



Business Champions
School

Verbal and nonverbal communication

Lecture 3

CMM201

Communication skills

Lecture

Section 2

Section 1

Verbal communications
Non-verbal communications

Forming relationships with Verbal and non-verbal communications.

Verbal and Nonverbal
Communication and Their Impact
on Professions.

Keys to excellence in Verbal and non-verbal communications.

Section One

Verbal Communication

Verbal Communication

What is verbal communication?

Verbal communication encompasses both our words and our verbal fillers (e.g., *um*, *like*). Verbal messages are created through language. Effective communication involves accurate interpretations of others' verbal messages, as meaning is cocreated.

Otherwise, the meanings of the words you communicate will not be understood. As a professional, effective use of the language skills and improvement of the abilities must have taken huge place to interpret other people's messages.

Verbal Communication

What is verbal communication?

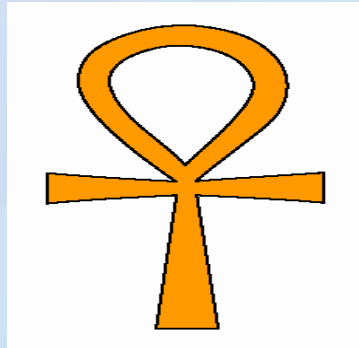
The symbols communicators use are abstract, vague, and sometimes arbitrary. Because symbols can make things a bit off or fuzzy, we have to interpret the meaning. Therefore, we construct meanings as we interact with other people and by processing the information in our own heads.

Two kinds of rules guide communication
Verbal communication concerns communication rules—shared understanding of what communication means and what constitutes appropriate communication given the context.

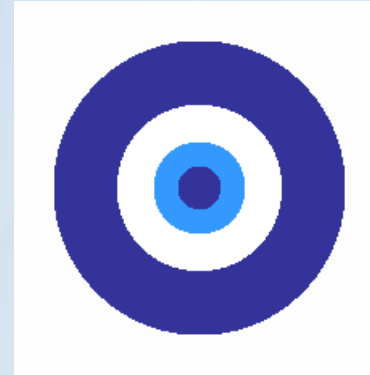
Symbols



Aladdin's lamp



Egyptian cross of life



Evil eye



Khamsa



Peace sign



Love sign

Verbal Communication

What is verbal Intelligence?

Verbal intelligence refers to specific human language-based skills which are considered to reflect strong general abilities.

Ways to improve

1. Read as widely as possible
2. Learn a new language
3. Learn a new word every day
4. Maintain your journal (Notebook)
5. Become an active listener
6. Play word games
7. Take grammar, spelling and reading tests

Verbal Communication

Rules guide verbal communication

Regulative rules

They describe when, how, where, and with whom to talk about certain things.

For instance, it might be appropriate for your boss to call you at home after hours, but would it be appropriate for you to do the same if you had a concern about your travel schedule? What's appropriate for the person with power or control may not be appropriate for those serving in a subordinate role. To demonstrate professional and workplace excellence, you must be able to monitor your own appropriateness when communicating.

Verbal Communication

What is verbal communication?

Constitutive rules

They define what communication means by prompting us to count certain kinds of communication. In other words, we learn what counts as paying attention (e.g., eye contact), as well as what counts as being inappropriate (e.g., interrupting conversations, rolling one's eyes).

Nonverbal Communication

Nonverbal Communication

What is nonverbal communication?

Nonverbal communication (also referred to as body language) includes all those ways we communicate without words. A more technical definition for nonverbal communication is “communication other than written or spoken language that creates meaning for someone”.

Do you know?

About 55% of interpersonal messages are conveyed nonverbally.

Nonverbal Communication

Behavior are included in the term *nonverbal communication*.

Your “walk, stance, posture, and footsteps are a form of nonverbal communication. What you wear and how you look, move, and gesture, as well as the facial and eye expressions you make all count as nonverbal communication”

Nonverbal Communication

Three purposes of nonverbal behavior?



The first function is to express emotion.

Consider a moment when you may have had a conflict with a friend or family member. When that person asked you what was wrong, you probably responded, “Nothing,” but you could not control your facial expressions, which indicated otherwise.

Nonverbal Communication

Three purposes of nonverbal behavior?



The Second function is to convey interpersonal attitudes

The second function of nonverbal communication is to convey interpersonal attitudes. Being skilled in observing and interpreting the nonverbal behavior of others will give you an edge over other professionals.

Nonverbal Communication

Three purposes of nonverbal behavior?

For example

a young woman competing for a promotion with another employee noticed that her coworker would always approach their boss with issues first thing in the morning. The coworker would then complain that he had to repeat himself and that their supervisor seemed to forget what he had been told. The young woman observed that her supervisor always seemed rushed and distracted until he had his coffee and had checked and responded to pressing e-mails. She made sure always to approach him when he seemed more relaxed and focused. When he offered her the promotion, her supervisor said he appreciated her timing and how she always kept him in the loop.

