

THE ANALYSIS OF NON-VERBAL COMMUNICATION: HISTORY AND IMPORTANCE

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Abstract: *The article is devoted to the analysis of nonverbal means of communication, its history and importance and examines the different points of view of researchers on the issue of the dominance of the type of communication in human communication. In particular, kinetic means (gestures, facial expressions, other types of body movements) are considered, which are an integral, organic part of the language system. This article draws attention to the specific features of intercultural communicative behavior.*

Keywords: *Nonverbal Means of Communication, first impression, Behavioral Sciences, Kinesics, Gestures, Interpersonal relationship, Haptics.*

Everyday all of us use nonverbal communication. Nonverbal communication, also called manual language, is the process of sending and receiving messages without using words, either spoken or written. Similar to the way that italicizing emphasizes written language, nonverbal behavior may emphasize parts of a verbal message. The term nonverbal communication was introduced in 1956 by psychiatrist Jurgen Ruesch and author Weldon Kees in the book "Nonverbal Communication: Notes on the Visual Perception of Human Relations." Nonverbal messages have been recognized for centuries as a critical aspect of communication. For instance, in "The Advancement of Learning" (1605), Francis Bacon observed that "the lineaments of the body do disclose the disposition and inclination of the mind in general, but the motions of the countenance and parts do not only so, but do further disclose the present humour and state of the mind and will." **Nonverbal communication (NVC)** is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language. It includes the use of social cues, kinesics, distance (proxemics) and physical environments/appearance, of voice (paralanguage) and of touch (haptics). A signal has three different parts to it, including the basic signal, what the signal is trying to convey, and how it is interpreted. These signals that are transmitted to the receiver depend highly on the knowledge and empathy that this individual has. It can also include the use of time (chronemics) and eye contact and the actions of looking while talking and listening, frequency of glances, patterns of fixation, pupil dilation, and blink rate.

Nonverbal communication involves the conscious and unconscious processes of *encoding* and *decoding*. Encoding is defined as our ability to express emotions in a way that can be accurately interpreted by the receiver(s). Decoding is called "*nonverbal sensitivity*", defined as the ability to take this encoded emotion and interpret its meanings accurately to what the sender intended. Encoding is the act of generating information such as facial expressions, gestures, and postures. Encoding information utilizes signals which we may think to be universal. Decoding is the interpretation of information from received sensations given by the encoder. Decoding information utilizes knowledge one may have of certain received sensations. For example, in the picture above, the encoder holds up two fingers, and the decoder may know from previous experience that this means two. There are some "*decoding rules*", which state that in some cases a person may be able to properly assess some nonverbal cues and understand their meaning, whereas others might not be able to do so as effectively. Both of these skills can vary from person to person, with some people being better than others at one or both. These individuals would be more socially conscious and have better interpersonal relationship. An example of this would be with gender: women are found to be better decoders than men since they are more observant of nonverbal cues, as well as more likely to use them. Within cultures around the world there are extreme differences and similarities between a lot of nonverbal gestures or signals. For example the head gesture for yes and no may have different meanings depending on where you are in the world. In this sense, learning is not dependent on verbal communication; rather, it is nonverbal communication which serves as a primary means of not only organizing interpersonal interactions, but also conveying cultural values, and children learn how to participate in this system from a young age.

There are many researches both past and present. At first, scientific research on nonverbal communication and behavior was started in 1872 with the publication of Charles Darwin's book *The Expression of the Emotions in Man and Animals*. In the book, Darwin argued that all mammals, both humans and animals, showed emotion through facial expressions. He posed questions such as: "Why do our facial expressions of emotions take the particular forms they do?" and "Why do we wrinkle our nose when we are disgusted and bare our teeth when we are enraged?" Darwin attributed these facial expressions to serviceable associated habits, which are behaviors that earlier in our evolutionary history had specific and direct functions. For example, a species that attacked by biting, baring the teeth was a necessary act before an assault and wrinkling the nose reduced the inhalation of foul odors. In response to the question asking why facial expressions persist even when they no longer serve their original purposes, Darwin's predecessors have developed a highly valued explanation. According to Darwin, humans continue to make facial expressions because they have acquired communicative value throughout evolutionary history. In other words, humans utilize

facial expressions as external evidence of their internal state. Although *The Expression of the Emotions in Man and Animals* was not one of Darwin's most successful books in terms of its quality and overall impact in the field, his initial ideas started the abundance of research on the types, effects, and expressions of nonverbal communication and behavior.

