



Semestre 1		Communication Competences: Non-verbal Communication									
Unité d'Enseignement	VHS	V.H hebdomadaire				Coeff.	Credits	Mode d'enseignement		Mode d'évaluation	
	14 semaines	C	TD	TP	Autres*			A distance	Continu	Examen	
Communication Skills	22h30	--	01h30		2h30	1	1	+	100%	-----	
*= travail personnel											

**Nota Bene**

Track this video call link every Saturday:

<https://meet.google.com/ihu-poer-jmi>

The session starts at 17:30.

Your attendance is highly appreciated

## Non-Verbal Communication

- **Objective:** This lecture focuses on non-verbal communication cues. Learners will explore body language, including posture, gestures, and facial expressions. The importance of eye contact and personal space will be discussed, along with ways to use non-verbal cues to convey confidence and empathy.
- Key Concepts:
  - Facial Expressions
  - Body Language
  - Gestures
  - Eye Contact
  - Proxemics
  - Paralanguage
  - Haptics
  - Appearance
  - Posture
  - Facial Microexpressions

## Non-Verbal Communication

- **Introduction:** Non-verbal communication is the transmission of messages and information without the use of words. It encompasses a wide range of cues, including facial expressions, body language, gestures, eye contact, and other subtle forms of expression. These non-verbal signals play a vital role in conveying emotions, attitudes, and intentions, adding depth and nuance to verbal communication. Understanding and interpreting non-verbal cues are essential for effective interpersonal communication, as they greatly influence how messages are perceived and the quality of relationships between individuals..

## Definitions of Non-verbal Communication

### Definition 1:

“Non-verbal communication refers to all potentially informative behaviors that are not purely linguistic in content“ (Mark et al., 2013).

### Definition 2:

"Nonverbal communication refers to communication effected by means other than words, including, but not limited to, facial expressions, vocal intonation, proxemics\*, oculesics\*, chronemics\*, and haptics\*" (Matsumoto, and Frank, 2013).

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These academic definitions highlight the various behaviours and elements that make up non-verbal communication. This includes both obvious and subtle cues, all of which play a role in shaping how people interact with each other.

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## Types of Non-verbal Communication

Non-verbal communication encompasses various types of expressive cues that convey information without using words. The key types include:

- Facial Expressions
- Body Language
- Gestures
- Eye Contact
- Proxemics

- Paralanguage
- Haptics (Touch)
- Appearance
- Posture
- Facial Microexpressions

## **01. Facial Expressions:** Movements of facial muscles conveying emotions and attitudes.

For example, imagine a surprise birthday party for someone who thought their friends had forgotten about their special day. As they walk into the room, the lights suddenly come on, and a group of friends shouts, "Surprise!"

The person's facial expression is likely to undergo a sudden transformation. Initially, they might register confusion, perhaps expecting a normal gathering. As realization dawns that it's a surprise party in their honor, their face would likely light up with a mix of joy, astonishment, and gratitude. This shift in facial expression would vividly convey the range of emotions experienced in that moment, offering a non-verbal display of surprise, happiness, and appreciation.

## 02. Body Language: Gestures, postures, and movements of the body conveying messages.

### Scenario:

Picture a job interview where the candidate is asked a challenging question about overcoming adversity in the workplace. The candidate, while responding, sits up straight, maintains steady eye contact with the interviewer, and uses open gestures to emphasize key points.

### Body Language Explanation:

The candidate's body language signals confidence and preparedness. Sitting up straight indicates attentiveness and professionalism, demonstrating that the candidate is actively engaged in the interview process. Maintaining steady eye contact communicates sincerity and self-assurance, showcasing the candidate's comfort with the topic. The use of open gestures adds emphasis and reinforces the candidate's ability to navigate challenges effectively, contributing positively to the overall impression they convey during the interview.



### 3. Gestures: Hand movements, nods, or bodily actions emphasizing or complementing speech.

#### Scenario:

Imagine a group of friends discussing their weekend plans. One friend enthusiastically describes a hiking trip, and as they speak, they use expansive arm movements and gestures to illustrate the beautiful scenery, the steep climbs, and the excitement of reaching the summit.

#### Gesture Explanation:

In this scenario, the friend's gestures play a significant role in conveying the excitement and vividness of their hiking experience. The expansive arm movements mimic the uphill climbs and expansive views, adding a dynamic and animated element to the storytelling. These gestures serve not only to convey information about the hiking trip but also to engage the audience and make the narrative more compelling. The friend's gestures become a visual and expressive supplement to their verbal communication, enriching the overall storytelling experience for the group.

