



Cross Cultural Understanding



Chapter 5

Language & Nonverbal Communication

Andrias Yulianto

Jakarta International University





Learning Objectives

By the end of this chapter, you should be able to:

1. Define nonverbal communication.
2. Describe the relationship between verbal and nonverbal communication.
3. Identify the characteristics and functions of nonverbal communication.
4. Identify different types of nonverbal codes.
5. Explain the influence of culture on nonverbal communication.
6. Discuss the relationship between nonverbal communication and power.
7. Explain how nonverbal communication can be a barrier in intercultural interactions.



Introduction

the characteristics and functions of
nonverbal communication.

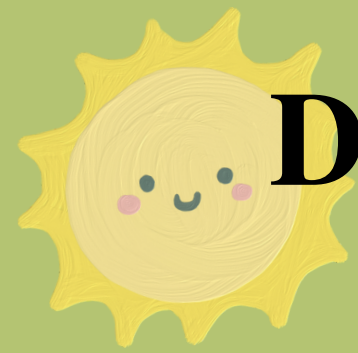




THE NATURE AND IMPORTANCE OF NONVERBAL COMMUNICATION

‘no discussion of communication is complete
without the inclusion of nonverbal behaviors’.

Matsumoto and Hwang, 2012: 130, as cited in Jackson, 2014)



Definitions of nonverbal communication and nonverbal behaviour



Nonverbal communication

'Communication without using words' or 'The use of non-spoken symbols to communicate a message'.

(Liu et al., 2011: 139, as cited in Jackson, 2014)



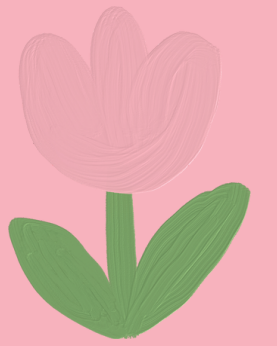


"that aspect of the communication process that deals with the transmission and reception of messages that are not a part of the natural language systems . . . any aspect of communication that does not include words is considered part of the nonverbal code."



(Hickson et al., 2004, as cited in Jackson, 2014),





Nonverbal communication often occurs through **the interaction of the speaker** (dress, voice, distance maintained), **the receiver** (posture, facial expression, distance kept from the speaker) and **the situation** as perceived by the interactants (the social context, the environment, the time of the interaction)



(Jackson, 2014)



‘people who are behaving are not
necessarily communicating’,

(Hickson et al., 2004, in Jackson, 2014)



'93 percent of meaning is conveyed through nonverbal communication channels (eg movements, facial expressions, vocal qualities).'

(Albert Mehrabian, 1982, as cited in Jackson, 2014)



Nonverbal communication is the single most powerful form of communication.



Innate

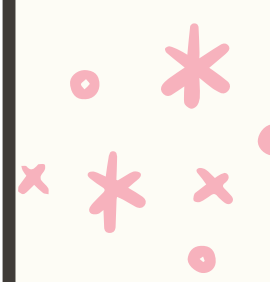
Existing in one from birth

Universal

People in different cultures share a similar understanding of particular cues.

Nonverbal codes

Bodily movements, use of space and time, clothing and adornments and sounds other than words.



(Jackson, 2014)



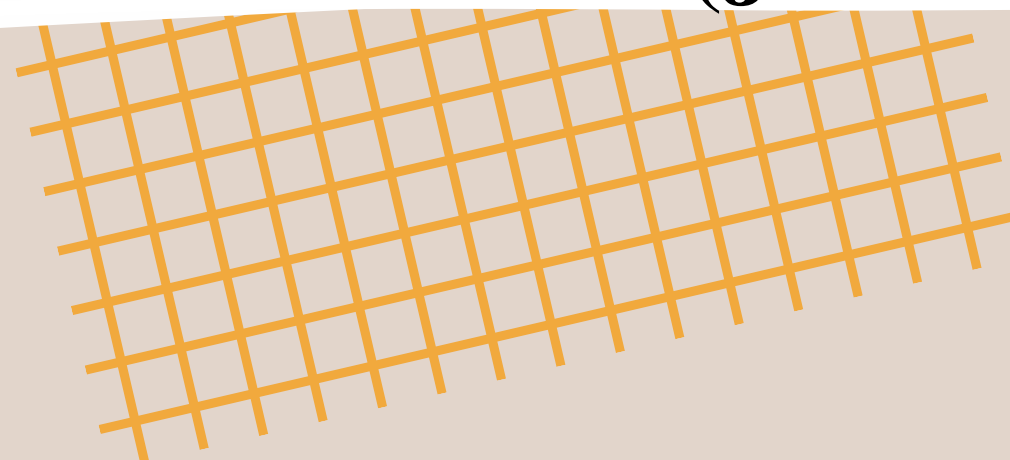
THE RELATIONSHIP BETWEEN VERBAL AND NONVERBAL COMMUNICATION



Verbal communication includes sound, words,
speaking and language.

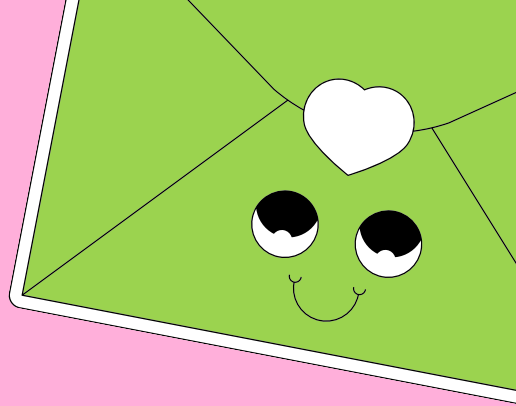
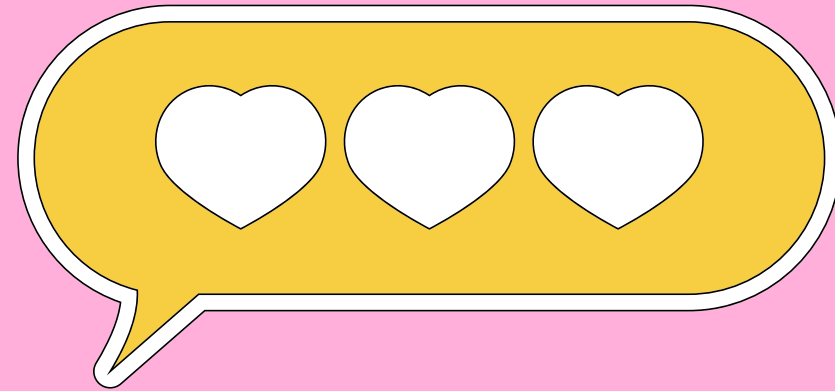
Accent, rate, tone and volume of speech, all of
which are considered **nonverbal features**.

