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**THE ROLE OF NONVERBAL COMMUNICATION IN
EFFECTIVE COMMUNICATION**

Bachelor thesis

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FACULTY OF APPLIED LANGUAGES

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Affirmation

I hereby affirm that I have elaborated this thesis independently and I have referenced all materials used.

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Signature

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ABSTRAKT

HURTIŠOVÁ, Nina: Úloha neverbálnej komunikácie v efektívnej komunikácii. – Ekonomická univerzita v Bratislave. Fakulta aplikovaných jazykov; Katedra interkultúrnej komunikácie. – Vedúci záverečnej práce: PaedDr. Žaneta Pavlíková, PhD. – Bratislava: FAJ EU, 2019, 53 s.

Cieľom tejto bakalárskej práce je oboznámiť čitateľa s osobitosťami neverbálnych prejavov a ich úlohou v efektívnej komunikácii. Snažíme sa ňou zdôrazniť dôležitosť neverbálnej zložky ľudskej komunikácie. Práca opisuje vplyv neverbálnej komunikácie na vzájomné porozumenie medzi ľuďmi a je rozdelená do štyroch kapitol. Prvá kapitola sa venuje interpersonálnej komunikácii a častiam komunikačného procesu. Druhá kapitola sa zaoberá definíciou verbálnej komunikácie a poskytuje informácie potrebné pre lepšie pochopenie problematiky. V druhej a tretej kapitole sa zameriavame na hlavné atribúty verbálnej a neverbálnej komunikácie a na funkcie, ktoré plnia. Ďalej uvádzame a opisujeme rôzne typy neverbálnej komunikácie spolu s niekoľkými konkrétnymi príkladmi. Cieľom je zdôrazniť prínos týchto výrazov k lepšiemu pochopeniu. V poslednej kapitole definujeme význam efektívnej komunikácie. Efektívnosť interakcie medzi ľuďmi ovplyvňuje niekoľko faktorov. Posledná kapitola obsahuje aj kroky, ktorých dodržiavanie zabezpečuje dosiahnutie efektívnej komunikácie.

Kľúčové slová: komunikácia, verbálna komunikácia, neverbálne prejavy, efektívna komunikácia

ABSTRACT

HURTIŠOVÁ, Nina: The Role of Nonverbal Communication in Effective Communication. – University of Economics in Bratislava. Faculty of Applied Languages; Department of Intercultural Communication. – Tutor: PaedDr. Žaneta Pavlíková, PhD. – Bratislava: FAJ EU, 2019, 53 p.

The aim of this bachelor thesis is to acquaint the reader with the particularities of nonverbal expressions and their role in effective communication. We try to emphasise the importance of the nonverbal component of human communication. The thesis describes the impact nonverbal communication has on the understating among people. It is divided into four chapters. The first chapter is devoted to interpersonal communication and the specific parts of the communication process. The second chapter deals with the definition of verbal communication and provides facts that are necessary for further understanding of the problematic. Throughout the second and third chapter, we focus on the main attributes of verbal and nonverbal communication and the functions they fulfil. Next, we list and describe various types of nonverbal communication alongside with several specific examples. The objective is to underline the contribution of these expressions to better comprehension. In the last chapter, we define what it means to communicate effectively. There are several factors influencing the effectiveness of the interactions among people. The last chapter also provides steps that are recommended in order to achieve effective communication.

Key words: communication, verbal speech, nonverbal expression, effective communication

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INTRODUCTION

Nonverbal communication is often considered irrelevant or less important by many people because they do not pay enough attention to its manifestations. The truth is that the nonverbal part of the communication unveils the complexity of the message behind spoken words. There are many people that do not possess the ability to decode the nonverbal cues correctly. In order to improve those skills, it is important to observe people and to have the willingness to learn. Even though it can be difficult to recognise and decode the expressions, it is not impossible. Once we learn how to perceive them, it will become easier to understand the people around us.

The term nonverbal communication describes the process of transmitting the information with the help of the body and its parts. It is a communication based on the nonverbal expressions which are not part of the verbal speech. As there is a lack of awareness concerning the meaning of the particular nonverbal expressions this work analyses the role of nonverbal communication in effective communication, as well as it brings the guidance on how to maintain effective communication.

The aim of this bachelor thesis is to acquaint the reader with the usage of nonverbal signals, their differences and contributions to effective communication. The proper usage of the nonverbal signs in interpersonal communication is crucial. Nonverbal signs can differ according to the situation, culture or the mental state of the participants. For this reason, it is essential to be aware of the differences and habits of various cultures and people.