## 4. Eye Contact: Direct or averted gaze conveying attentiveness, sincerity, or discomfort.

### Scenario:

Consider a business meeting where a team is discussing a new project. As the project manager explains the key objectives and strategies, they make deliberate and consistent eye contact with each team member, ensuring to include everyone in the discussion.

### Eye Contact Explanation:

In this scenario, the project manager's use of deliberate and consistent eye contact serves several purposes. Firstly, it conveys a sense of inclusivity and engagement, making each team member feel acknowledged and involved in the discussion. Secondly, it establishes a connection and demonstrates the project manager's confidence and authority in presenting the information. Thirdly, by scanning the room and making eye contact with various team members, the project manager fosters a collaborative and participative atmosphere, encouraging open communication and teamwork during the project discussion. Eye contact, in this context, is a non-verbal cue that enhances both the manager's effectiveness and the overall dynamics of the team meeting.

## 05. Proxemics: Use of personal space during interaction, influenced by cultural norms.

### Scenario:

Imagine a job interview where the interviewer and the candidate are seated in a small office. The interviewer maintains a comfortable conversational distance, while the candidate, perhaps due to nervousness or cultural differences, consistently sits closer than what is typical in that context.

### Proxemics Explanation:

In this scenario, proxemics comes into play as it involves the physical distance between the interviewer and the candidate. The interviewer, maintaining a standard conversational distance, respects social norms related to personal space. On the other hand, the candidate's tendency to sit closer might be influenced by various factors, such as cultural norms or individual comfort levels. This difference in proxemics could potentially impact the dynamics of the interview, as it might be perceived as either overly familiar or, conversely, as a cultural variation. Proxemics, in this instance, reflects the non-verbal negotiation of personal space, which can be influenced by both individual and cultural factors during the job interview process.

## 06. Paralanguage: Vocal elements like tone, pitch, volume, and rate of speech conveying additional meaning.

### Scenario:

Imagine two friends catching up after a long time. As they share stories about their experiences, one friend's voice becomes louder and more animated when describing exciting or humorous events, and softer and more subdued when discussing more serious or sensitive topics. The other friend's voice remains relatively steady throughout the conversation.

### Paralanguage Explanation:

In this scenario, paralanguage is evident in the variations of tone, pitch, and volume in the friend's voice. The louder and more animated voice during exciting moments adds enthusiasm and energy to the storytelling, while the softer and more subdued voice during serious discussions conveys a sense of sensitivity or reflection. The paralanguage, in this case, enhances the emotional content of the conversation, providing subtle cues about the friend's feelings and attitudes toward different aspects of their experiences. It showcases how the non-verbal elements of speech contribute to the overall communication dynamics between the two friends.

**07. Touch (Haptics):** Haptics is about how we communicate through touch. It is the use of physical contact to communicate emotions, support, or connection.

### **Scenario:**

Imagine a family celebration where members warmly greet each other with hugs and affectionate touches. The atmosphere is joyful and filled with a strong sense of intimacy and connection, as family members use touch to express their love and joy for one another.

## **Touch (Haptics) Explanation:**

In this scenario, haptics, or the study of communication through touch, is evident in the physical interactions between family members. The warm hugs convey a sense of affection and closeness, while pats on the back may symbolize support and camaraderie. The use of touch in this context goes beyond verbal expressions, providing a tangible and visceral way for family members to convey emotions and strengthen their bonds. Haptics plays a crucial role in fostering a positive and emotionally rich environment during the family celebration, demonstrating the powerful communicative nature of touch.

**08. Appearance:** Personal grooming, clothing, and visual presentation influencing perceptions.

### **Scenario:**

Imagine a networking event where people from different fields meet. One person stands out with a neat look—wearing a sharp suit, shiny shoes, and subtle, professional accessories. Their appearance reflects confidence and careful attention to detail.

## Appearance Explanation:

In this scenario, appearance serves as a non-verbal cue that communicates professionalism and a commitment to making a positive impression. The well-groomed attire, including the tailored suit and polished shoes, reflects a sense of attention to detail and adherence to professional norms. The subtle, professional jewelry adds a touch of personal style without being overly ostentatious. In the context of a networking event, this individual's appearance can contribute to forming positive initial impressions, signaling to others that they take their professional image seriously. Appearance, in this case, becomes a non-verbal aspect that influences perceptions and potentially opens doors for meaningful professional connections.