(Jackson, 2014)



"Nonverbal communication is complex because it creates communication by use of non verbal behaviors, either by themselves or combined with words. It may be shared between people (interpersonally) or within a person (intrapersonally). It may be intentional or unintentional. It may also be used without words, or it may take on meaning only when it is used in combination with words."

(Hickson et al., 2004: 9, as cited in Jackson, 2014)



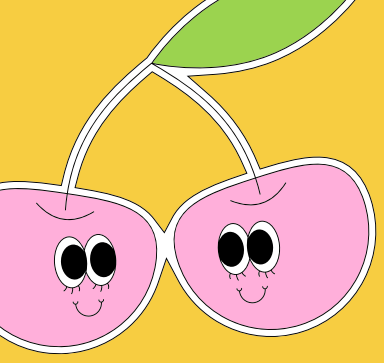
‘Most verbal communication carries with it a greater amount of intent, but nonverbal communication tends to be more primitive and less controllable than its verbal counterpart’

(Hickson et al., 2004: 11–12, as cited in Jackson, 2014)





FUNCTIONS OF NONVERBAL COMMUNICATION



Self presentation



- We disclose information about ourselves through our physical appearance, our tone of voice, our posture, our mode of dress and our adornments (e.g. body piercings, tattoos, makeup).
- We reveal personal dimensions of ourselves (e.g. our personality, degree of openness, values) through our use of time, body odour, use of space, the ways we decorate our homes (or dorm rooms) and many other nonverbal means.

(Jackson, 2014)



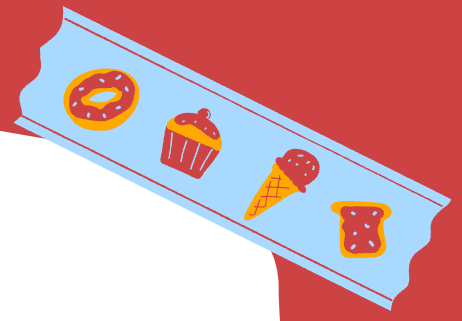
CASE STUDY

I remember the first time I went abroad. In a country that I cannot mention the name, I have failed to understand the customs of the people there. One time, I entered the classroom while waiting for my teacher to come in. Not long after, a female figure entered the classroom with simple clothes and tended to be dull. I'm like I don't care. In short, I realized that she is my lecturer.



Source: Dunia Dosen

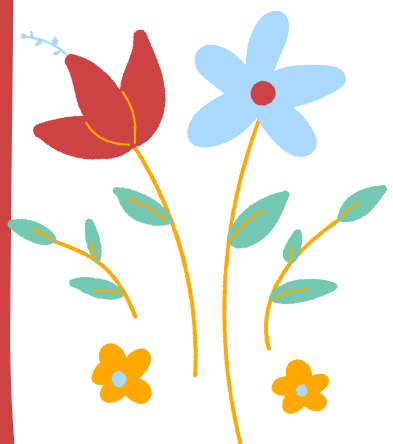


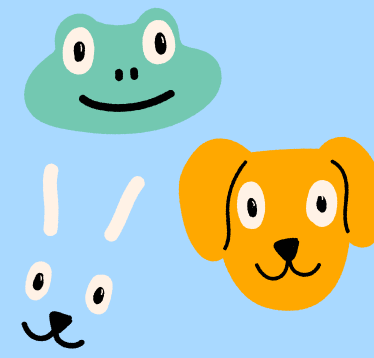


Conveying relationship messages

"Through nonverbal means we indicate our relationship with others, whether we realize it or not."

(Jackson, 2014)





In some cultural settings we may walk arm in arm with a romantic partner and when sitting, we may lean forward and frequently touch each other as we chat.

(Jackson, 2014)



Source: Focused Collection



We may also convey intimacy by using a soft tone of voice and whispering into each other's ears.

(Jackson, 2014)

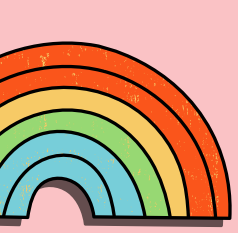


Source: DepositPhotos



Avoiding eye contact (not looking at his or her eyes), folding our arms, leaning away from him or her when talking and keeping a large physical distance between us when standing are dislike or lack of interest in another person.

(Jackson, 2014)



Nonverbal communication can also indicate and reinforce the power dimension in relationship.

(Jackson, 2014)

Work situation

For instance;

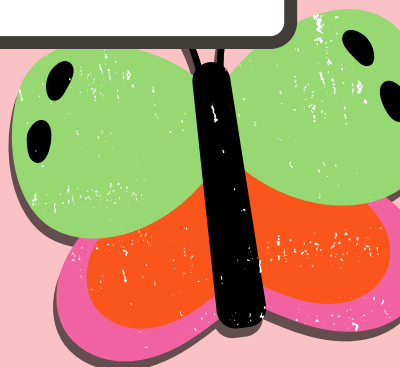
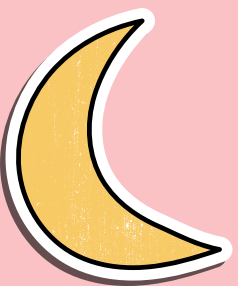
Employer



Source: Dreamstime.com

Employees

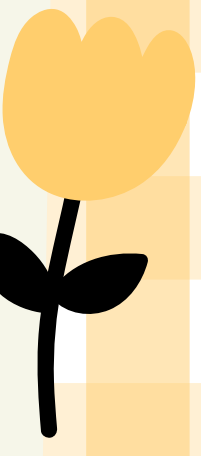
Stand further away from his/her



For instance:

At a formal banquet in Mainland China, the attendees may gather at a round table and sit in assigned places according to their status.

