

# NONVERBAL COMMUNICATION

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# NONVERBAL COMMUNICATION AT A GLANCE

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- Nonverbal communication is one of the most powerful forms of communication.
- Nonverbal communication is a process of generating meaning using behaviour other than words.
- It is typically governed by the right side of the brain.
- It tends to do the work of communicating emotions using nonverbal signals.
- Humans are not the only creatures that engage in nonverbal communication.
- Nonverbal communication includes body language such as gestures, facial expressions, and eye contact.

# ATTRIBUTES OF NONVERBAL COMMUNICATION

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- It is primarily biological in nature.
- It has universal recognizability.
- It is more instinctual and spontaneous than verbal communication.
- More meaning is generated from nonverbal communication as compared to verbal communication.

# SCOPE OF NONVERBAL COMMUNICATION

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- Nonverbal communication can substitute for verbal communication when verbal communication isn't viable because of linguistic barriers.
- Nonverbal cues such as posture, touch, eye contact, and our sartorial choices can enhance our social capital. We can use it in a strategic manner to influence others.
- It regulates our conversational flow so that we do not end up constantly interrupting each other during important conversations.
- It happens to be our primary tool for expressing our emotions in an authentic and unvarnished manner.

# TYPES OF NONVERBAL COMMUNICATION

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- Eye Contact
- Kinesics
- Head movements
- Posture
- Facial expressions