Despite the introduction of nonverbal communication in the 1800s, the emergence of behaviorism in the 1920s paused further research on nonverbal communication. Behaviorism is defined as the theory of learning that describes people's behavior as acquired through conditioning. Behaviorists such as B.F. Skinner trained pigeons to engage in various behaviors to demonstrate how animals engage in behaviors with rewards.

While most psychology researchers were exploring behaviorism, the study of nonverbal communication as recorded on film began in 1955–56 at the Center for Advanced Study in Behavioral Sciences through a project which came to be called the *Natural History of an Interview*. The initial participants included two psychiatrists, Frieda Fromm-Reichman and Henry Brosin, two linguists, Norman A. McQuown and Charles Hockett, and also two anthropologists, Clyde Kluckhohn and David M. Schneider, (these last two withdrew by the end of 1955, and did not participate in the major group project). In their place, two other anthropologists, Ray Birdwhistell, already then known as the founder of kinesics, the study of body motion communication, and Gregory Bateson, known more generally as a human communication theorist, both joined the team in 1956. Albert Scheflen and Adam Kendon were among those who joined one of the small research teams continuing research once the year at CASBS ended. The project analyzed a film made by Bateson, using an analytic method called at the time *natural history*, and later, mostly by Scheflen, *context analysis*. The result remained unpublished, as it was enormous and unwieldy, but it was available on microfilm by 1971. The method involves transcribing filmed or videotaped behavior in excruciating detail, and was later used in studying the sequence and structure of human greetings, social behaviors at parties, and the function of posture during interpersonal interaction.

Research on nonverbal communication rocketed during the mid-1960s by a number of psychologists and researchers. Michael Argyle and Janet Dean Fodor, for example, studied the relationship between eye contact and conversational distance. Ralph V. Exline examined patterns of looking while speaking and looking while listening. Eckhard Hess produced several studies pertaining to pupil dilation that were published in *Scientific American*. Robert Sommer studied the relationship between personal space and the environment. Robert Rosenthal discovered that expectations made by teachers and researchers can influence their outcomes, and that subtle,

nonverbal cues may play an important role in this process. Albert Mehrabian studied the nonverbal cues of liking and immediacy. By the 1970s, a number of scholarly volumes in psychology summarized the growing body of research, such as Shirley Weitz's *Nonverbal Communication* and Marianne LaFrance and Clara Mayo's *Moving Bodies*. Popular books included *Body Language* (Fast, 1970), which focused on how to use nonverbal communication to attract other people, and *How to Read a Person Like a Book* (Nierenberg & Calero, 1971) which examined nonverbal behavior in negotiation situations. The journal *Environmental Psychology and Nonverbal Behavior* was founded in 1976.

In 1970, Argyle hypothesized that although spoken language is used for communicating the meaning about events external to the person communicating, the nonverbal codes are used to create and strengthen interpersonal relationships. When someone wishes to avoid conflicting or embarrassing events during communication, it is considered proper and correct by the hypothesis to communicate attitudes towards others non-verbally instead of verbally. Along with this philosophy, Michael Argyle also found and concluded in 1988 that there are five main functions of nonverbal body behavior and gestures in human communications: self-presentation of one's whole personality, rituals and cultural greetings, expressing interpersonal attitudes, expressing emotions, and to accompany speech in managing the cues set in the interactions between the speaker and the listener.

According to some authors, nonverbal communication represents two – thirds of all communication. Nonverbal communication can portray a message both vocally and with the correct body signals or gestures. Body signals comprise physical features, conscious and unconscious gestures and signals, and the mediation of personal space. The wrong message can also be established if the body language conveyed does not match a verbal message. Paying attention to both verbal and nonverbal may leave you with a lost feeling due to not being able to breakdown both at the same time. But to ignore nonverbal communication altogether would cause you to lose up to 60% of your communication experts say.

Nonverbal communication strengthens a first impression in common situations like attracting a partner or in a business interview: impressions are on average formed within the first four seconds of contact. First encounters or interactions with another person strongly affect a person's perception. When the other person or group is absorbing the message, they are focused on the entire environment around them, meaning the other person uses all five senses in the interaction: 83% sight, 11% hearing, 3% smell, 2% touch and 1% taste.

Many indigenous cultures use nonverbal communication in the integration of children at a young age into their cultural practices. Children in these communities

learn through observing and pitching in through which nonverbal communication is a key aspect of observation.

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