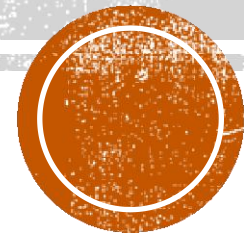


KINESICS, PROXEMICS, CHRONEMICS

Did You Just *Shrug*?



VERBAL & NON-VERBAL COMMUNICATION: INTERACTION



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- **Repeating:** Gestures strengthen oral message e.g. pointing at something while speaking about it
- **Conflicting:** Verbal and non-verbal communication do not match e.g. congratulating someone, but with an unenthusiastic expression
- **Complementing:** Gestures elaborate/support a statement e.g. demonstrating measurements with your hands

VERBAL & NON-VERBAL COMMUNICATION: INTERACTION

- **Substituting:** Gestures/ facial expressions express specific feelings/ intentions without resorting to speech e.g. shrugging
- **Regulating:** Gesture controls/ regulate someone/ something e.g. touching a speaker on the arm to indicate that speaking time is finished
- **Moderating:** Gesture amplifies/ tones down an oral message e.g. raising eyebrows while talking about something interesting or surprising



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KINESICS

- Provides cues to attitude/ state of mind of a person e.g. aggression, attentiveness, boredom, relaxation, pleasure, amusement etc.
- **Cultural Variation:** A Mediterranean person may use hand movements and body gestures as an expression of anger, whereas a Japanese person may look less excited
- **Universal Symbol:** Uplifted shoulders and upturned hands indicate “I don’t know” virtually everywhere in the world
- **Culture-bound Gesture:** Encircled thumb and forefinger – interpreted as worthless in France, money in Japan, OK in the United States, a curse in Arab cultures, and an obscenity in Germany, Brazil and Australia

Good Grooming vs. Bad Grooming

27.5%

think that it shows their interest in the position

24.8%

think that it shows the candidate has good character

20.2%

think that it is an important job requirement

60.2%

think that it's important to appear fit, healthy, clean, happy, energetic, confident and well dressed

48.5%

spend a moderate amount of their income on grooming and clothes

75.8%

make a considerable effort in looking after their appearance



51.9%

say that tattoos and piercings are not allowed in their office

77.3%

think that you risk being negatively judged on your personal grooming and clothes

46.4%

are not aware of the company dress code and found out about it later

TIP

Three basic rules for making the right impression at work:

1. Presentation does count
2. A casual office environment doesn't mean that you have to dress carelessly
3. Dress as you want to be seen: a person who takes their job seriously, is professional, and upward-bound.

KINESICS: COMPONENTS

PERSONAL APPEARANCE

- Appearance includes clothes, hair, accessories, cosmetics, grooming, personality, attitude
- Appearance expresses how we feel about ourselves and how we want to be viewed
- Audience forms an impression about speaker
- People see before they hear

KINESICS: COMPONENTS

SWAY
BACK



Makes
others
uncomfortable

LUMBAR
LORDOSIS



Trying
too
hard

THORACIC
KYPHOSIS



Insecure

FORWARD
HEAD



Invades
other's
space

GOOD
POSTURE



Appears
confident

2. POSTURE:

- Stance/ position of body while sitting, standing or walking
 - Includes direction of leaning, body orientation, arm position etc.
- A. Determines degree of attention or involvement
 - B. Shows difference in status between communicators
 - C. Indicates level of fondness between communicators

KINESICS: COMPONENTS

- 3. **GESTURE:** Non-vocal physical movement intended to express meaning
 - A. Articulated with hands, arms, feet
 - B. Also includes movements of head, face and eyes (sometimes), such as nodding, winking, or rolling



KINESICS: COMPONENTS



4. FACIAL EXPRESSION: Non-vocal movements of face

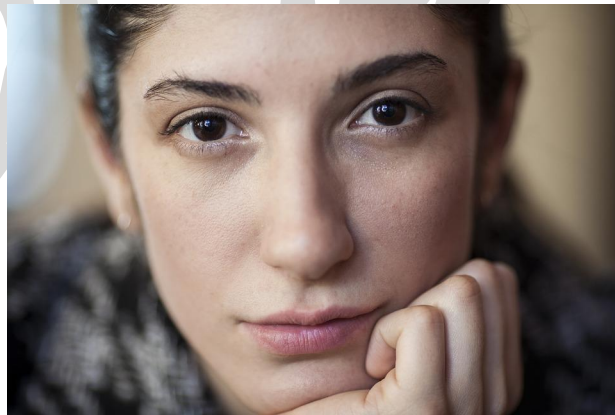
- Most expressive part of our body
- Expressions aid, inhibit, complement or contradict verbal communication
- Six basic expressions: happiness, surprise, disgust, fear, anger, sadness
- Difficult to hide/ disguise
- Difficult to interpret (sometimes)

KINESICS: COMPONENTS

5. EYE CONTACT:

- Duration of holding another person's gaze
- Average duration: 2 seconds
- Usually conveys truthfulness, intelligence, attitude and feelings
e.g. 3-4 seconds steady eye contact = listening attentively
- Conveys different meanings in different cultures
 - A. Asians and Africans maintain less eye contact as it is considered disrespectful
 - B. Americans consider staring rude and challenging
 - C. Arabs, Latin Americans and South Europeans look directly into the eyes

EYE CONTACT: TYPES



IT'S WHAT YOU DON'T SAY...