(Jackson, 2014)



Case Study

At a wedding party, I saw a lot of invited guests arriving and queuing to enter. At the far end near the host, I saw an empty sofa. When I approached it, I saw that this was the only seat that said 'VIP'.

(Jackson, 2014)



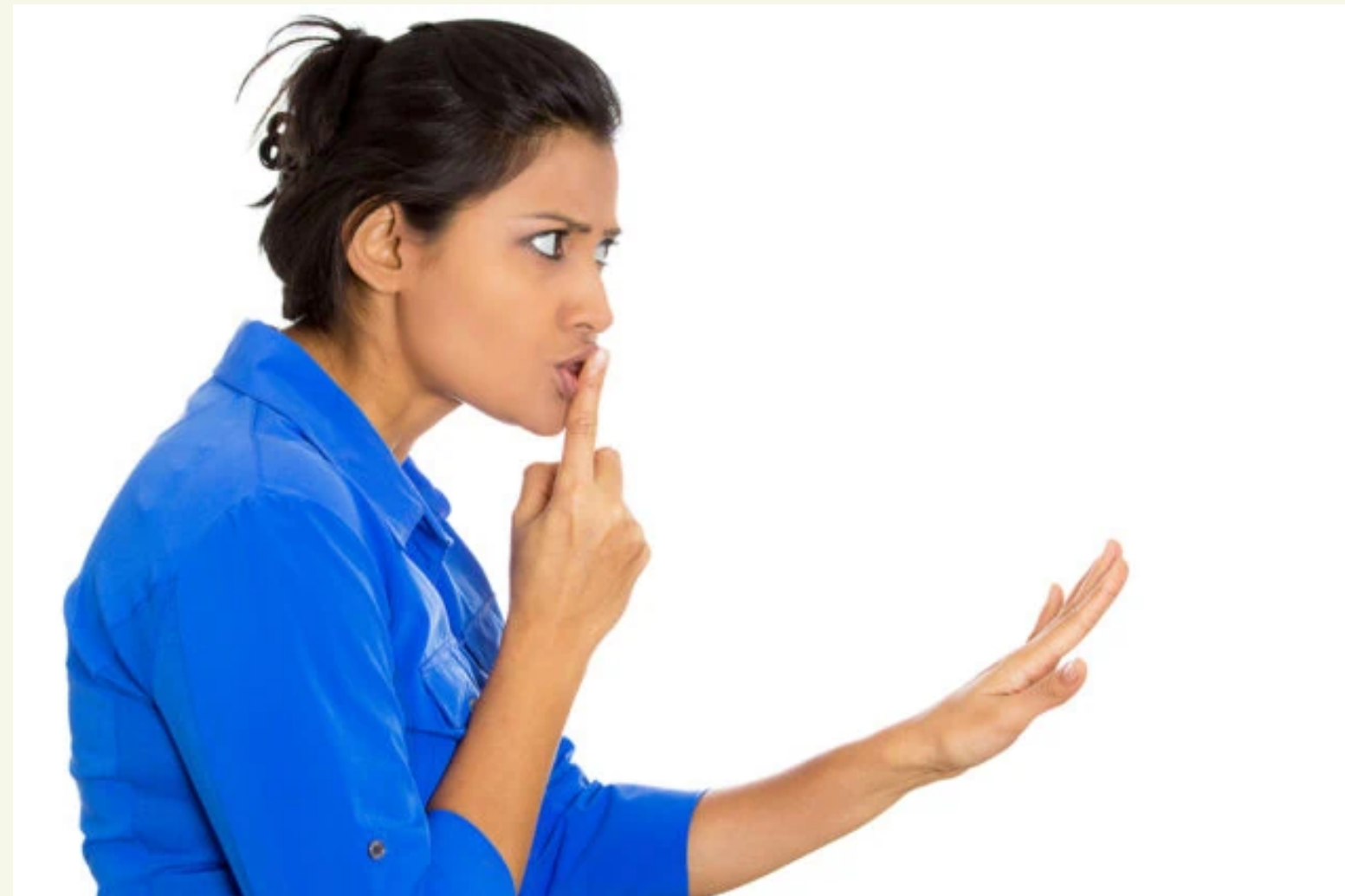
Replacing verbal messages

Nonverbal messages can also be used as a substitute for verbal messages.

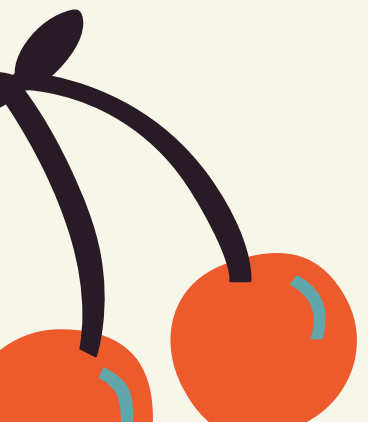
(Jackson, 2014)

Instead of verbally telling students to be quiet, a primary teacher may simply hold a finger to her lips and as long as the students understand this gesture (and are willing to comply), this simple action may be quite effective.

(Jackson, 2014)



Source: Teacher Tool Kit

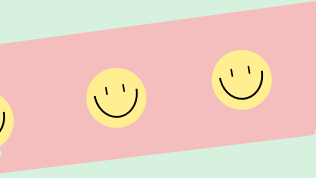




In electronic communication (e.g. emails, Facebook, instant messages, web forums) it is now common to insert **emoticons**.

(Jackson, 2014)

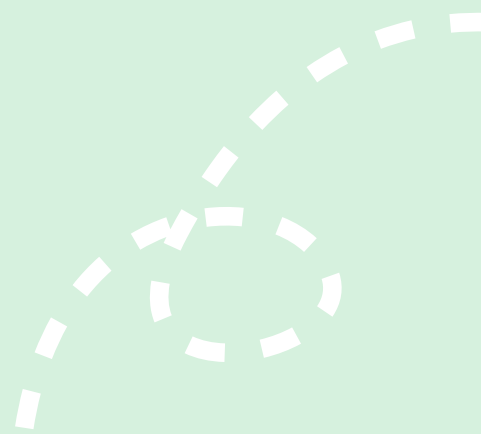


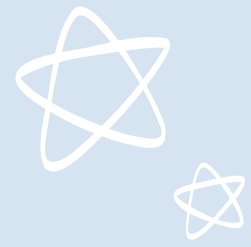
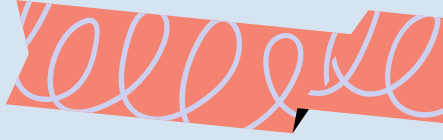


Repeating verbal messages

"If a visitor asks you where the cafeteria is, you may say that it is next to the campus bookstore while using your finger or arm to point in that direction."