The first part of the thesis focuses on the definitions and particularities of communication and its types. Definition of the communication process including the sender, the receiver and the message transmitted is presented as well as the importance of the definition of communication in general and verbal and nonverbal communication for the further understanding of the problematic is assigned. In order to provide efficient comprehension of the topic, we use the definitions by multiple authors. Each type of communication serving certain functions has an important role in human interactions. With the support of communication, we are able to inform, describe, exchange information or entertain other people. However, it is important to distinguish false and true information.

The core of the second part of the thesis is nonverbal communication. This chapter provides brief inquiry into the subject of usage of the nonverbal expressions. It focuses on

the contribution of nonverbal communication to human relations. We describe how different gestures or postures make the conversation easier to understand and reveal what the person really feels like. We outline how the information we convey consists of the message expressed by the spoken words and the message that is represented by the nonverbal manifestations. Even though they both have a significant role in the communication process, it has been proven that the nonverbal signs transmit the biggest part of the message.

The next chapter lists and describes the specific groups of nonverbal sign that help us express ourselves, our emotions and attitudes. Here, we include the kinesics, facial expressions, eye contact, haptics, proxemics, posturology, gestures and paralanguage. They all have their particularities and functions in communication.

The last chapter of this thesis deals with the role of the nonverbal signs in effective communication. In order to lead an effective communication, it is crucial to use both verbal and nonverbal languages. The combination of these two elements contributes to the effective interaction and improves comprehension. We list several rules that help achieve and guarantee effectiveness during the conversation. Moreover, there is an emphasis on the importance of the concentration and effort that is necessary for the process of becoming effective participant of the communication.

1. COMMUNICATION

“Communication is the art and process of creating and sharing ideas. Effective communication depends on the richness of those ideas.” (Sean McPheat, 2010, p.10)

Nowadays, we know many definitions of the word communication. In some ways they vary but in the end, the meaning stays almost the same. The word communication comes from Latin verb “*communicare*” and the meaning is „to share“ or „to make common“. In the English language, the word communication holds two meanings which talk about the meaning and the information. There is a strong connection between those two words although they are very different at the same time. Even though the information might be the same, different people can see different meaning in it.

In his book *Notes on communication*, Coates (2009) tries to describe the term communication by three simple definitions. These definitions should help the reader to understand what is communication and its purpose:

- Communication is the sharing of information
- Communication is the giving and receiving of messages
- Communication is the transfer of information from one or more people to one or more other people

The first definition has a wide meaning and is the least specific. The second one claims how important it really is to provide and receive the information to make the communication effective. The last definition concentrates on communication among human beings, even though there are other species capable of communicating. Communication can be described as a message that goes in one direction such as advice, presentation or a lecture but the two-way communication is more common and can involve more than two people (Coates, 2009).

DeVito (2016) prefers to add the adjective “interpersonal” to the term communication. He believes that the individuals involved in communication are connected and also interdependent. The actions of one participant have an immediate impact on the

actions of the other person. The way we communicate does not influence just us, but also people around us and those who we are close to. The type of communication we choose to use depends on the relationships we are in with the other person. The manner of speaking differs when talking to family, siblings from when we are talking to strangers on the streets or teachers in school. However, the way we maintain the conversation also impacts the relationships we develop later on with the other speakers. Our communication skills reveal what type of person we are.

1.1. Communication Process

The act of communicating is based on sending and receiving messages. Information can be transmitted between various numbers of people.

According to Coates (2009), it is more understandable if we use the words „input“ and “output” since we are talking about the process of getting one information out of someone and sending it to someone else whether it is one person or more people. It must be clear that both providing and receiving information are active processes. Although it is more natural for us to think of the output as a more active process because of the use of many muscles while creating the output. However, in the process of input, there is no visible proof of the sensory organs working.

In the book *Effective communication skills*, McPheat (2010) describes the communication as a process with several stages while all of them have their special function. This process consists of a source, message, encoding, channel, decoding, receiver, feedback, and context. Since they are all equally crucial, it is important to apply them correctly while communicating. The source is represented by the sender that has to be clear and sure about the message they are sending. The message stands for the information we are building the communication on. Encoding describes the process of transferring the message into information that can be shared and that is easily understandable. It is a preparation of the message before we send it thus the other party can decode it. In this stage, it is essential to think about the receiver and how we can adjust the information to make it easier for them to decode it. Being aware of who the audience is, using the proper language and context makes this process more efficient. In communication, we use the channel to convey the message. The type of channel we use depends on the message. It could be a telephone call, e-mail or

a regular face-to-face conversation. The process of decoding appears after the other party receives the message. It requires the receiver to be able to comprehend and listen actively in order to understand the information correctly. Apart from the communication skills, the individual experiences also impact the perception of the message. For this reason, it is important to think in advance and try to predict how the message will be received according to the receiver. One of the most underrated stages of communication is feedback. It is always helpful for the sender to make sure their message was received well and it also improves their communication skills. The last stage is called context. In this situation, we are talking about the environment in which we are communicating, and the other elements that could influence the process such as the rapport between the receiver and the sender or the atmosphere.

