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THE DYNAMICS OF NON-VERBAL COMMUNICATION

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ABSTRACT

We humans have the only ability which is different from that of other organism is the ability of speech. But, in many conditions the words do not have the same ability of understanding the message and the idea. When it comes to express the ideas the words either in written or oral form has the major part but, when the true nature and attitude is to be studied the non-verbal form of communication plays a major role. The non-verbal communication actually is in force before the actual verbal pattern of communication started. The non-verbal communication plays a major role in the communication and it is being studied that 93% of communication actually is done by non-verbal form only. The paper tries to describe the various forms for study which can be further taken with verbal form in the professional and personal understanding also.

**Key Words:** Communication, Posture, Gesture, Artifacts, Haptics, Chronemics.

Introduction

We all are different in different forms with only thing common within every individual is the art of communication. Even though the categorisation of the human is based on the ability to communicate as introvert and extrovert yet, the rule to express the ideas and feeling always persists among each and every individual from birth itself. The ability of communication can be traced back to ages of circa 500,000 BCE where the language form started and existence of speech was first reported. While use of symbols and other art form which helped in the development of the technological language which we use today can be traced back to 30,000 years BCE. The use of language and representation started with the cave painting followed by petroglyphs (carving on rock surfaces) followed by pictograms (symbols used for representing objects) which further evolved as ideogram (use of graphical symbols) and logographic. The term 'logographic' can be easily understood as it the term which we human use popularly known as written forms only the difference being the use of logograms in the form of words and forming the phrases. Hence, we can very popularly write the actual definition of communication to be "a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour" According, to the definition we make it final that communication means a method which helps explain the idea of one person to another person or a mass of people through the process of either use of words or no words.

The history discussed about the communication gives us the clear idea that communication was a lengthy and timing consuming process but, most efficient knowledge which the humans have developed for ages and is still growing. Even though with development the methods of communication have changed drastically but, it

remains the unchanged truth that human as an organism is more active in non-verbal forms. The communication which can be seen as verbal and nonverbal studies clarify that today also the use of nonverbal communication to be ranging more than the verbal forms which is 7% for verbal and 93% to be non-verbal. The study made by Professor Albert Mehrabian and colleagues at the University of California, Los Angeles in 1960's stated the study which was further published in 1967 in the professional journal was based on the communication patterns of human which was later misunderstood. This misunderstanding of 7% and 93% which later on continued as over years that non-verbal communication occupies the major part of human, which is the partial known fact which further helps us to clarify that the 55% is occupied by body language and 38% by tone of voice.