(Jackson, 2014)





“

Emphasizing verbal messages

Nonverbal messages may be used to emphasize the emotions or depth of feelings that lie behind the words we are speaking.

(Jackson, 2014)



CASE STUDY

My gaze on my way to school, was distracted by a group of people standing on the side of the road. Neither of them looked sad. Everyone was standing and some were jumping and dancing, some laughing, smiling happily. I don't know what happened, but the romantic music, the beautiful decorations, the beautiful and colorful clothes, it says pretty much everything.

Relaying awkward messages

"Ideas or messages that are difficult or awkward to express verbally may sometimes be communicated more easily and effectively through nonverbal means"

(Jackson, 2014)

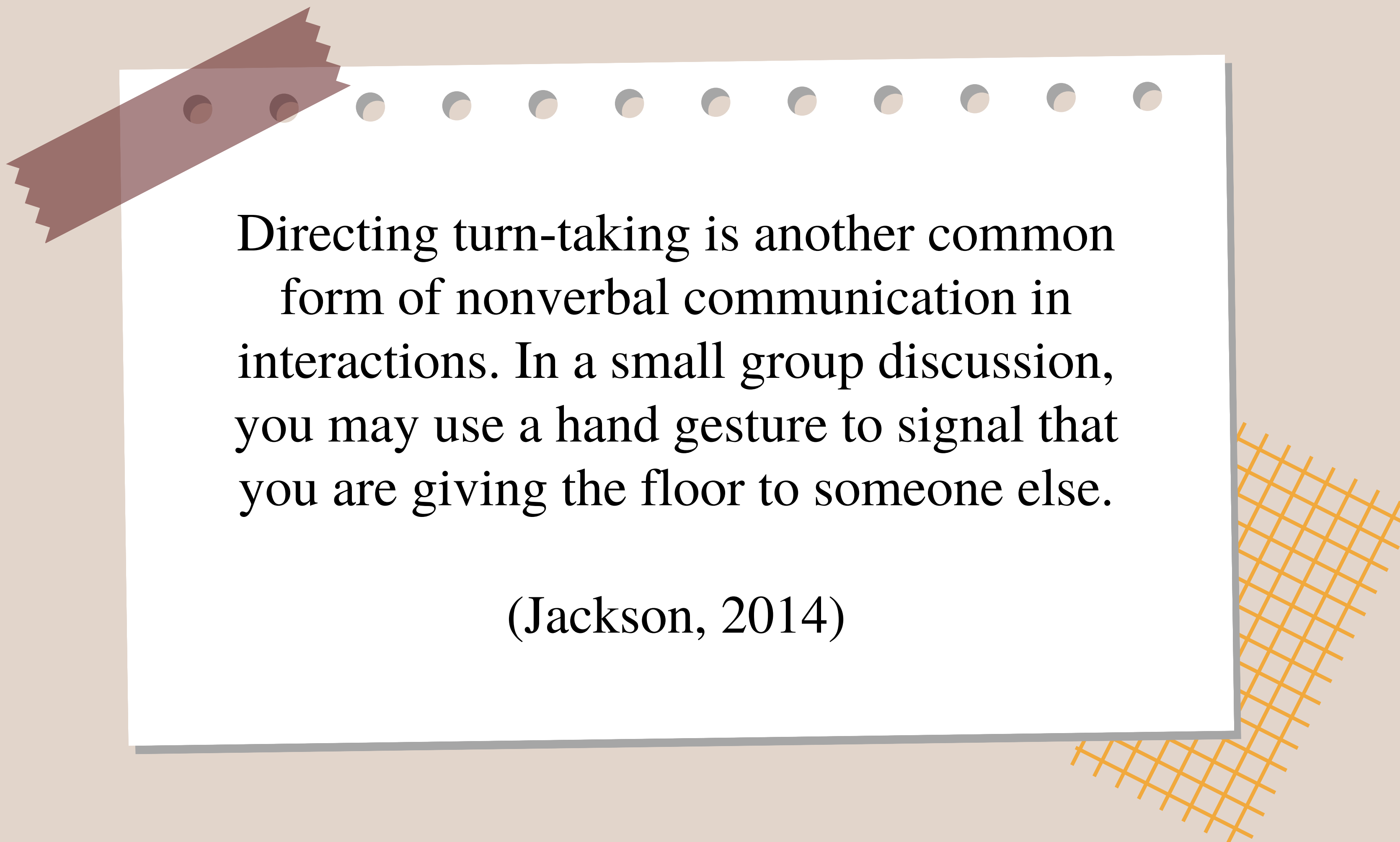


Regulating interactions

"The term **'regulators'** to refer to actions which maintain and regulate the back-and-forth nature of speaking and listening between two or more interactants. They tell the speaker to continue, repeat, elaborate, hurry up, become more interesting, less salacious, give the other a chance to talk, etc. They tell the listener to pay special attention, to wait just a minute more, to talk, etc."

(Ekman and Friesen, 1969: 82, as cited in Jackson, 2014)





Directing turn-taking is another common form of nonverbal communication in interactions. In a small group discussion, you may use a hand gesture to signal that you are giving the floor to someone else.

(Jackson, 2014)

Displaying emotions

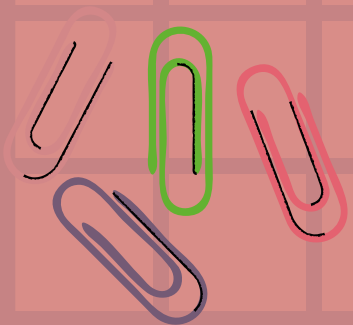
Emotional display refers to the expression of our emotions.