PROXEMICS

- Study of how people use and perceive physical space around them
- Space between sender and receiver of a message influences how message is interpreted
- Space includes concept of territoriality and personal space
- Territoriality = making sure others know your territory e.g. a fence
- Environment involves communicative value of physical space, such as room size, color, accessibility and location

EMPLOYEES' CUBICLES VS. BOSS'S OFFICE



PROXEMICS

- Significant meaning attached to desk size, offices with or without windows etc.
- Personal space: three-dimensional space surrounding you that you don't want people to cross
- Comfort in personal space depends on culture, social situation, gender, and individual preference
- In Mediterranean cultures, relative distance between people is less
- In Nordic cultures, opposite is true

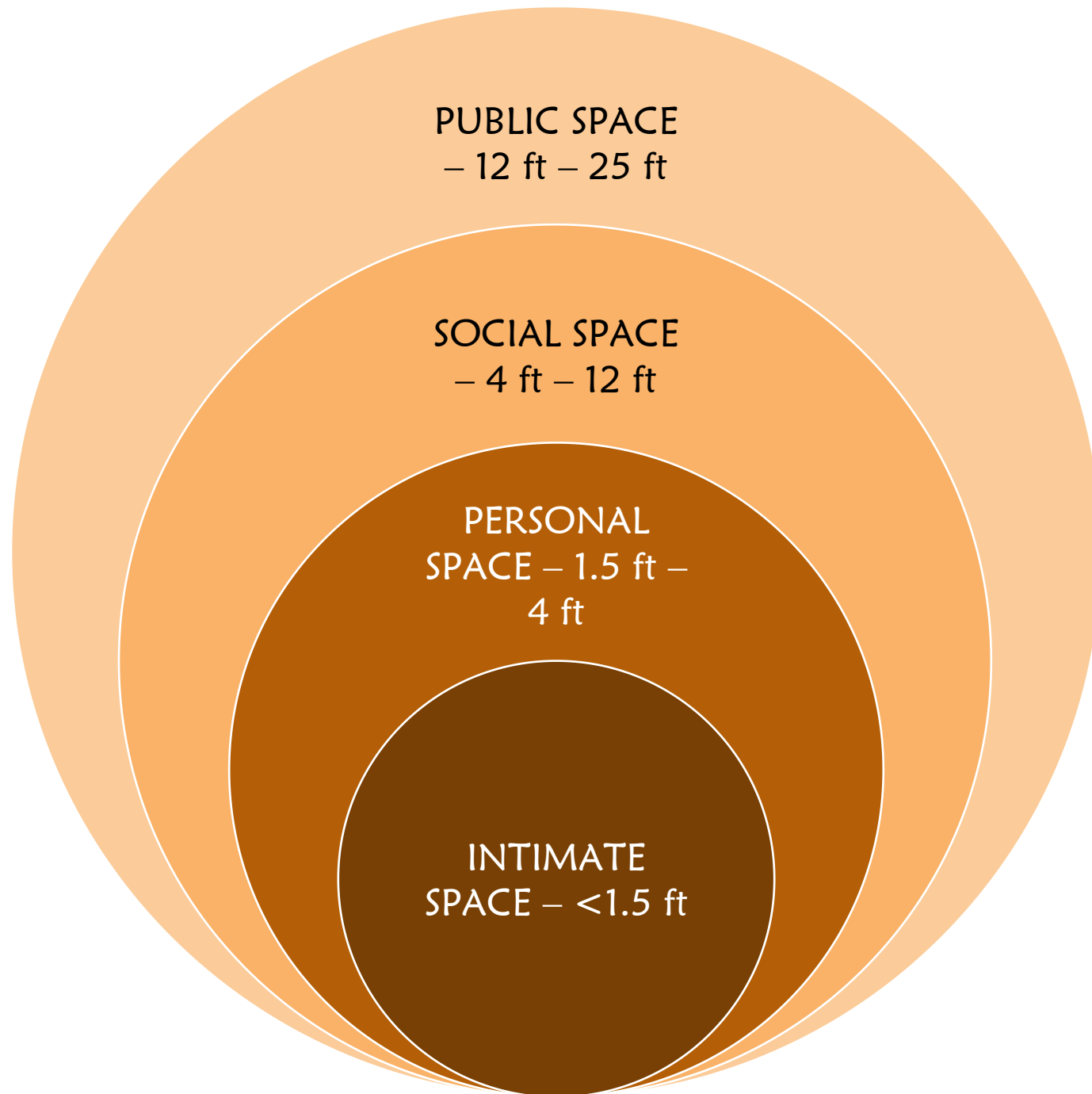
PROXEMICS: SPACE ZONES

Intimate Space: Distance for embracing, touching or whispering

Personal Space: Distance for interactions among good friends or family members

Social Space: Distance for interactions among acquaintances

Public Space: Distance used for public speaking





EXAMPLES OF PROXEMICS

CHRONEMICS

- Use of time as an element of communication
- Formal time measured in minutes, hours, days etc.
- Informal time measured in seasons, social customs, lunar cycles, etc.
- Involves specifics such as punctuality
- Attitudes toward time vary:
 - e.g. arriving early for business meetings
 - but being 'fashionably late' for parties





USE OF CHRONEMICS

Monochronemics: Doing one thing at a time, emphasis on schedules and promptness, getting to the point quickly etc.

Polychronemics: Doing several things at a time, emphasis on people and the whole of a relationship etc.



USE OF CHRONEMICS

Being late for meetings
viewed as irresponsible
and unprofessional
behavior

Delay conveys that
employee is not well
organized

OCULESICS



- Eye behaviour as element of communication
- Both static/ fixed gaze and dynamic eye movement
- Culture-specific
- Same eye movement can be interpreted differently
- E.g. downcast eyes during conversation can suggest social deference/ evasion/ insincerity/ boredom

VOCALICS

- Overlaps with Paralanguage
- Vocal cues, or non-phonemic qualities of language
- Includes accent, loudness, tempo, pitch, cadence, rate of speech, nasality and tone
- Vocal rate = speed at which people talk
- Vocal characterizers include laughing, crying, yawning
