THE POWER OF NON-VERBAL COMMUNICATION

• Over 700,000 possible physical signals can be sent through body movement alone.
  60 to 75% of all meaning is communicated nonverbally.
• 65% of an interviewer's decision to hire is based on nonverbal cues.
  Nonverbal communication is the primary means of forming first impressions.

AREAS OF NON VERBAL COMMUNICATION

Kinesics  The study of nonverbal bodily movements, such as gestures and facial expressions, as a systematic mode of communication.

Proxemics  Body space - the distance between the sender and receiver of the message. Cultures differ substantially in their use of personal space, the distances they maintain, and their regard for territory as well as the meanings they assign to proxemic behavior.
  Note: There are four types of body space: intimate, personal, social and public.

Haptics  The amount of physical contact or non-contact between the sender and the receiver of the message. There are contact cultures and non-contact cultures.

Oculesics  The study of messages sent by the eyes - including eye contact, blinks and eye movements.

Chronemics  The study of meanings, usage and communication of time. It is the most discussed and well researched non-verbal code in the intercultural literature.
  • Time in US = commodity, spent, used, wasted. Monochronic (1 thing at a time) culture.
  • Other cultures = time is experienced polychronically (more than 1 thing at a time) rather than sequentially.

Every communicator is a product of his/her culture.

Culture, along with genetics, is the most powerful, enduring, and invisible shaper of our communication behavior.