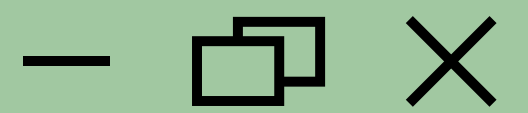
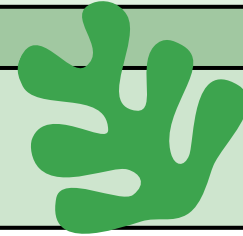
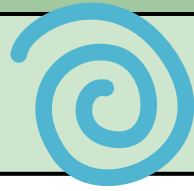
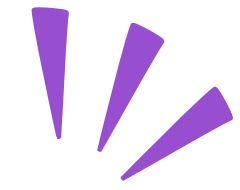
If we are bored in a lecture we may yawn frequently and our shoulders may slump.

(Jackson, 2014)



Source: Science ABC





Emotions are expressed in multiple channels, including the face and voice, and through words, prosody, and grammatical devices'; touch and body language such as posture that may also disclose our affective state.

(Keltner and Ekman, 2003: 412, as cited in Jackson, 2014)



Ritual

A set of actions or rites performed for symbolic meaning that include nonverbal actions.

(Jackson, 2014)

Wai is the traditional greeting in Thailand.



Source: Teh Koh Samui Guide



CULTURE AND TYPES OF NONVERBAL COMMUNICATION

- Paralanguage (vocalics)
- Kinesics (body language)
- Oculesics (eye contact or movement)
- Proxemics (social distance)
- Haptics (touch)
- Olfactics (smell)
- Physical appearance and artifacts
- Chronemics (time).

(Jackson, 2014)

A. Paralanguage

Vocal qualities consist of a harsh voice, a tense voice, a whispery voice, a breathy voice, a raspy voice, etc.

(Jackson, 2014)



Vocal cues is the nonphonemic qualities of language that convey meaning in verbal communication

(Moore et al., 2010, as cited in Jackson, 2014).

Vocal characterizers include belching, crying, gasping, grunting, laughing, sighing, yawning.

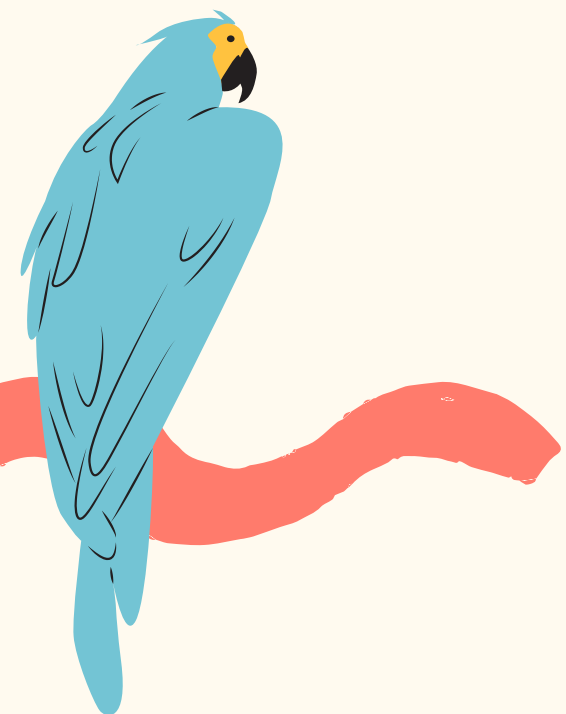
(Jackson, 2014)

Paralanguage varies across cultures.

Case study

Nathan Lee is a Korean student who visit Indonesia country for several days. One day, he met an Indonesian (Batak tribe) who's talking to someone over his phone. He's literally wonder why the guy speaks loudly and then he asks to the guy. The guy said that 'he just talked normally to his girlfriend.' Then, Nathan Lee was shocked, because he thought that he was angry but it turned out that not at all.

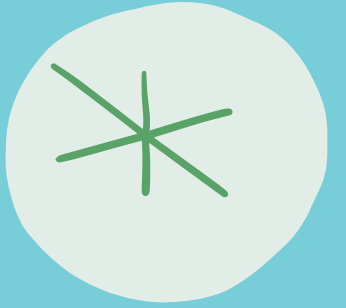
Eight attributes of sound to contribute the vocalic meaning associated with speech:



- **Loudness** refers to the degree of intensity of the voice.
- **Pitch** is the range of one's voice during conversation and is linked to the frequency of a sound.
- **Duration** refers to how long a particular sound is made.
- **Vocal characteristics** are degree of raspiness, harshness) of the speaker's voice.
- **Articulation** refers to the clarity and control of the sounds being produced.
- **Pronunciation** is concerned with the clarity and control of the sound being produced, the rhythm and the rate of speech.
- **Silence** refers to the absence of sound. Both positive and negative attitudes can be expressed through silence.

(Hickson et al., 2004, as cited in Jackson, 2014)

Kinesics



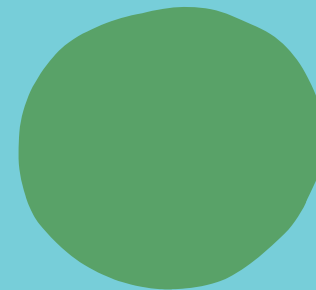
Kinesics is a broad category of nonverbal actions.

Body language

Eye-related movements

Affect (affective) displays

(Matsumoto, 2009, as cited in Jackson, 2014).



Gestures are typically hand or facial movements that are used to illustrate speech and convey verbal meaning.
(Jackson, 2014)

- **Illustrators:** Shape/illustrate what is being said (pointing, outlining a picture of a referant).
- **Emblems:** Direct replacements for words (OK signal in the U.S.).
- **Affect displays:** Convey the intensity of an emotion (frown, dropping one's shoulders to signify sadness/empathy).
- **Regulators:** For controlling the flow of conversation (e.g. hand gestures, head nods).
- **Adaptors:** Used unintentionally to relieve tension (e.g. scratching, smoking).