Vybíral (2000) characterises communication as the transmission of a certain message in a certain context. This context consists of our current state of mind, emotions, experiences but also the social and cultural context of the conversation. Communication requires the sender to code the message and send it to the receiver and decode it. One of the most important parts of communication is the ability to evaluate the impact of the message on the receiver and to deduce how to continue properly, whether it is necessary to change the method and how to conclude the conversation. The sender is obliged to decide whether the provision of the message was sufficient, to estimate the successfulness, etc. The interpersonal communication usually functions as a circle. The sender serves also as a receiver and vice versa. We are the creators of communication but we are also its product at the same time.

1.2. Function of Communication

As well as everything else in the world, communication has a certain function and use, too. Sources in psychological literature mention four main functions of the communication:

1. to inform: to deliver a message, to notify, to advice (informative function)
2. to instruct: to guide, to initiate, to teach, to demonstrate (instructional function)
3. to convince the recipient to re-evaluate their opinion: to persuade, to manipulate, to influence (persuasive function)

4. to entertain: to cheer up, to distract, to amuse (entertainment function)

There is not a big amount of only informative, indicative and descriptive communication exchanges in common situations. It is often instruction or persuasion even in the situations where the speech serves only as informative. As an example, we could use biased news reports on television or newspapers. These media platforms deliver information with usually hidden manipulation. In this situation, the seemingly purely informative source manipulates and instructs the receiver without making it obvious. While communicating, our mental abilities and tactics focus on function number three and four but sometimes they can also control whether the receiver understood the exchange as an informative one and not as a manipulation.

The function of the communication can be apparent or hidden. Here we talk about the hidden messages between the lines. The transformation of an indication to a wish or an order can be made by intonation, emphasizing a certain word or the context makes it evident. That is why there is more than one way of understanding a certain sentence. The presence of hidden functions of communication can cause the receiver to misunderstand the sender's point (Vybírál, 2000).

When talking about this topic, it is important to ask the question of what it means to be a competent communicator. It means to be endowed with the set of knowledge. Authors using this term usually define it as an ability to send the message quickly and accurately while using proper coding and decoding devices. This term is used in special pedagogy, speech therapy and while working with handicapped people. In this case, the handicapped person lacks communication competence, therefore, is not able to communicate with healthy people on the same level. This can be caused by psychological drawbacks such as lack of intellect, knowledge, preconditions or by social drawbacks like different ethnicity, different social class and ignorance of cultural context. These disadvantages make the person incompetent to judge, evaluate, become involved in the discussion. Another example is the need to master the competence in a foreign language to be able to read in it or speak it (Vybírál, 2000).

Křivohlavý (1988) mentions three main functions of the human communication: the communicative function that consists of an exchange of information, interactive that talks

about the exchange of activities and perceptive function that helps us understand other people.

2. VERBAL COMMUNICATION

Verbal communication is *“the sharing of information between individuals by using speech.”* *“Individuals working within a business need to effectively use verbal communication that employs readily understood spoken words, as well as ensuring that the enunciation, stress, and tone of voice with which the words are expressed is appropriate.”* (www.businessdictionary.com)

Verbal communication is the younger type of communication. It is used to code our intention with the help of words. Speech is the highest form of social communication. However, the speech can reach a point where it needs to be accompanied by nonverbal signals. Even though there is an enormous amount of words and expressions, verbal speech might not always include words to express the exact emotion or feeling we are feeling.

Kassin (2007) describes three basic attributes of human verbal language.

1. Semantics is defined as sharing of meaning of speech components. Sentences consist of phrases, morphemes and the basic unit of language – phoneme.
2. Language allows us to produce an endless amount of new expressions. This process is controlled by syntax which provides us with grammar rules.
3. The temporality of language means that we are able to express and talk about the actions of the present, past and future.

According to Austin (1975), verbal speech can be divided into two groups based on its objective. There are verbal expressions that serve to state, announce or describe a certain statement. The other group consists of expressions that announce information that is followed by a certain performance.

