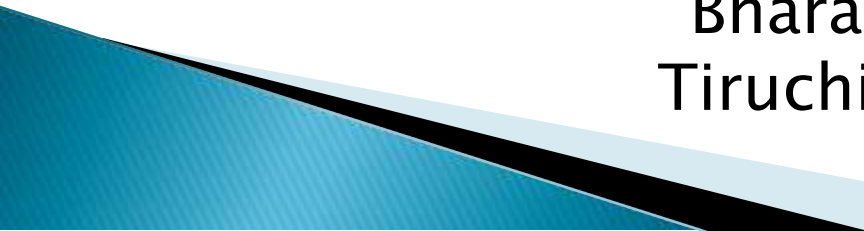
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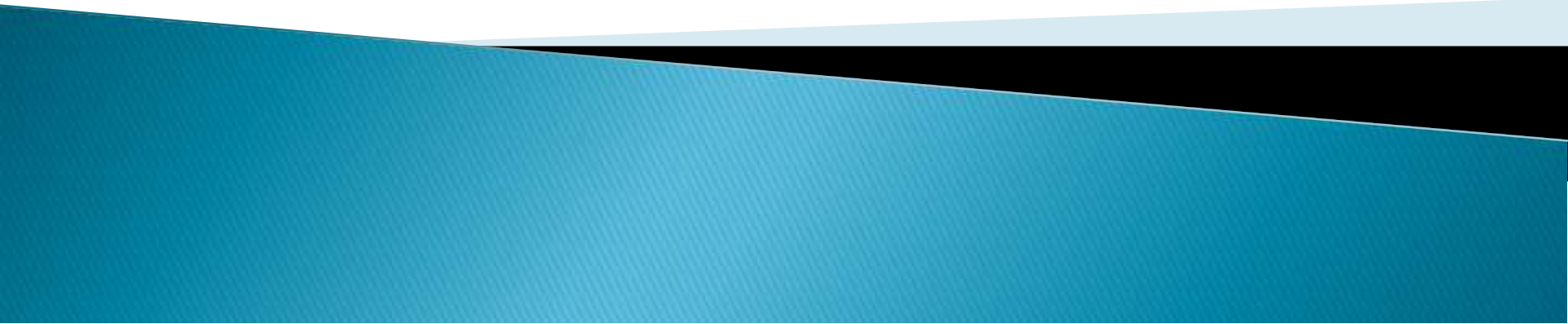
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NON-VERBAL COMMUNICATION



Interpreting Non-Verbal Communications

- ▶ 7% Verbal
- ▶ 38% Way words are said
- ▶ 55% Facial expressions



Human Communication

Sender:

