• 60 to 93%

• 12 to 13 times more powerful
(Good nonverbal communicators are more persuasive, and better at romance and poker)

Why Study Nonverbal Communication
• Carries most of the meaning—especially feelings and attitudes toward others
• Is frequently misunderstood
• Is not language nor governed by rules
• Is multi-channeled and complicated
• Is context and culture bound
• Is powerful and more believable
• Is critical in starting, developing and terminating a relationship

The Functions of Nonverbal:
• Repeating: People remember comments accompanied by gestures more than by words alone
• Complementing: Body matches the message
• Substituting: The power of the look rather than words
• Accenting: Emphasizing oral message
• Deceiving: The poker face or telling a lie
Nonverbal is subtle (the smallest gesture can tell a lot—pupils dilating)

Nonverbal is ambiguous (the wink can mean thanks, friendly, sexual come on, an eye problem)

Nonverbal Channels

- Smiling, frowning, laughing, crying, sighing
- Standing close to someone or being standoffish
- The way you look—your hair, your clothing, your face, your eyes
- Your handshake—firm or sweaty palms
- Your posture, your gestures, your mannerisms
- Your voice—slow, fast, soft-loud, jerky-smooth
- The environment that you create—your home, your car, your office
- Your use of time—your value of time

The Eyes Have It Research:

- Get on an elevator. The more people the better. Wait until everyone is in and get in last
- Then, instead of facing the front, turn and face the people and look at them directly. Do not talk, just look directly at the people. After a few seconds look down slightly, but try to still observe the people’s reaction to you.

Oculesics

Haptics

Whom do you touch?

- A teacher loses her job for touching a student
- A worker sues for improper touching behavior from boss
- A brother grabs his brother and hugs him at an airport
Paralanguage

- This is a fantastic Speech Class
  1. Not just any class—this one
  2. This class is superior
  3. Good as far as speech classes go
  4. It is not at book or album
- I did not say you stole the money

Space: Who Needs it?

- Four Zones: Interpersonal Communication
  Public Space: 12 feet and beyond
  Social Space: 4 to 12 feet
  Personal Space 2 to 4 feet
  Intimate space 0 to 2 feet

Proxemics

The dreaded interview or is it?

- Let nonverbal communication help you in your next interview for a job

- Space Touch Eyes Silence Artifacts
  Paralanguage Posture

Integrating Verbal and Nonverbal

- I could not agree more
- I am so depressed
- You look fantastic! What did you do to yourself?
- Life is great, isn’t it?
- I feel so relaxed and happy
- That was some meal
- Are you ready? Already