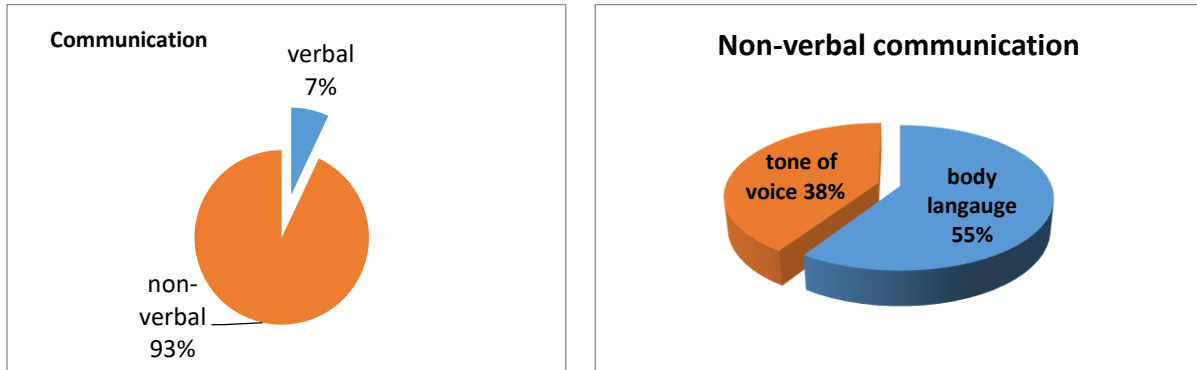


Fig.1. Graphical Representation of Communication and Non Verbal communication

### Non-Verbal Communication

#### Kinesics-

a). Body Language: Body language includes the use of nonverbal form of communication to convey the ideas and messages from one person to another person or a group of people altogether. This body language uses the method of postures, gestures, facial expression, and eye contact. The body language also includes the use of time, space and touch. We mostly term the use of body language as 'Kinesics' however sign language are completely different from that of body languages. In short we can say that any movement of body parts of human to give the message without use of words can be called as kinesics. This kinesics includes the different body parts from face to foot and its use in different forms.

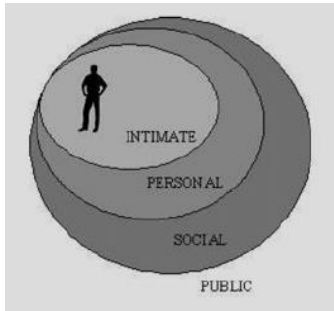
b). Facial Expression: One of the major sources to present and convey the message easily and comparatively faster is the use of facial expression. The facial expression uses the eyes, eyebrows, nose, lips and cheeks. The face directly affects the ideas and conveys the message of sadness, happiness, anxiety, depressed, anger etc... for reasons because the brain can directly act on the idea of message without giving the false reaction which is possible with other body parts. Many examples can be raised as a proof for the same where we can find the different emotions presented at different times. For a happy person with a true smile we can find the crinkle on the face, while the person with anxiety or depression can seem to be observant in one direction with no emotion on face. The eyes in that case of face are more presentable of anger, joy, sadness etc... Also, the eyes are the major source of presenting the personality of the person and can be used for testing the truth and actual knowledge of person. An example from the same can be presented as, if the person is knowledgeable with the topic and is clear with the ideas to be presented he/she will be confident enough having eye contact with the viewers, while the person with fake attitude presents the loss of eye contact. The expansion and contraction of the pupil within the eyes express the fear, happiness and sadness. The smile a person carries also defines the trueness of the person and can be distinguished as fake and real smile. Many people during the hyper conditions have the perspiration on the facial parts which clearly mentioning about their feelings. Next to facial expression connected to it is the movement of the head with the help of neck and its correct positioning. The dropping of the head and the shoulder especially represents lack of confidence while correct positing of the head neck and shoulder responds to confidence.

c). Postures of Body: Sitting and standing position of the human body represents a lot then words. These body postures also define the dominance of the person. Example- the body posture of the army personality with chest controlled represents the social actability, responsiveness, confidence and alertness of the person towards his work and companion. The clumsy sitting position on the other hand can be presented as the weakness of the person. Many a times this body posture also is changed because of the external and internal factors such as ill health and change climatic condition which does not able the person to continue the position. The other important part of the body language also includes gestures which defines the overall personality of the person.

d). Gestures: Gestures are basically a part of body language similar to that of the posture but, having the difference of using the body parts which though appear to be much minor or smaller in structure yet they are every important. The movement of the hands, legs, arms, fingers which though appear to be very senseless but define the majority of character of the person. Now, a day it is being a fashion of standing and sitting with closed hands, or standing with hands in the pocket. Rather, the condition gives a very negative effect to the viewer. Though appearing to a style iconic gesture but, the factual study presents that the posture gives the un-welcoming signals. On other hand if the hand gestures are in much relaxed form with open palm, it presents that the person is open minded and welcoming with no personal secret to be carried with his/her observer. We human being are more in a habit of using the hand gestures without actual a thought of meaning to be carried by it. The fingers which are used very commonly define the closeness, farness, friendliness and envy nature of the person towards another person. Example, we usually give a thumb up to wish best luck or OK, while thumbs down to show that the work is not successfully down or failed. Our fingers rather carry many gestures for single emotion and according to different cultures and ethics these gestures vary in their meaning. For one country the finger gesture of OK may be friendly while for other country it may be offensive. With finger gesture the major part which also shows the friendly or dominance or envy nature of the human is the working of the wrist and the hand.