- ▶ Thinking
- ▶ Encoding
- ▶ Transmitting

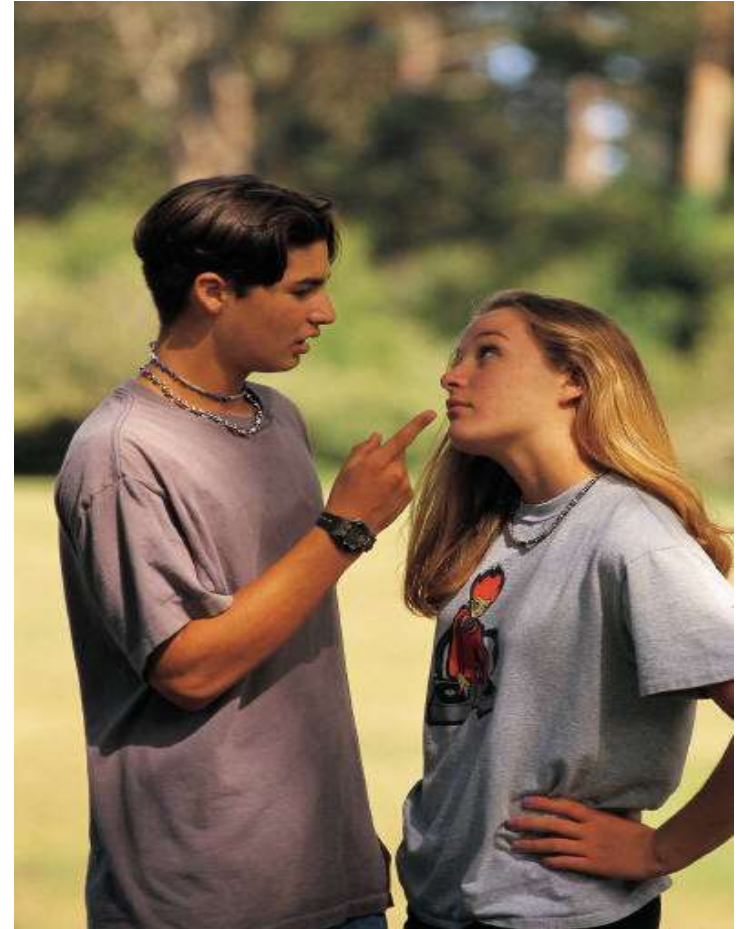
Receiver:

- ▶ Perceiving
- ▶ Decoding
- ▶ Understanding



You Cannot NOT Communicate

- ▶ Body movement
- ▶ Personal space
- ▶ Touch
- ▶ Voice
- ▶ Environment
- ▶ Artifacts
- ▶ Physical characteristics



Nonverbal Communication

- ▶ Clarify
- ▶ Mixed messages
- ▶ Communicate over long distances



Body Movement

- ▶ Gestures
- ▶ Obscenities
- ▶ Illustrations
- ▶ Emotional State



Personal Space

- ▶ Intimate
- ▶ Personal
- ▶ Work
- ▶ Public



Tactile Communication

- ▶ Touch
- ▶ Handshake



What you can tell from a person's:

- ▶ Voice
- ▶ Environment



Artifacts

- ▶ Clothing
- ▶ Jewelry
- ▶ Perfume
- ▶ Beauty Aids

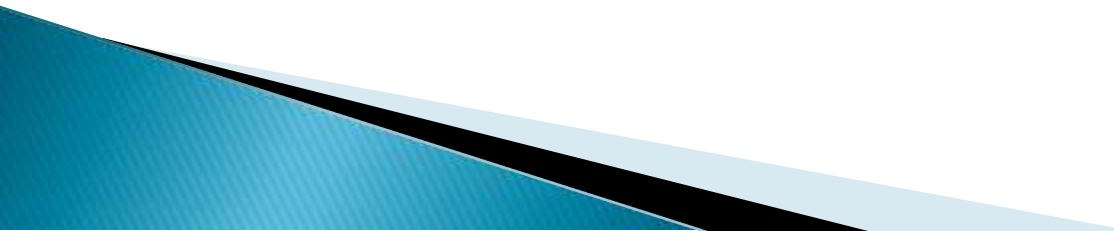


Physical Characteristics

- ▶ Mesomorph
- ▶ Endomorph
- ▶ Ectomorph
- ▶ Skin color
- ▶ Body hair
- ▶ Body odor



Nonverbal Messages

- ▶ Present in all communications
 - ▶ Mean different things
 - ▶ May be intentional or unintentional
 - ▶ Provide information
 - ▶ May contradict verbal message
 - ▶ May outweigh verbal message
 - ▶ Depends on the total environment
 - ▶ May have positive or negative effects
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EVALUATION QUESTIONS

USE:

- a. Strongly agree
- b. Agree
- c. Disagree
- d. Strongly disagree
- e. Don't know

1. I found the presentation material easy to understand.
 2. This session increased my knowledge of the subject presented.
 3. I will be able to use some of the information from this session in the future.
 4. The presenter was well prepared for this session.
 5. This presentation should be repeated in future semesters.
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