Nonverbal Communication

Three purposes of nonverbal behavior?



The third function is to accompany verbal communication

Finally, the fourth purpose of nonverbal communication is to accompany verbal communication. The important ways that verbal and nonverbal behaviors interrelate during human communication. Nonverbal communication can simply repeat what is said verbally. It can also conflict with what is being said.

Nonverbal Communication

Three dimensions of effectively using nonverbal communication in both personal and professional Contexts

Immediacy

We react to things by evaluating them as positive or negative, good or bad.

Status

We perceive behaviors that indicate various aspects of status to us, for example, rich or poor, strong or weak, superior or subordinate.

Responsiveness

We perceive activity as being active or passive. This signals the intensity of our feelings about a person or subject.

Nonverbal Communication

Codes of Nonverbal Communication

The primary categories or codes of nonverbal communication include vocal expression; space, environment, and territory; physical appearance; body movement, gestures, and posture; facial and eye expressions; and touch.

Nonverbal Communication

Codes of Nonverbal Communication

Vocal Expression

Vocalics, sometimes referred to as paralanguage, refers to how people use their voices to communicate and express themselves. Vocalic cues include tone (quality) of voice, volume, articulation, pitch (highness or lowness), rate of speech, and use of silence.

Nonverbal Communication

Codes of Nonverbal Communication

Space

The first is the intimate zone (0 to 18 inches). This is usually reserved for our significant others, family members, and closest friends.

The personal zone (18 inches to about 4 feet) is reserved for personal relationships with casual acquaintances and friends.

Nonverbal Communication

Codes of Nonverbal Communication

Space

The social zone (4 to 12 feet) is the distance at which we usually talk to strangers or conduct business. If you went to your professor's office to discuss a grade, for example, you would most likely remain at a distance of 4 to 12 feet.

The public zone (more than 12 feet) refers to the distance typical of large, formal, public events. In large lecture classrooms, campaign rallies, or public speeches, the distance between speaker and audience is usually more than 12 feet.

Understanding these spatial zones is important to your everyday nonverbal communication competency.

Nonverbal Communication

Codes of Nonverbal Communication

Environment

The constructed or natural surroundings that influence your communicative decisions, attitude, and mood are termed the environment. People are influenced by environmental factors such as architecture, design, doors, windows, color, lighting, smell, seating arrangements, temperature, and cleanliness.

Nonverbal Communication

Six distinct ways of environment

Formality

It is an understanding people have of environment that relates to how comfortably they can behave, in light of their expectations. Sometimes it is more about the atmosphere of a certain place than the place itself.

Warmth

This means that the environment gives off a certain sense of warmth, comfort, or a welcoming context based on our past or current experience.

Nonverbal Communication

Six distinct ways of environment

Privacy

It is another way the environment can be perceived. Do you prefer a crowded and noisy restaurant or a peaceful and quiet one? Do you choose a seat in the back of a movie theater or in the middle next to many other moviegoers?

Familiarity

It means that we tend to react cautiously when we meet new people or are confronted with an unfamiliar environment. Not knowing where we are and what to expect makes us feel less comfortable. We like knowing what to expect and how to behave in the environment.

Nonverbal Communication

Six distinct ways of environment

Constraint

Whenever we feel that our personal space is being invaded, we feel constrained. Most of our perceptions of constraint are shaped by the amount of privacy and space available to us.

Distance

It pertains to physical arrangements. We like to know how far away the closest door is or how many people can fit into an elevator. We create distance by avoiding eye contact or taking a longer route to avoid saying hello to a person we find annoying.

Nonverbal Communication

Codes of Nonverbal Communication

Physical Appearance

Physical appearance—“the way our bodies and overall appearance nonverbally communicate to others and impact our view of ourselves in everyday life”

Nonverbal Communication

Codes of Nonverbal Communication

Physical Appearance

Making the connection between physical appearance and nonverbal communication is important for two reasons:

1. The way we represent ourselves and our physical appearance reveals a lot about who we are.
2. The physical appearance of other people influences our perception of them, how we talk to them, how approachable they are, how attractive or unattractive we think they are, and so on.

Nonverbal Communication

Parts of Physical Appearance

Clothing



Nonverbal Communication

Parts of Physical Appearance

Clothing



Nonverbal Communication

Parts of Physical Appearance

Jewelry

Work fashion guidelines vary according to the type of job that you do, and while most employers provide basic guidelines for attire, they fail to expand on what jewelry items are allowed per their dress code.