3. NONVERBAL COMMUNICATION

Nonverbal communication is a term used to describe communication without words. *“Brant Burleson of Purdue University defined it as “any kind of expression, gesture or symbolic behaviour that is either intended to convey meaning or happens to convey meaning.”* (Burgoon, Guerrero, Floyd, 2009, p. 11)

Nonverbal communication is usually referred to as the one not influenced by the words since they are connected to verbal speech. The term nonverbal communication is very complex and there is not just one definition that applies to it. It is important to understand that verbal and nonverbal expressions are closely linked. As an example, we can use sign language which consists of gestures that are mostly verbal even though hand movements are considered nonverbal. According to Allan and Barbara Pease (2004), it is easy to be able to figure out what a person really thinks if we pay enough attention to what we see and hear. However, many people do not look at the whole picture, therefore, they often miss the hidden messages.

Vašina (1988) claims that we express mainly emotions, attitudes, feelings, wishes and general valuations. Analysis of the so-called social intelligence proved that it is important to concentrate on the quality of verbal speech but also on the quality of the nonverbal part of communication. Social intelligence consists of the ability to analyse the social sensitivity, empathic abilities and emotional flexibility in the other person's behaviour as well as flexible thinking which allows us to choose the right behaviour in the certain social situation. Other abilities contributing to social intelligence are the ability to distinguish individual and characteristic particularities of the other person and many others.

„McNeill (1992) demonstrated the linguistic qualities of some gestures by noting that different kinds of gestures disappear with different kinds of aphasia—the impairment of the ability to use or comprehend words—namely, those gestures with linguistic functions similar to the specific verbal loss. Conversely, not all spoken words are clearly or singularly verbal: for example, onomatopoeic and some people with aphasia.”(Knapp, Hall, Horgan, p. 9, 2013)

„A first step toward understanding the process of attributing meaning to nonverbal behaviour is to understand how the brain processes nonverbal stimuli.”(Knapp, Hall, Horgan, p. 9, 2013) To decode a nonverbal behaviour of a person, we have to understand the brain and the processes happening inside of it while communicating.

The studies showed that the two hemispheres of our brain work with different types of messages. The right side of the brain is assigned for mainly for the nonverbal messages, however, it can appear in the left side as well. This information may include facial expressions linked to certain verbal expressions as for example “thumbs up“ which we can directly translate to a verbal form. Apart from this, it is also the area which processes manifestations of emotions that can be seen on the face or heard in the voice. The left side of the brain deals with verbal and linguistic information, therefore, it is reserved mainly for verbal communication (Knapp, Hall, Morgan, 2013).

3.1. Function of Nonverbal Communication

Even though there are more words in our vocabulary than nonverbal signals, they can be very powerful. They complement the verbal speech and help us to express ourselves better. There are several functions of nonverbal signals that we have to mention to understand their importance properly.

DeVito (1988) determines six main functions of nonverbal communication: to accent, to contradict, to complement, to regulate, to repeat and to substitute.

Nonverbal expressions serve as a tool to discover the world and people around us. They allow us to create connections with other people through hugs, kisses, eye contact and many more. Human beings usually express their feelings with the help of nonverbal signals first and then they implement actual words. However, the usage of nonverbal messages can also have a negative output. Avoiding touching, eye contact or smiling can cause people to perceive you as an unlikable person and make you more distanced. Communicating through nonverbal expressions can help and comfort people as well. Signals such as scratching one's hand or holding it has a positive effect. The next function is to persuade. This happens through clothing style or by facial expressions which make us more believable (DeVito, 2002).

Křivohlavý (1988) determined five major messages that are expressed by nonverbal communication. Nonverbal cues help us convey the emotions, the attraction, an idea of who we are, the influence on the attitude of the other person and the control of the interaction.

Burgoon, Guerrero and Floyd (2009) describe the studies that have been made about the impact of nonverbal communication. In their book *Nonverbal Communication*, they list several functions of nonverbal expressions. First of all, they produce and process the message which leads to better comprehension. They create an initial impression of the person and later reveal the real and desired identities. The function of expressing emotions is well known among people. They also define the interpersonal relationship we have with people participating in the communication and they help us create new connections and manage the interactions better. The last function mentioned in the book is deceiving other people with the help of nonverbal expressions.

Burgoon, Guerrero, and Floyd (2009) also focused on the question of whether people tend to depend more on the verbal or nonverbal communication. Studies showed that when the person claims verbally that they feel good but their face shows negative expressions, other people are not likely to believe them. In this case, the nonverbal cue has a bigger influence on the final output. However, the verbal and nonverbal expressions are usually perceived as a fusion of signals that reveal what the person really feels. This way, more information is revealed about the person. The monitoring of one's verbal and nonverbal behaviour requires a certain amount of concentration.