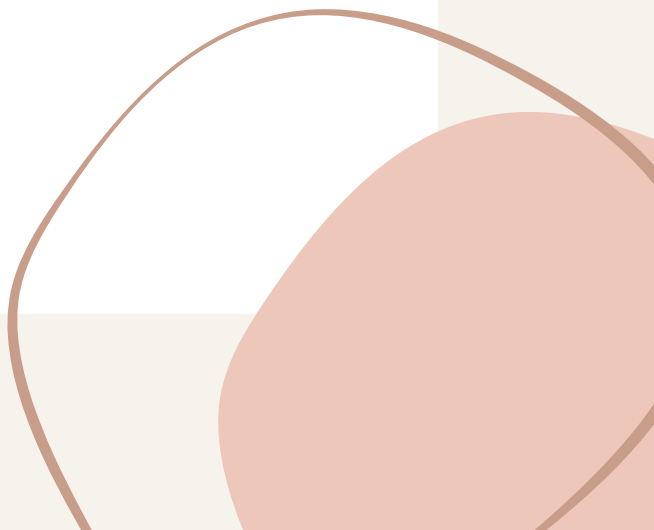

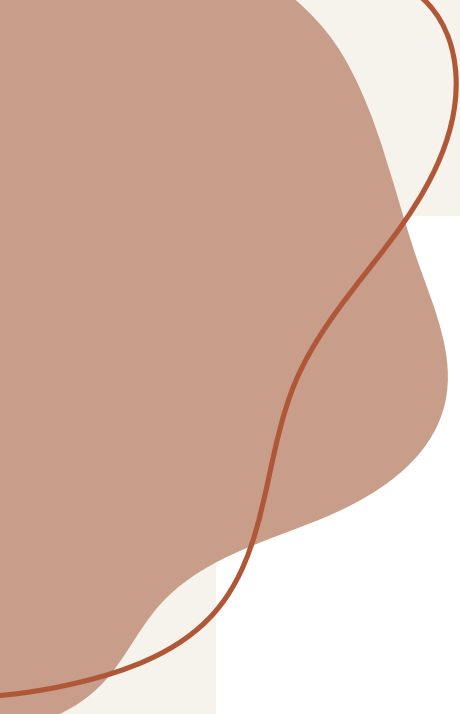

(Ekman and Friesen, 1969, as cited in Jackson, 2014)



Speech illustrators

"gestures or movements that are directly linked to speech, that is, they illustrate or emphasize the verbal message, even though the user may not be conscious of their use."

(Ekman & Friesen, 1969; Matsumoto & Hwang, 2012, as cited in Jackson, 2014).



"In Latin and North African cultures, for example, large, illustrative gestures often accompany speech, that is, individuals in these cultural settings tend to be highly expressive in their gesticulation. In contrast, from an early age, children in East Asian cultures are discouraged from using such gestures in public so they tend to be relatively less expressive in their use of gestures."

(Matsumoto & Hwang, 2012, as cited in Jackson, 2014).

Emblems or emblematic gestures are used to convey messages without speech.



Had too much to drink (France)



Anger (Japan)



Come here (Japan)

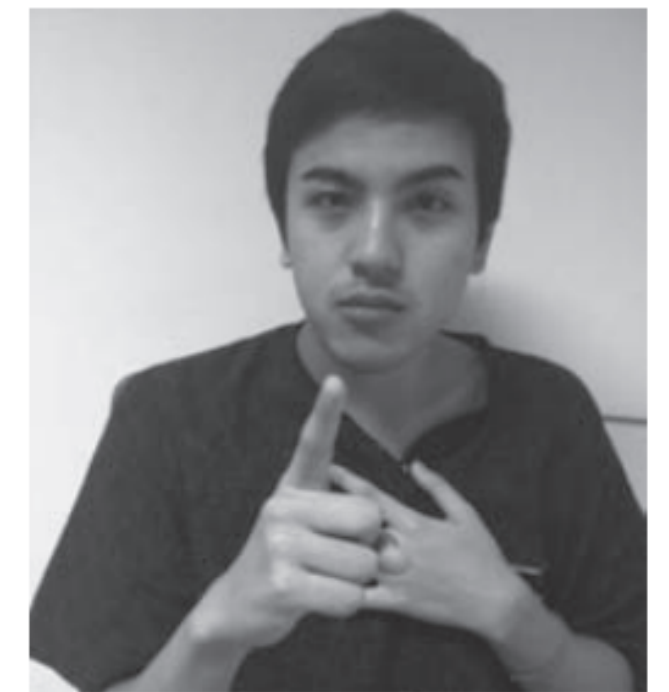
(Jackson, 2014)



Come here (U.S.)



Money (U.S.)



No! (U.S.)

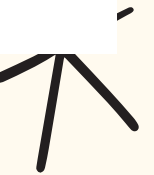
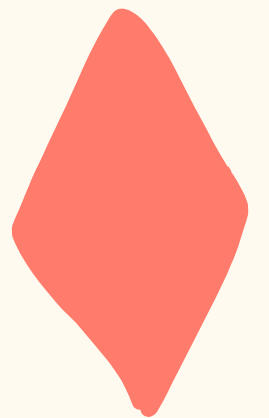


Money (Japan)



Don't do that! (France)