General Tips

- ❖ **Wear matching sets** of earrings, bracelets and necklace(s).
- ❖ **Wear a unique ring.**
- ❖ **Wear something customized.** If you have a necklace with your first initial on it or a charm bracelet.
- ❖ **Wear smaller items that are brightly colored**

Nonverbal Communication

Parts of Physical Appearance

Tattoos

Tattoos have been viewed for years as unprofessional, disruptive and unsuitable in a professional setting, but what is the case now?

More than 70% of people still believe that getting tattoos affects your work prospects, but obviously that is no longer a valid assumption when it comes to most businesses.



Nonverbal Communication

Parts of Physical Appearance

Tattoos

What we consider when having Tattoos?

Business Is Business

Depending on the nature of the company and the company that you serve, there will be occasions when a nominee will have to be rejected. For example, if you work in an industry that needs lots of face-time with clients, or if it includes standing in front of a camera, then it would make sense not to employ someone whose face is covered in tattoos.

Nonverbal Communication

Parts of Physical Appearance

Tattoos

What we consider when having Tattoos?

Culture

Some cultures totally forbid tattoos in the workplace and not only consider them inappropriate, but also consider them forbidden.

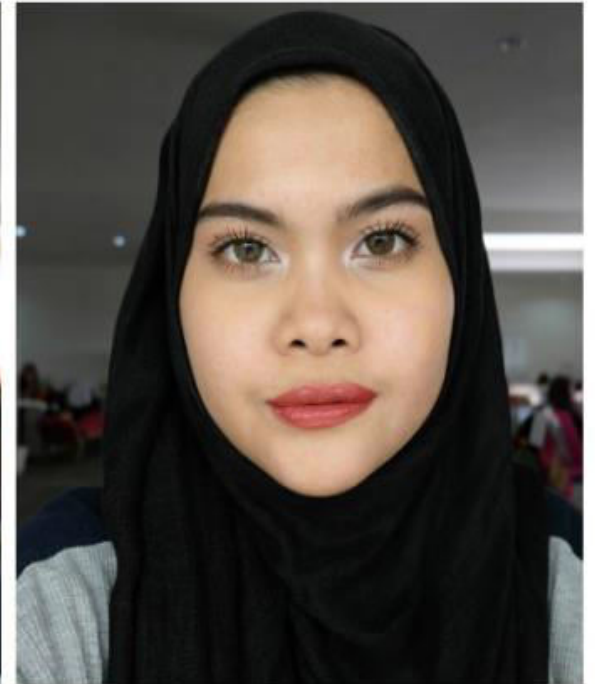
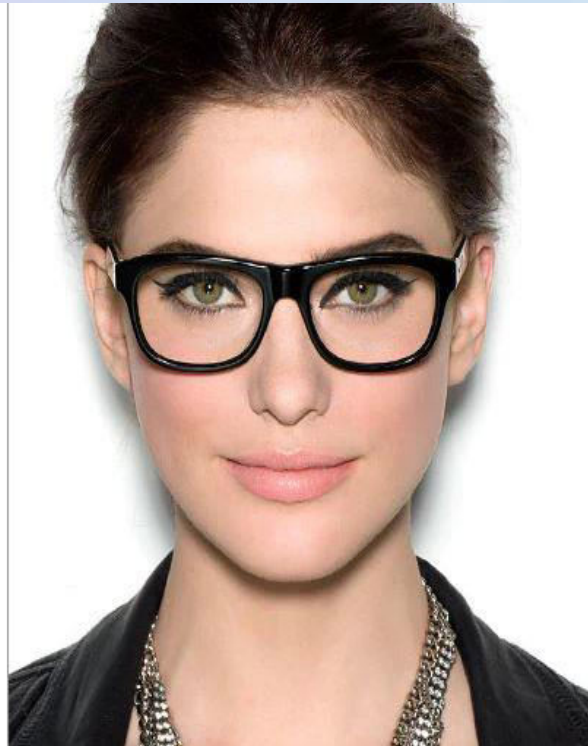
Company policy

Some corporate policies stipulate rules that govern the external appearance, including tattoos, etc., so you should review these policies before getting a tattoo or before joining the business when you already own a tattoo.

Nonverbal Communication

Parts of Physical Appearance

Makeup



Nonverbal Communication

Codes of Nonverbal Communication

Facial Behavior

It is important not only to have a basic understanding of the emotions communicated by the face but also to be aware of how we manage our faces in daily interactions. Social norms and communication expectations in our culture set the rules for what kinds of emotional expressions are appropriate in certain situations.

Nonverbal Communication

Codes of Nonverbal Communication

Facial Behavior techniques

Neutralization

It is often referred to as having a poker face.

Nonverbal Communication

Codes of Nonverbal Communication

Facial Behavior techniques

Neutralization

It is often referred to as having a poker face.

Making

It means hiding an expression connected to a felt emotion and replacing it with an expression more appropriate to the situation.