**09. Posture:** Body position and alignment reflecting confidence, openness, or defensiveness.

### **Scenario:**

In a university group project meeting, one team member sits up straight and leans forward when discussing, showing interest. Another team member sits lazily and seems uninterested.

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## Posture Explanation:

Posture is essential in the group project meeting. The team member sitting upright and leaning forward signals interest and active participation, showing confidence. Meanwhile, the slouching team member appears disinterested and inattentive, affecting the overall group dynamics.

**10. Facial Microexpressions:** Brief, involuntary facial expressions revealing hidden emotions.

### **Scenario:**

In a job interview where the interviewer asks a challenging question about the candidate's ability to handle stressful situations. As the candidate responds confidently, a brief microexpression of a subtle smile flashes across their face, indicating a momentary sense of self-assurance before returning to a more neutral expression.

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## Facial Microexpressions Explanation:

In a job interview, the candidate briefly showed a subtle smile while answering a tough question. Even though they maintained a composed expression, this quick smile revealed a moment of confidence and positive emotion. Facial microexpressions are brief and involuntary, often exposing genuine feelings that people may try to hide. In a job interview, these quick expressions provide insights into the candidate's real reactions and emotional strength, helping assess their suitability for the position.

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Generally speaking, these types collectively contribute to the richness of human communication, allowing for the expression of emotions, intentions, and nuances beyond the confines of spoken language.

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**Now, let`s Practise**

### **Activity 01: True/False Statements. Correct the False statements.**

1. Non-verbal communication includes only facial expressions.
2. Non-verbal communication can occur through written text.
3. Non-verbal communication includes only facial expressions.
4. Non-verbal communication includes only facial expressions.
5. Non-verbal communication is irrelevant in virtual meetings.
6. Non-verbal communication is instinctive and universal.

## Activity 02: explain the following situations

### Situation 1:

**Scenario:** During a job interview, the candidate maintains consistent eye contact with the interviewer, sits up straight, and nods in agreement with the interviewer's points.

### Situation 2:

**Scenario:** Two friends are having a conversation at a coffee shop. One friend is constantly checking their phone, avoiding eye contact, and fidgeting with their coffee cup.

### Situation 3:

**Scenario:** During a team meeting, a team member consistently crosses their arms, maintains a serious facial expression, and avoids contributing to the discussion.



## Activity 01: True/False. Answer Keys

1. Non-verbal communication includes only facial expressions.

**Correction:** False. Non-verbal communication encompasses various aspects, including facial expressions, body language, gestures, and more.

2. Non-verbal communication can occur through written text.

**Correction:** True. Non-verbal cues can be conveyed through written text, such as punctuation, formatting, and emojis.

3. Non-verbal communication includes only facial expressions.

**Correction:** False. Non-verbal communication involves a range of elements, not limited to facial expressions.

4. Non-verbal communication includes only facial expressions.

**Correction:** False. Similar to the first statement, non-verbal communication is broader and includes multiple forms of expression.

5. Non-verbal communication is irrelevant in virtual meetings.

**Correction:** False. Non-verbal communication remains relevant in virtual meetings, expressed through video, tone of voice, and written cues.

6. Non-verbal communication is instinctive and universal.

**Correction:** True. Many aspects of non-verbal communication are instinctive and can be universally understood, although cultural variations exist.

## Activity 02: Answer Keys

### **Job Interview:**

Positive non-verbal cues indicating engagement, confidence, attentiveness, and agreement.

**Explanation:** The candidate is likely demonstrating positive non-verbal cues. Maintaining eye contact shows engagement and confidence, sitting up straight signals attentiveness and professionalism, and nodding indicates agreement and understanding.

### **Coffee Shop Conversation:**

Negative non-verbal cues suggesting distraction, disengagement, discomfort, and lack of interest.

**Explanation:** The non-verbal cues suggest that the friend may be distracted or disengaged. Constantly checking the phone and avoiding eye contact can signal a lack of focus or interest, while fidgeting may indicate discomfort or restlessness.

### **Team Meeting:**

**Explanation:** Negative non-verbal cues indicating defensiveness, displeasure, and a reluctance to contribute to the discussion.