3.2. Relation between Verbal and Nonverbal Communication

In comparison to verbal communication, nonverbal communication is happening subconsciously. Unless we try very hard, we cannot really control it. The nonverbal communication is historically older and humans have been using it for a very long time.

Philippot, Feldman, and Coats (2003) determined three predictions in the relation between nonverbal and verbal communication:

1. If the verbal speech is positive, the nonverbal behaviour is positive as well, meaning that the two communication channels are operating together in order to create effective communication.

2. This is an antithesis of the first prediction. The two channels are operating in a situation when the speech is negative and the speaker balances it with positive nonverbal behaviour.

3. There is not a generally identical relation between the verbal and nonverbal communication, however, the nonverbal behaviour serves as an accentuation of changes in the verbal speech.

LaBarre (2001) states that the difference between the verbal speech and nonverbal behaviour is very complex. What we say can be perceived as an act as well as a communication about the content of what we said. As an example, we can use the situation when someone shouts “Fire!” and everyone immediately knows that they have to protect themselves. The word “fire” brought information about what was happening but also implied that they have to escape.

From 1960 to 1970, Professor of Psychology, Mehrabian carried out several experimental studies aimed at the so-called immediacy that expresses sympathy and a closer relationship. Humans express their feelings with the help of words, voice and body language, therefore they are transmitted by vocal, verbal and visual aspects of the communication. The finding of Mahrebian shows that only 7% of the message is conveyed by the spoken words, 38% is revealed through the voice of the speaker and the way the words are said. The remaining 55% of the message is expressed by the body language which includes facial, expressions, posture, proximity, etc. Ratio 7:38:55 is often applied to all types of communication, even though it is reserved only for expressions of feelings and attitudes. (<http://www.kaaj.com/psych/>)

3.3. Types of Nonverbal Communication

Body language serves as a reflection of a person's emotional state. Each nonverbal cue expresses a different feeling or emotion. In this part, we will focus on the different types of nonverbal communication that can vary depending on the person or the culture. We will describe their functions and meanings alongside with particular examples. The key to understanding the nonverbal cues is attentiveness, empathy, and concentration on the person's feelings. Body language expresses what words fail to convey.

3.3.1. Kinesics

“The term kinesics derives from the Greek word for “movement” and refers to all forms of body movement, excluding physical contact with another body. The popular term body language is almost exclusively concerned with this code. Kinesics includes facial, eye, head, trunk, limb, hand, and foot movements, as well as postures and gait“. (Burgoon, Guerrero, Floyd, 2009, p. 112)

Ekman and Friesen (1969) described five types of body movements that are part of kinesics. These are emblems, illustrators, regulators, adaptors and affect displays. Each of these types has a different role. Emblems are known as the replacements of the words and they have a direct translation in the verbal speech. Humans use them consciously in order to communicate. Each culture has its specific emblems, therefore, it is important to know which ones we are allowed to use in different countries. Illustrators emphasize the meaning of the spoken words and accompany them. An example of an illustrator is the usage of illustrating a thought with the help of hands. We also call them gestures and they can be used with or without spoken language. Adaptors serve as an adjustment to various social and communication situations. Regulators help to control and coordinate the flow of the conversation. Affect displays function as expressions of emotions and affection. They are usually demonstrated by facial movements.

3.3.1.1. Facial Expressions

Facial expressions create a big part of nonverbal communication. We use our face to express our mental conditions and emotions without words. This way, we can reflect our state of mind more precisely since language does not always have to provide efficient words. Thanks to a great number of muscles of facial expressions on our face, we are able to show the emotions which helps other people to understand our speech better.

Facial expressions are the first manifestation of nonverbal communication that we notice on other people. This phenomenon involves the expression and its transformation in the communication process.

Ekman and Friesen (2003) claim that the face is able to reflect three types of signals: rapid (smiling), static (skin colour) and slow (forehead wrinkles). The term facial expression refers to both one's own facial expression, or to a complex and dynamic facial transformation reflecting the current mental state of a person. The resulting facial expression is the result of emotional states, emotional attitudes (sympathy, antipathy), alertness (liveliness, numbness), freshness, fatigue, personal engagement in the activity, etc. An important fact is that negative emotions are more difficult to distinguish from a manic expression than positive emotions. The static signals comprise more or less permanent features of the face such as pigmentation, shape, and size of the face and its parts, bone structure, etc. The slow signals are the ones appearing with the age. They are an inevitable part of aging and can be presented by the changes of skin texture, skin coloration or muscles. The rapid signals are caused by the movement of facial muscles. These movements last only a few seconds and they change the face temporarily by creating temporary wrinkles.