Nonverbal Communication

Codes of Nonverbal Communication

Facial Behavior techniques

Intensification

Exaggerates how we feel about something.

DE intensification

By contrast, if we reduce the intensity of our facial expression connected to a certain emotion.

Nonverbal Communication

Codes of Nonverbal Communication

Touch

It is the most powerful form of nonverbal communication; it's also the most misunderstood and has the potential for severely negative consequences if not enacted appropriately". Several different systems for categorizing touch have been developed to help us better understand this complex code of nonverbal communication.

Section Two

Forming Relationships With Verbal and Nonverbal Communication

and Nonverbal Communication

Forming Relationships With Verbal and Nonverbal Communication

Developing interpersonal, verbal, and nonverbal communication skills requires you to differentiate between the content and relational layers of messages. As you communicate with other people, your messages have two layers:



The content layer.

consists of the “information being explicitly discussed” The content layer may include descriptive information such as the time of a meeting, a project due date, or the names of the coworkers assigned to a team. You exchange content with others to function and retrieve basic information.

The relational layer.

The relational layer reveals “how you feel about the other person; whether you like or dislike the other person, feel in control or subordinate, feel comfortable or anxious, and so on”.

Forming Relationships With Verbal and Nonverbal Communication

Communication

For example

Jason is nervous about making a deadline, but he can't finish until Rachel completes the financial section of the project. Jason could ask Rachel, "What time will you be done with financials?" to retrieve a specific time reference, such as "Sometime this evening." These words reflect the content layer. If Jason wants to send the message that he is annoyed with Rachel, he could add a negative tone: "I know you are working under huge stress, but we are late a little, could you please tell me what time will you be done with financials?" If Jason is indeed annoyed, then he has effectively communicated both the content and relational layers of his message. However, if Jason did not intend to express annoyance, then his message is ineffective on the relational level.

Verbal and Nonverbal Communication and their impact on Professions

Professions

Communication and their impact on

Verbal and Nonverbal Communication and their impact on Professions

Customer Service and Sales

The success in productivity and sales was linked to the distance between sales representatives and prospects, salesperson posture, handshake techniques, facial expressions, arm movements, hand movements, and placement of the legs and feet.

Public Service

Individuals who work in environments such as libraries or government offices are sometimes criticized for their communication and viewed as distant and unhelpful. Evidence indicates that individuals who are trained in nonverbal communication can replace negative perceptions of themselves with positive ones.

Verbal and Nonverbal Communication and their impact on Professions

Journalism and Television Broadcasting

Those in the public eye must demonstrate effective nonverbal and verbal communication.

Hospitality Management

Customer service is especially important in the hotel and restaurant industries. A number of hotel and restaurant managers have improved their organizations' image among guests by providing client services employees with training in verbal and nonverbal communication. In restaurants, eye contact, facial expression, body position, and posture of the staff, including servers and cashiers, affect how customers rate the value of the service.

Verbal and Nonverbal Communication and their impact on Professions

Medical Professions

Many people can probably share a story about an unpleasant experience at the doctor's office. As physicians compete to attract and retain a strong client base, potential patients through can interpret their services positively correct body language on the part of the physicians and their employees.

Legal Professions

lawyers can project a favorable impression of themselves and their firms for prospective clients through sustained eye contact and other forms of body language, such as an erect but relaxed sitting position and close proximity to the clients.

Verbal and Nonverbal Communication and their impact on Professions

Accounting and Finance

In the same vein as lawyers, accountants can benefit through the technique of maintained and appropriate eye contact, good posture, and close proximity to clients.

Management (Private and Public)

Managers in both business and not-for-profit organizations can more effectively convey ideas to their employees through correct use of nonverbal communication.

KEYS to Excellence in Verbal and Nonverbal Communication

KEYS to Excellence in Verbal and Nonverbal Communication

K

Know yourself

Define the types of nonverbal cues you display to others. This can be difficult, but try to be aware even of the small, unconscious nonverbal cues you create.

E

Evaluate the professional context

Assess what nonverbal signals are considered acceptable in your workplace. Are your meetings informal, or is there a set decorum on how people interact? Notice how both your coworkers and superiors convey nonverbal cues during workplace interactions, and gauge how your nonverbal cues line up with those of others in your company.

KEYS to Excellence in Verbal and Nonverbal Communication

Y

Your communication interaction

Define How do you react to your partner's nonverbal signals? How does he or she react to yours? Think about what sets you at ease when communicating with others, and try to accomplish the same goal when talking with customers, employees, or superiors. The more open people feel when talking with you, the more likely they are to disclose information more honestly and comfortably.

S

Step back and reflect

Analyze your communication after the interaction has ended. Did you walk away feeling satisfied with your nonverbal communication?

Thank you