

Non-verbal communication in the global marketplace essay sample

[Sociology, Communication](#)



Non-Verbal Communication

Communication involves the activities people carry out in their day to day basis. It is used as an effective tool as it helps people get along through ways that are convenient. Verbal and non-verbal communication skills define the way people interact and therefore need to be properly utilized and interpreted to avoid sending the wrong message. The simple things people take for granted really send a loud message about who someone is or how they carry themselves around. The most vital components of non-verbal communication entail gestures, postures, importance of clothing and accessories, the tone of the voice facial expressions just to mention but a few.. These components describe the important aspects involved in communication (Knapp and Morgan, 2014).

In the global marketplace, communication defines the customers and the clients in terms of the way they appear. As it is said, the first impression lasts longer. This is very true since the first time you see a sales person or even a manager in the office, the first things that are always considered include their dressing code, body language and the environment in which they are working (Knapp and Morgan, 2014). Non-verbal communication in this case transmits the meaning and attitude of the message being relayed. Non-verbal communication also helps people to understand the message as it involves better elaboration and gives deeper meaning to what is being said through words.

According to the video, there are three basic areas of interest I found with respect to non-verbal communication. These areas include cultural differences, interpretation of body language and proxemics. These are major

categories used in non-verbal communication. They bring huge differences in the way they are interpreted over different cultures. These differences have a significant role in the global marketplace as any slight misinterpretation could end up blowing the whole deal. For instance, hugging in India is an acceptable thing both to men and women. Men are hug to show fondness and friendship. Women do the same thing as a sign of friendship. However, it is unacceptable for a man and woman to hug unless they have formulated some kind of relationship (Elliot Hoppe).

Proxemics has portrayed different issues in India as gender and space define the required spacing between two males. They have also set the boundary between women and men in terms of the way they are supposed to get into contact. However, contact between men and women in India are determined by spatial zones such as intimacy, formal and informal aspects as well as public affairs. All these rely upon facial expressions and eye contact. Indians interpret direct eye contact as a sign of respect (Elliot Hoppe). Looking up or down or even straight at the other person for a long time shows rudeness and looking up means avoidance.

These differences are also prevalent in Turkey where hugging is a common thing and men hug and women hug in a tender way especially during conversations that are business oriented. This applies also to handshakes that are highly utilized in obtaining the final words between two parties (Goman, 2013). Cultural differences affect the way people relate in different situations. For instance, if I was to travel to Turkey per say, without any knowledge of their cultural norms, I would be considered a friendly person simply because of handshakes and maintaining eye contact. India on the

other hand, seems very different in this aspect as handshakes are not accepted especially to women. Anybody who extends their hand to greet an Indian lady is considered to be very straightforward or arrogant. Well it might be important to be acquainted with some of these non-verbal skills as they would give different perspectives especially in business meetings (Goman, 2013).

The other thing that interests me in this context is the issue of gestures. As Dr. Ahmed Ozturk explains, gestures in the Turkish culture illustrate a deeper meaning than the one being conveyed. Gestures such as pulling the ear lobe illustrate or rather send the impression of something beautiful and appreciation. Gestures are used to lay emphasis on the point or rather the depth of the matter. For instance, someone who covers their mouth while talking may imply different things to different people. According to my point of view, I would interpret it as a sign that he or she has something in their mouth and is avoiding spitting it out while he is talking (Goman, 2013).

Another aspect of importance is the aspect of emotions that are related to non-verbal communication and leadership in the global marketplace.

Emotions have been related to bringing out non-verbal cues. This is through the gestures that are closely related to the emotion that causes the movement. This aspect brings about the ideology behind rationality which relies on the decisions people make on a day to day basis. Business decisions in the global marketplace rely largely on the emotions or rather emotional intelligence (Knapp and Morgan, 2014). Leaders are required to understand other people and reason rationally. Similarly, the five dimensions of non-verbal communication that include, presentation, territory and

ownership, objects and many more define the prospects that drive people to communicate effectively through non-verbal skills (Knapp and Morgan, 2014).

References

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