Apart from broadcasting signals, the face also gives off different messages. It transmits information about mood, intelligence, competence, race, ethnicity, gender and attitude as well. The emotions expressed by these signals such as anger, sadness, disappointment appear visibly on the face. Even though the emotion message is broadcast by the rapid signals, slow and static signals might affect its overtone. Having a wrinkled face or fat face, an old female face or a young male face and a Caucasian face does not reveal much about a person's emotions, however, it may impact the impression.

The next thing reflected in the rapid signals is mood which is closely linked to the emotions. The main difference between the emotion and the mood is that the emotion lasts just for a short period of time while mood can last all day or more days. In this case, the anger can be shown on the face of the person for the whole time although it is not very likely to happen. Usually it is just quick facial expression, for instance, pressed lips or clenching the jaw. Depression, state of anxiety and euphoria can be reflected in the rapid signals, too. In situations like this, the sadness, fear, uncertainty or excitement is clearly visible on the face.

Another important component of rapid facial signals is emblematic message- signal with specific meaning linked to the common verbal expression. We use it when we nod while saying "yes", we move our hand when waving or use the "thumbs up" signal when we think

something is good. These signals are well known and understood in different cultures all over the world, although their meaning can vary.

Ekman and Friesen (2003) define six emotions as basic and these are sadness, happiness, surprise, anger, fear and, disgust. The author claims that these emotions have been acknowledged by all the major researchers in the last 30 years. In his scientific research, he came to the following conclusions.

The surprise is the clearest and the shortest emotion. It comes suddenly and it does not last too long. It is based on the inability to anticipate the following event. The facial expression of surprise which is usually accompanied by the raised eyebrows. Long horizontal wrinkles on the forehead, eyes wide open and jaw drops are also very common in this situation.

The fear belongs to the group of negative emotions. This emotion is usually based on a bad experience from the past. While being scared, wrinkles appear in the middle of the forehead. Eyebrows are prominent and they move closer together. Eyelid is raised, exposing the sclera, bottom eyelash is tense and raised. The mouth is open with lips slightly tense and pushed back.

The emotion of disgust can be perceived by all five senses and there are more variations of it. Disgust may change from subtle form demonstrated by turning away from the object, to strong repugnance accompanied by nausea and vomiting. It is manifested by raising the upper lip and also the bottom lip which is placed upon the upper lip. The nose is crinkled and the cheeks are pushing towards the eyes causing the appearance of the wrinkles under them. The eyebrows are lowered and getting closer to the eyes.

The anger is, as well as the disgust, considered a negative emotion. Its expression on the face is very complex. The eyebrows are lowered and close to each other. Between the eyebrows, we can observe vertical lines. Bottom eyelid is tense, the nostrils are widened which is a sign of both the anger and the sadness. While experiencing anger, people have a fixed look, and their eyes are popping out. The lips are either pressed together or open.

Happiness is, as the name indicates, a positive emotion. People express their happiness differently and the manifestation depends on the characteristic traits of a certain person. The lips are usually spread to the sides creating the image of excitement and smile. This grimace creates wrinkles drawing from the nose to the corners of the mouth. The cheeks are lifted and there are visible wrinkles under the eyes. A very common type of eye wrinkles appearing in the corners of the eyes while feeling happy is called crow's feet.

Sadness is a type of emotion that most of the people like to experience internally without letting anyone know what they are going through. The most common triggers are loss, disappointment and, hopelessness. Sadness is a form of distress. While experiencing distress, people tend to express their emotions loudly, cry. In this case, the emotion is manifested by the corners of the mouth droop down and the lips are shaking. The inner corners of eyebrows raise and come closer together.

Vašina (1988) divided facial expression into four main categories. There is particular attention paid to following things in a detailed psychological analysis:

1. Eye expressions: (the size or openness of the eyes and the movements of the eyes, the movement, and direction of the look)
2. Forehead expressions (wrinkles, a sign of displeasure, suffering, concern, anger, mental exertion)
3. Nose expressions (different movements of the nose due to delightful and unpleasant smells)
4. Mouth expressions (pleasant and unpleasant taste experiences such as sweet, sour, spicy taste)

3.3.1.2. Gestures

Gestures are characterised as accompanying attributes of verbal speech that can complement the speech or replace it completely and serve as an independent communication

tool. Gestures express emotions, interest, willingness, temperament, etc. Gesticulation is a term describing communication with the help of hands and their position.