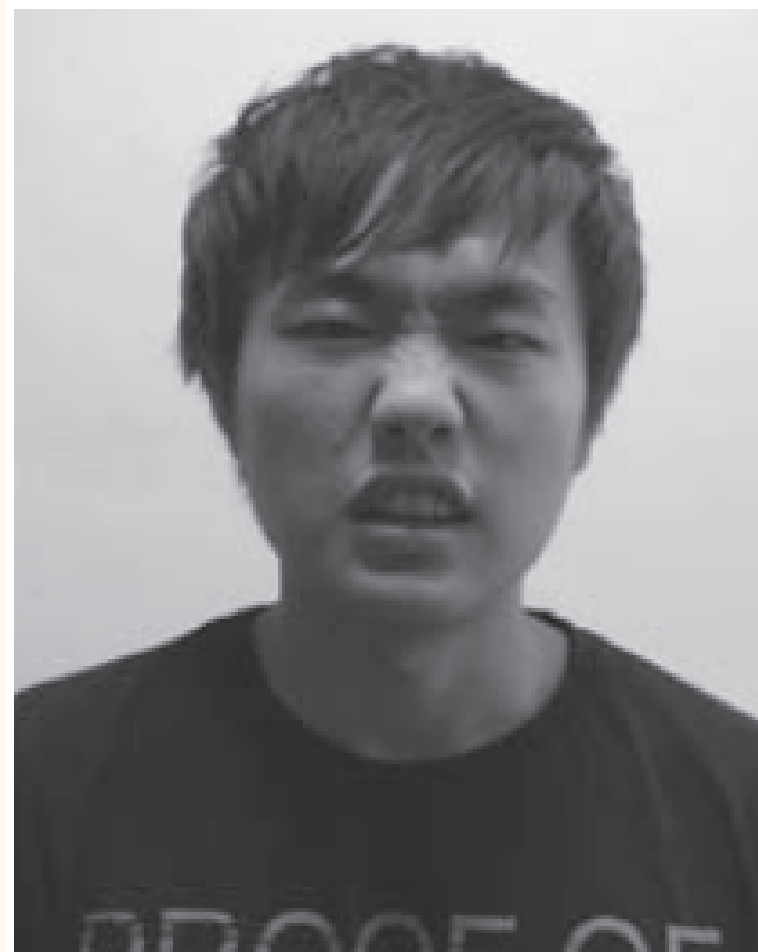
(Jackson, 2014)



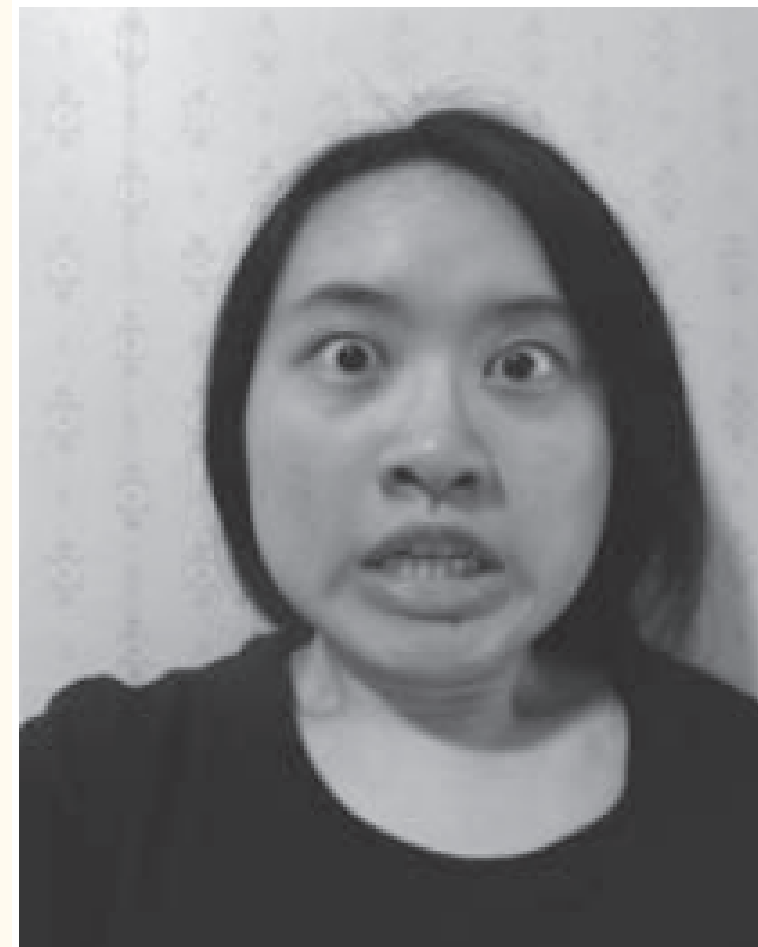
Facial expressions and emotional display



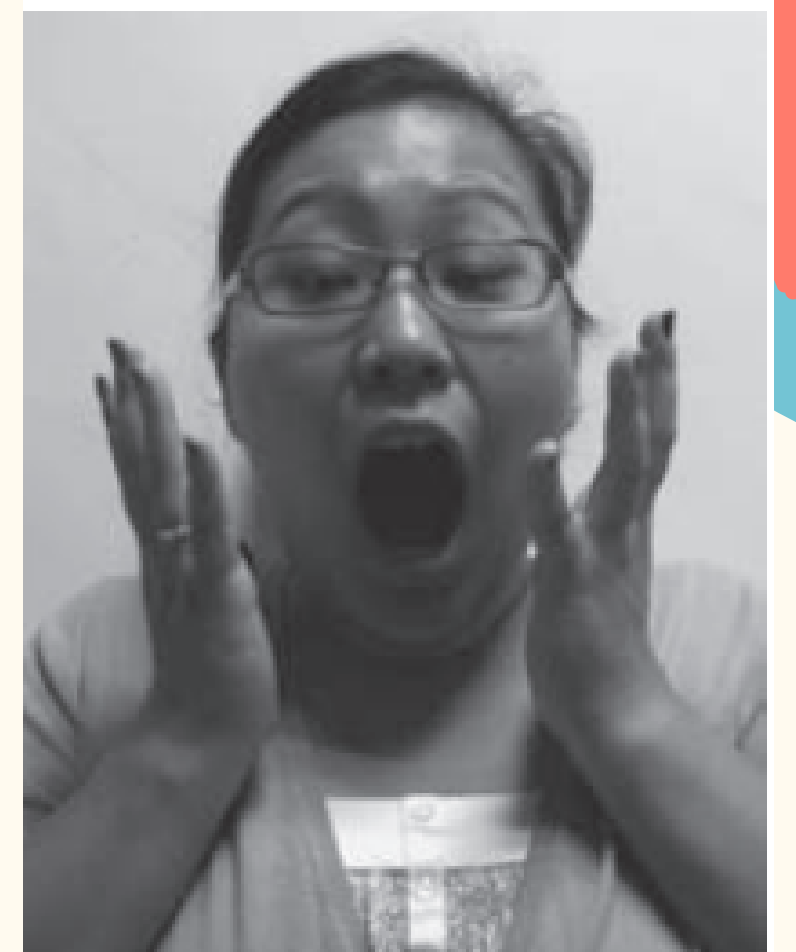
Happy



Disgust



Fear



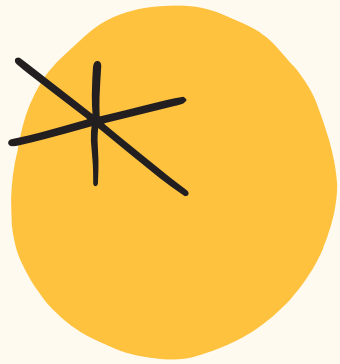
Surprise

(Jackson, 2014)

Oculesics

Eye behaviour as an element of communication
(e.g. eye contact, dynamic eye movement, pupil dilation,
static/fixed gaze, gaze direction and intensity).