In Indian culture even though we flow the method of welcoming the guest with the 'namaskar' yet many a times in the working area we need to follow the different cultures which the company desires. The hand shake is one of them which can be defined in the gestures and plays an important role. The handshake according to studies should be not to stiff/ hard and not to lose. Very hard handshake defines that the person is trying to dominate over other person regardless of the capability of the other person, while weak and lose handshake shows lack of confidence and lack of ability of the person towards the work. Also, many a times the sweating of the palm is also taken as the part of gesture of hand, which defines the fear among the individual towards and during the typical work.

**Proxemics-** Another important non-verbal form of communication is the use of proxemics. Proxemics is the distance or the space which is carried within the two or more than two individual during the communication. We usually have an idea of formal and informal relations which we define and understand as formal being with the official and the informal being the personal. When the same is understood in the form of understanding the space and distance to be followed and maintained while communicating with the other person may creative much positive results. This distance and space categorization for nonverbal communication was given by Edward T. Hall in 1966 which clearly mentions and gives the space to be maintained within the individual who can make the communication much healthier. He described this in four zones from inward to outward depending upon the relation among the individuals as- intimate zone, personal zone, social zone and public zone. Many term them as distances. These zones define the dominance and recessive, interest and lack of interest among the people. But, these zones may vary from country to country depending upon the culture and ethics followed.



The 'intimate zone' is a very personal zone which is usually followed among the close family members. The usually distance covered within this area is 15-46 cm or less than that. The intimate zone is only carried by the close family members showing their concern with the distance as the nonverbal patterns for whispering, touching, embracing etc... which is commonly found among the relation of parents and children. The second zone that is the 'public zone' is 46-122 cm which follows the close friends and other relates (other than parents and siblings) conversation and concern. This zone represents the easy method of relation among the two people and their friendly attitude towards

each other. The next zone is the 'social zone' which is 1.22 m- 3.70 m, this distance is usually observed among the interactions in the official sectors where a typical distance is maintained. The last distance to be studied is 'public zone' 3.7m- 7.0 m or more then that depending upon the situation of the place and the distance and the audience which is to be greeted. The public distance can be easily observed in the public speech and conferences where a typical distance is being maintained among the two or more than two people. These spaces on other hand should be studied with reference to the culture and the norms of the country to be followed.

**Haptics-** Haptics is another important part to be studied under the non-verbal communication which generally helps to make understand the relation among the individuals and its intensity. Haptics usually means the understanding to the human nature, behaviour and relation with the 'touch'. We usually have the habit of touching which even though seems to be friendly in nature but, many times can be look forward wrongly. The handshake can be included in the Haptics but, the difference can be understood with the pressure and the intensity of holding the hand of other person defines the dominance and the relation among them. Usually, the students are being praised in the school with the pat on their back for the good work which is method of representation of the liking and happy mode within the two people. The pattern of patting also varies which defines the anger and the happy nature of one person towards another person. The same pat when given with a force on the back is no way a presentation of happy mood. Similarly, patting head, holding hand, high five can be nonverbal forms of communication to present the mood and relation among the people. While the haptics always does not play a positive role as the characters to the people are different from each other. Many people do get confused and can rather feel angry, disgusted with the touch of the person. Many a times the haptics also denotes the wrong intentions of the person towards another person which can be mostly seen in the official patterns, where at time haptic and proxemics both are not followed.