Human beings around the world usually use the same gestures to express their emotions and to communicate better. Smile, waving or nodding the head or shaking are the most common gestures in the majority of cultures. As we mentioned earlier, communication manners differ from culture to culture and gestures are not an exception.

Gesticulation creates an unavoidable part of our lives. Sometimes we use it without even realising it, especially in emotional situations. In order to read the gestures correctly, it is necessary to be familiar with the context of the situation, in which they were used. The most common gestures are the ones used in connection with greetings, goodbyes or invitations. However, these gestures vary from culture to culture. For instance in Latin America, men greet each other by placing their head the right shoulder and patting them on the back and then doing the same thing on the left shoulder. In Chinese culture many years ago, people used to greet themselves by shaking their own hand. Nowadays, this gesture is used by public speakers as a sign of “hello” to the audience. In French Polynesia, friends greet themselves by hugging and rubbing each other's backs (Vašina, 1988).

The relation between speech and gestures

According to Allwood (2002), the information conveyed by speech and the information expressed by gestures are closely connected. They can be either dependent or independent which means they can both transmit their own message or they can create more valuable and complex message together. In this case, the verbal message has a more important role than the nonverbal expression. However, the gestural expressions become more useful if we want to convey a particular emotion and the verbal speech serves only as an amelioration. If the gestures and the verbal expressions do not depend on each other, their relation can be described in three ways. Therefore, the verbal message can serve as an addition to the information, as a modification of the information or as a support of the information.

Morris (1979) defined the gesture as an activity or a movement by which we transmit a visual signal to the viewer. From this point of view, it is possible to divide them into those that we make deliberately, consciously and purposely. These are the primary gestures which are further divided into six categories: expressional, gestures of facial expressions, schematic, symbolic, technical, coded. Expressional gestures are an external manifestation

of an internal state. Gestures of facial expressions imitate a person, object or activity, and are divided into social, theatrical, partial, and suggestive gestures.

Burgoon, Guerrero and Floyd (2009) describe five common gestures used in the United States that have a different meaning in other countries of the world.



THE THUMBS-UP SIGN

In most English speaking countries, this gesture has a positive connotation. It is used to express an agreement or a positive attitude. However, in certain countries of South America, people use it to ask someone to speak up. The meaning in Central Europe is linked to counting and it means “one”. It is not recommended to use it in Iran where it is considered an insult.



THE A-OK GESTURE

The A-OK gesture is performed by connecting the thumb with the index finger and creating a circle while the other fingers are straight. In most English speaking countries, it is a positive gesture which signifies the state of being “okay”. In Japan, it serves as a sign of a coin and in France, the meaning changes to “zero”. It can be considered an obscene or impolite gesture in places such as Brazil and Kuwait.



THE “V” SIGN

The “V” sign consists of the middle finger and index finger making a “V” shape. It can have different meanings depending on how and when it is used. It can be used as a sign of victory or peace in Western countries, but if the palm is facing the signer, the meaning becomes insulting in countries like South Africa, Australia, and Great Britain.



THE “HANG LOOSE” GESTURE

The “hang loose” gesture is made by curling the three middle fingers and extending the smallest finger and the thumb. It comes from Hawaiian culture, where it signifies greeting but it is nowadays spread all over the world. It is associated with alcohol and drinking in some places in Mexico or Australia. In Asian culture, it can represent the number six.



THE “GOOD LUCK” GESTURE

In English speaking countries, people call this gesture “fingers crossed” because of its connotation with wishing someone good luck. There are places in the world where it has a religious meaning since it resembles a cross. In some cultures it can represent a close relationship, however, in others, it can have a sexual meaning.

3.3.1.3. Posturology

Posturology studies body posture and the positioning of different parts of the body during the communication process. It also concentrates on changes caused by the posture of the speaker towards the posture of the listener and vice versa. Posture expresses the emotional state of the person, tension or relief and completes the characteristics of the hostile or inhospitable behaviour. When people communicating together have the same attitude or opinion, they tend to use the same or very similar posture. These signals are called social informative signals and they are involuntary and can be often misunderstood. On the other hand, people with different opinions naturally adopt different posture (Vašina, 1988).

In the article, *The Significance of Posture in Communication Systems*, Albert E. Scheflen (1964) mentions body posture as an indicator of three aspects. The posture defines the contribution of elements of behaviour to communication. It indicates the relation between the people contributing to the conversation as well as the following steps and order of the interaction.

Allan and Barbara Pease (2004) determined four main standing positions. First position is called the attention stance. It is a neutral formal position used more commonly by women than men. This stance is often adopted by children talking to teachers, people meeting royal family or any subordinate in interaction with superior.

