

# How can an understanding of non verbal communication make business communication ...

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



How can an understanding of non verbal communication make business communication more effective? Introduction Communication is not just about words.

It can be shown in many ways such as speech, songs, words and also non-verbal such as body language, sign language, paralanguage, touch, eye contact, body movements etc. Therefore it is like everything in day today life. Communication is more important for people to express their feelings, ideas and etc. A sender, a message and a recipient is needed to have a proper communication. Definitions Communication - is defined as a process by which we assign and convey meaning in an attempt to create share understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing and evaluating. Non verbal communication - Exchanging ideas through our body language and also it includes facial expressions, gestures, body movements and etc.

The main components of Non verbal communication Nonverbal communication is a system consisting of the components of Kinesics, proxemics and paralanguage which are often used together to help expression. Kinesics Kinesics or body language is one of the most powerful ways that humans can communicate nonverbally. It is used to portray moods and emotions and to emphasize what is being said. Body language is very important when in an interview. " To effectively communicate it's not always what you say, but what your body says, that makes the difference" (Patricia Ball) This shows what exactly body language means. There are various

different types of body movements one can do to come across as being too strong or too weak. For example - when one first walks into the room and shakes hands with the interviewer you want to have a good eye contact as well as good firm hand shake.

Not too strong, because you can come across as being power player. Another important aspect to remember when you are on an interview that is to mirror your interviewer, but not to the point that you over do it. For Example - if the person that is giving you the interview crosses his/her arms that you can cross your arms. If he/she crosses their feet then you should cross your feet, but do it gradually. The last 2 things to remember is when you first walk into the office do not cross anything unless the person that is doing the interviewing crosses his or hers first. Next when you are sitting down be relaxed as possible by opening your suit jacket. This shows the person that you are not tensed.

The other aspect to remember is to lean forward in your chair, but not to close where you are in the individuals face. If you sit back in your chair you might be sending off signals, such as aloofness or rejection. Finally, nonverbal communication can also be an effective sale when executives learn to read a client's body language. Proxemics One of the terms used in non-verbal language is proxemics. Edward Hall defined it in 1950's when he investigated man's use of personal space in contrast with fixed and semi-fixed feature space. Fixed feature is what it is fixed has in unmovable boundaries. Semi-fixed is fixed boundaries that can be moved like furniture.

Proxemics can be divided in 2 other ways, physical and personal territory. Physical territory is like desks that are in front of the room of a classroom instead of center. An Example of the proxemic concept is that of stepping behind the desk of an associate at work and invading the personal zone. But what if it is the boss; do you have the authority? If it's a co-worker you probably do. A workplace where you sit is a primary tool in establishing certain communications and is his or her freedom to place that desk where and how it is a key element in personal considerations. The cubicles don't offer the chance to allow the worker to rearrange the furniture to his or her preference, nor do they allow visitors. Extra room or the ability to move furniture in an office are both symbols of status.

Paralanguage It refers to the non-verbal elements of communication used to modify meaning and convey emotion. Paralanguage may be expressed consciously or unconsciously, and it includes the pitch, volume, and, in some cases, intonation of speech. Sometimes the definition is restricted to vocally-produced sounds. The study of paralanguage is known as paralinguistics. How does nonverbal communication help us in the business environment? Nonverbal communication in a business setting requires not only recognition of these above elements, but confidence in meeting their challenges. The non-verbal message will always be more a more accurate representation of the person's feelings, attitudes or beliefs. An easy way to determine what someone is thinking or feeling is to observe whether their signals are open or closed.

Open signals represent openness, acceptance, willingness, enthusiasm, and approval. Closed signals represent the opposite of all of these. Closed signals are crossed legs, arms, hands. A lack of eye contact, rigid posture, leaning away from you, and the hands on top of the head are also examples of closed signals. Open signals are exactly what they imply: open hands, uncrossed legs, eye contact, leaning forward, and so on. There are thousands of ways we communicate non-verbally. Most of us, when talking with our friends, use our hands and face to help us describe an event or object - powerful nonverbal aids.

We wave our arms about, turn our hands this way and that, roll our eyes, raise our eyebrows, and smile or frown. Yet many of us also, when presenting to others in a more formal setting, 'clam up'. Our audience of friends is no different from our business audience — they all rely on our face and hands (and sometimes legs, feet and other parts of us! ) to 'see' the bigger, fuller picture. It is totally understandable that our nervousness can cause us to 'freeze up', but it is in our and our communication's best interests if we manage that nervousness, manage our fear of public speaking, and use our body to help emphasise our point. As part of man's genetic heritage we are programmed to pay attention to movement. We instantly notice it, whether we want to or not, assessing the movement for any hint of a threat to us. But to get back to the stage and you on it.

.. ensure that any movement you make is meaningful and not just nervous fidgetting, like rocking back and forth on your heels or moving two steps forward and back, or side to side. This is 'nervous movement' and your

nervousness will transmit itself to your audience, significantly diluting the potency of your communication and message. Conclusion. As in conclusion nonverbal communication is much more important when it comes to business field. Eye contact, Gestures, Movement, Posture and written communication very much needed to deal with business.

Therefore nonverbal communication to business is an outstanding need.

Nonverbal communication in a business setting requires not only recognition of these elements, but confidence in meeting their challenges. References 1.

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