**Chronemics-** Chronemics is yet another important factor to be studied when dealing with the non-verbal communication. As we have seen that the distance and the touch of the person matters in communication so does the time factor plays a major role in the communication. This 'time factor' when taken into consideration defines us and presents before us the relation among the two individuals also it mentions about the responsiveness and the lack of responsive nature of a person. This time factor can very easily interfere with the personal and professional life of the individual and their role towards their work which we call as punctuality, willingness of the individual. Though the time factor varies from one country to another country but, during the communication this factor should be given much importance similarly to above mention. Being always late with the work time defines the lack of interest of the person toward that specifies work also; it may define the poor ability of the person to do the work and vice a versa.

**Artifacts-** Artifacts is yet another less considered but very important part of non-verbal communication in which the physical objects which the person carries with his/her defines the nature, position, culture, attitude of the person. The artifacts include the clothing pattern and style, accessories/ jewellery, tattooing, piercing etc... Even though these artifacts are different in different countries and according to the difference in the culture within the country yet they can be basically studied from the point of view of official and unofficial categories. The artifacts also define the casualness of the person. Clothing communicates a lot of ideas because that is the only first thing which is observed whether known or unknown person appears before us. It is expected and categorised depending upon the profession of the person which makes the other person identify the individual easily. Example, the white apron and the stethoscope works as the artifacts to define that the person belongs

to medical field. Same can go with other professions also, while many exceptional cases can also be found among them. While the piercing or tattooing can present can give a completely different idea about the person which many a times cannot be correct or true as understood. Artifacts in short is just a basic understanding method and final results cannot be drawn regarding the person unless completely understood through other non-verbal communication methods and also verbal communication for that part.

**Voice Tone:** Voice is one of the important criteria in describing a person. The voice defies the ability and the state of mind of a person and the capability of the person to handle the situations. Many a times the single sentence can create different meanings with use of different voice tones. The tone of the voice makes a larger impact on the statement by giving the stress and non-stress part to it. Even tone can effect in the writing skill but to larger part in business communication it is look forward from the point of view of non-verbal communication. When the tone of the voice is studied we find the difference in the meaning which is created with changing situations. The tone has the maximum ability to control and create the effect as a single sentence can be said in different tones which creates a different meaning every time. This tone is created through the words which rather creates an impression. In almost all sectors the use of voice is very important. The use of voice includes the tone, pitch, stress etc... which makes us different then compared to others. The tone which carries the 38% of use has a major role which makes us human where we create an understandable language. May be this could be one major reason that the private and governmental sectors train the people with the balancing of voice tone, especially in corporate sectors which will enable the individual to work according to company terms. It also includes the use of language which needs to be corrected. The tone of the voice and its fluency can be gained with much practice and the demands of the working area. One fact which also remains unchanged is that the voice tone with language also differs according to the country as it includes the patterns of pronunciations. For example we can find the pattern of saying a typical word or sentences to be varied within the countries like India, USA, UK etc... These pronunciations can never be similar and hence are needed to be practiced. Also, the voice tone defines the persons and company with which the person is dealing about the honesty, openness, truth, clarity etc... These tones of voice can also include the written form through E-mail, messages, websites etc... with the use of formal and informal language and correct language henceforth, using correct tone of the language is very important to create a correct message. Sometimes the uses of slang words are also included in studying tone but, rather it could generate much complex and incorrect meaning. The use of correct words, simple language, phrasing sentences and its use, creating and practicing the sentences with correct speed and tone for many times which flotation of voice may grant the correct form of language which is important nonverbal form.

### Conclusion

In short we can say that non-verbal communication has a much dynamic effect in the process of passing of ideas and messages. The non-verbal communication needs to be clearly studied which then makes the understanding of the body language, vocal tone, character, nature and attitude of people but when defined clearly can also create great response. The nonverbal form of communication is major part of human characters words may sometimes deny the fact and truth about the person but, the non-verbal communication can clearly define a person without use of words. The non-verbal communication can act as the form of understanding the cultures also as there are varied cultures who define their own social norms which may be an interesting part to understand and study. It can be said that non-verbal communication is an important aspect of professional and personal life with many points to be unrevealed.

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