(Jackson, 2014)





Proxemics

". . .four levels of interpersonal space use in the United States, which vary depending on the type of social relationship involved."

intimate space - 0 - 18 inches
personal space 18 inches - 4 feet
social space 4 - 12 feet
public space - beyond 12

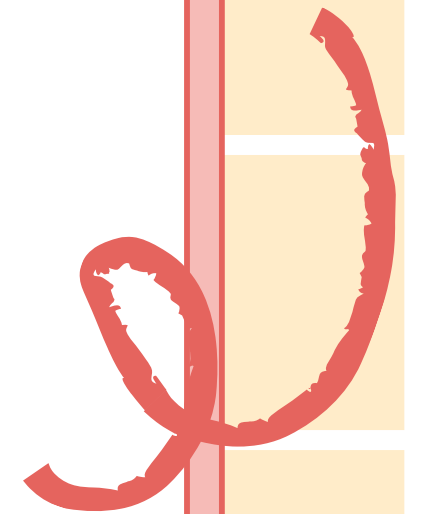
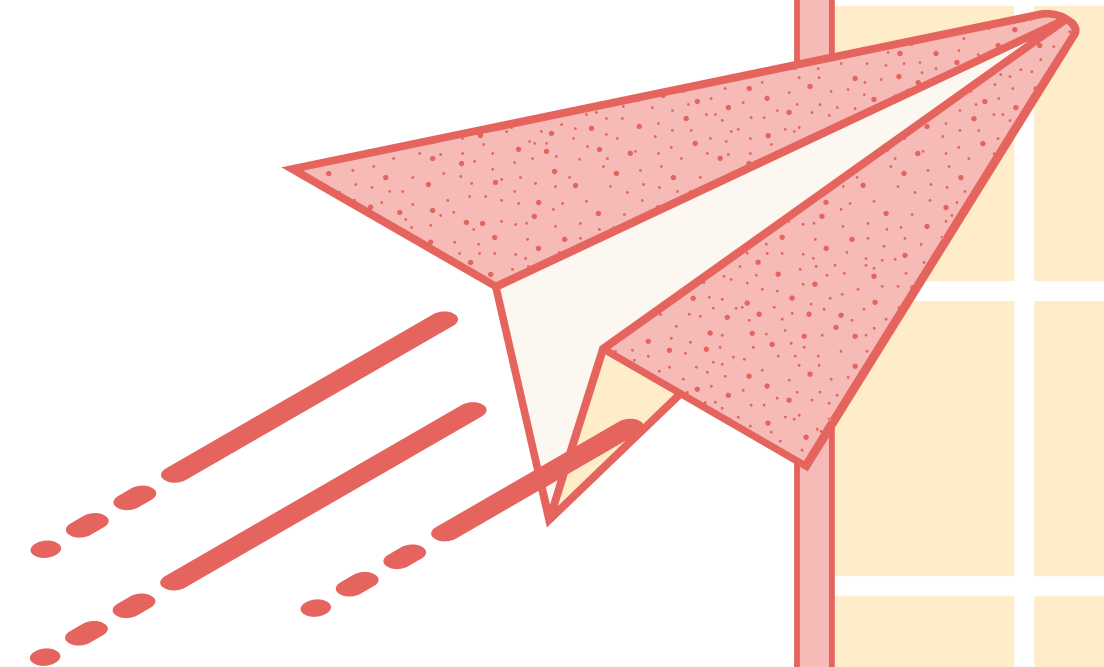
(Hall, 1959, 1966, as cited in Jackson, 2014)



Haptics

Haptics refers to the use of touch in communication, including the type of contact as well as its frequency and intensity.

(Jackson, 2014)



Olfactics

Olfactics (also known as olfaction) is the study of how we use and perceive odours (e.g. perfumes, spices, body scent, deodorant)

(Jackson, 2014)

Physical appearance and artifacts

"Physical appearance is also considered a form of nonverbal communication among human beings. As well as **physical features** (e.g. body type, deformities, eye shape, gender, height, skin colour, weight), this type of nonverbal code includes **artifacts** (objects affiliated with a particular culture), such as various forms of decorative ornamentation (e.g. accessories, body piercings, brand names and logos, choice of colour, clothes, grooming, hairstyle, jewellery, makeup, tattoos)"

(Jackson, 2014)



Chronemics

Chronemics is the study of how people use and structure time. The way that we perceive and value time, organize our time and respond to time impacts on the communication process.

(Jackson, 2014)



NONVERBAL INTERCULTURAL COMMUNICATIVE COMPETENCE

'studying nonverbal communication cannot ensure competence in interpersonal communication'

(Jackson, 2014)

Reference

Jackson, J. (2014). *Introducing language and intercultural communication*. Routledge.

Picture 16, <https://www.duniadosen.com/8-hal-dirasakan-kamu-si-dosen-muda/>

Picture 18, <https://focusedcollection.com/147876595/stock-photo-couple-walk-holding-hands-across.html>

Picture 19, <https://kabar24.bisnis.com/read/20181124/15/862867/jokowi-minta-harga-komoditas-pangan-tidak-digoreng>

Picture 21 <https://www.dreamstime.com/headshot-portrait-company-owner-vision-successful-future-concept-head-shot-confident-happy-boss-entrepreneur-standing-image189660277>

Picture 25, <https://www.teachertoolkit.co.uk/category/research/page/29/>

Picture 33, <https://www.scienceabc.com/humans/why-do-we-feel-sleepy-in-a-boring-lecture.html>

Picture 36, <https://www.istockphoto.com/id/foto-foto/thai-greeting>