

# How nonverbal communication can be more powerful than verbal communication articl...

[Sociology](#), [Communication](#)



1. Do you think Obama's use of nonverbal communication in his address was effective? Why or why not?

President Barack Obama's use of nonverbal communication in his inaugural address was a very effective tool in his speech. The choice of words is indeed very essential but more so in a book where the reader is at all liberty to read and understand the material at his pace. When it comes to addressing an audience especially a large one, nonverbal communication is what helps to retain the interest of the audience. Obama's speech contained an excellent control over the audience by taking them up and down through serious moments and by successfully conveying the emotion behind the words spoken.

2. Do you think Obama's verbal or nonverbal communication was more powerful? Why?

President Obama's nonverbal communication in his inaugural address was more powerful than his verbal communication. At such a high level, especially for an occasion as important as the inaugural address, every president in the past must have been assisted by the best political speech writers in the country. President Obama's talents though lay in conveying the speech effectively to an audience watching him live and as well as an audience watching him through the visual media all across the world.

Converting a piece of paper with words into an impactful oration depends on how good a speaker a person is – tone, body language, involvement with the audience, facial expressions and even a person's attire. President Obama made good eye contact with the large audience, frequently turning himself to address people cheering him from all directions; a limited and smooth

motion of hand gestures; a great tone of voice; a serious and genuine expression on his face and a perfect attire. The very fact that his speech was so successful clarifies that the president's part of delivering it through his nonverbal skills was more powerful.

3. Do you think Obama's hand gestures or tone of voice had more of an impact on you? Why?

President Obama's tone of voice had a deeper impact than his hand gestures. During his inaugural address his hand gestures made him look more natural and gave the impression that he genuinely believed in what he was saying rather than looking stiff and artificial. His hand movements though were contained rather than going over the board. This shows his control over his thoughts and actions. President Obama's tone of voice was more important to convey his message across such a large audience who may not necessarily be able to see him clearly. He made sure he was strong in places he needed to be strong such as in building the economy back, fighting terrorism etc. and places where he needed to be softer such as in helping poorer nations, giving hope to people suffering etc. He conveyed a whole spectrum of emotions with his clear voice and a suitable tone.

4. Do you think Obama intentionally used nonverbal communication? Why or why not?

President Obama must have definitely made special efforts to tone up his nonverbal communication as he was making such an important speech to an audience watching him from all over the world. He had to reach out to people of all kinds – the mass, the educated elite and the foreigners alike. He

also had to make an effective impression across the thousands who had come to see him directly and to the millions who would be watching him on television or listening to him through a radio. Keeping all this in mind President Obama's nonverbal communication showed confidence, control, assertiveness, seriousness - considering the situation of the country as well as hope to live in a better future.