- Vocal segregates (sounds like mmmm, uh-huh, oooo) differ among various cultures
- Vocal qualifiers like volume, pitch, rhythm and tempo also are associated with cultural distinctions
- Speaking loudly connotes sincerity in Arab culture, whereas in North America it is interpreted as aggressive

"I didn't **SAY** you were stupid."

"I didn't say **YOU** were stupid."

"I didn't say you were **STUPID**."

OLFACTICS

- Aspect of non-verbal communication dealing with smells
- **Associated with Proxemics** i.e. the closer people are, the more relevant their smell
- Positive/ negative effect on spoken message from body odour
- Established norms for acceptable/ unacceptable scents associated with human body
- Customary to get close enough to smell the other person in Arab culture
- Can trigger old memories
- Can be used as warning



GUSTORICS



- Aspect of non-verbal communication dealing with tastes and flavours
- Ideas, habits, and customs associated with food and drinks
- **Associated with Olfactics** i.e. as you eat, you are likely to smell the food
- Can communicate pleasure, displeasure or warning
- May be enjoyable or not enjoyable, e.g. what one perceives as mildly spicy may be hot/unpleasant to another
- Eating etiquettes and customs of one culture seem funny/ disgusting to another culture

HAPTICS

- Touching as communication → type of touch + frequency + intensity
- Socially acceptable levels of touching vary from one culture to another
- Many cultures have established norms forbidding public displays of affection and intimacy
- Saudi businessmen hold hands as a sign of trust, a form of touch that Americans often misunderstand and almost never practice



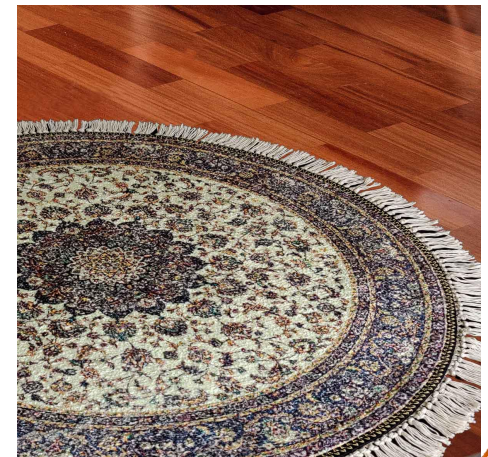
HAPTICS

- High-contact cultures (Mediterranean, Middle East, Latin America): social touching in conversation, embracing, hand-holding
- Moderate-contact cultures (North America, Northern Europe): occasional touching, shoulder patting, back slapping, handshakes,
- Low-contact cultures (Northern Asian): rare social touching
- **Professional touching should be restricted to recipient's hands, otherwise it may be interpreted as harassment or molestation**



ICONICS

- Use of objects or artifacts in communication, also called Objectics/ Artifacts
- May indicate economic/ marital status/ social status, membership, personality etc.
e.g. lab coat, i-cards, mobile phones, watches, clothes, jewellery, piercings, tattoos, valuable artifacts, carpets, pet animals etc.



AND THAT'S THE WAY IT IS...



dhuri