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Nonverbal Communication

Outline

- Nonverbal analysis
- Functions of nonverbal communication
- Types of nonverbal communication

Why is nonverbal analysis important?

- J.S. Philpott: more than two-thirds of the total impact of a message is the result of nonverbal factors
- Nonverbal communication influences people
- Nonverbal acts last only few seconds
- TV, even radio, can produce nonverbal behavior as well
- Understanding NB can help us in many ways

What can influence NA?

- Culture
- Innocent explanations
- Sudden conclusions

Where do we use nonverbal analysis?

- Media - [stereotypes](#)
 - Politics
 - Commercials – display of [male dominance](#)
 - Everyday life
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- <https://www.youtube.com/watch?v=OXH2gsKPETE>

Functions of nonverbal communication

- Clarification
- Persuasion
- Facilitating
- Expression of emotions
- Expression of intimacy
- Social control

<https://www.youtube.com/watch?v=eTQY1Awgzc>
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Types of nonverbal behaviors

- Facial expression
- Eye behaviors
- Posture
- Gestures
- Proxemic communication
- Tactile communication
- Physical appearance
- Costumes, accessories, artifacts
- Vocalic communication
- Etc.

Conclusion

- Nonverbal communication is very important. It surrounds us everywhere.
- Nonverbal analysis deals with problems of nonverbal communication.
- There are many types of nonverbal communication.
- Be aware of your nonverbal communication.



**THANK YOU FOR YOUR
ATTENTION**