The second position is standing with the legs apart. This gesture is used mainly by men and it is characterized by the display of crotch. The main sign of this position is the placement of both feet on the ground which expresses that the man is not leaving. It has a strong message about the dominance of the man. Standing with legs apart can be seen among the sports players in a team which is usually accompanied by crotch adjustment. This signifies the attempt to highlight their masculinity

When the person's body weight is shifted to one hip with the front foot facing forward, we are talking about the foot-forward position. The direction of the foot is implying where we would like to go in the given situation, therefore, it is showing our intentions. It is very visible in a group interaction since we tend to point our foot at the person that seems

the most interesting to us, however, when our intention is to leave, we point the foot out of the group.

The last stance- the leg cross- is commonly used among the group of people that are not familiar with each other. They usually have a bigger distance between them, their legs and arms are crossed and if they are wearing any jackets, they are often buttoned. These are all signs of uncertainty and closed or defensive attitude. Standing with our legs crossed implies that any access to our private parts is denied. On the other hand, the open legs indicate openness.

Mehrabian (1971) states that experimental observations proved the importance of body relaxation as an indicator of status in society. In the interaction between two people, it is usually the one of higher status that is in more relaxed position. The reason behind it is that the more powerful person can relax while the subordinate has to stay tense.

In the book *Nonverbal Communication in Human Interaction*, Knapp, Hall and Horgan mention the researches on the phenomena of the same behaviour during the interaction. One of these cases is a postural congruence which can consist of many different positions such as crossed legs or arms, leaning the head to the same direction or same posture. The first type of postural congruence is called mirroring. It is based on creating a mirror image of the other person's behaviour and is linked to positive interaction and cooperation (Knapp, Hall, Horgan, 2013).

It has been proved that we are more likely to prefer people who mimic our behaviour and expressions. Dabbs (1969) describes a study where students were supposed to evaluate interviews with a person. This person was an actor and chose to mimic the gestures of only some of them. Those who were selected enjoyed it more than those who were not mimicked. According to Chartrand and Bargh (1999), posture mimicry is more likely to occur when we want to be liked by the other person or create a closer relationship. Mimicking someone's posture increases the chances of them liking the interaction.

Just like all the other nonverbal expressions, postures also have different meanings in various cultures all around the world. According to Bernstein (2017), the posture can reveal our attitude, authority or politeness. There are types of posture that can be considered impolite in certain culture and countries. Citizens of Taiwan consider slouching rude while in the rest of the world, it does not receive much attention. Placing hands on the hips while standing can be considered disrespectful in the United States, however, in Argentina it can

be a sign of anger. In most Arab countries, it is not recommended to be sitting with the foot placed on the other knee.

3.3.1.4. Eye Contact

“Throughout history, we've been preoccupied with the eyes and their effect on human behaviour. Eye contact regulates conversation, gives cues of dominance [...] or forms the basis for suspecting a liar. We spend much of our face-to-face time looking at the other person's face, so eye signals are a vital part of being able to read a person's attitude and thoughts.” (Allan & Barbara Pease, 2004, p. 165)

Eye contact is an important source of nonverbal information. It is natural for people to constantly reassure themselves by looking whether they understood the content of the conversation properly. Speakers use eye contact to see the reaction of the receiver. Long-lasting looks are reserved for people we love, admire or for people whom we find likable. However, stares that last too long can be intimidating or uncomfortable as well as the complete avoidance of eye contact. Use of eye contact can indicate whether there is a friendly or even an aggressive relationship between the people. There is an increase of emotional tension or manifestation of hostility in case of long-lasting stares between strangers. According to these facts, we can say that eye contact is a certain type of interpersonal communication (Vašina, 1988). *“When people want to signal dominance, they may reverse this pattern—maintaining a high level of eye contact while talking but a much lower level while listening. By making eye contact you psychologically lessen the physical distance between yourself and another person. When you catch someone's eye at a party, for example, you become psychologically close though physically far apart.”* (DeVito, 2002, p. 140-141)

Radford (1998) states various functions of communication through eye contact. The first function is feedback. While talking with someone, we require a certain form of feedback whether we are in a position of a listener or a speaker. However, it has been proven that listeners tend to look more at the speakers in order to make sure they understand the message properly.

Another function is to inform. In this case, we are talking about information implying that it is time to speak because the other speaker left the communication channel open. This

is a common case in conversation when a person asks a question and use eye contact to demand an answer (Radford, 1998).

Knapp, Hall and Horgan (2013) claim that gazing serves five important functions. First of all, it regulates and controls the flow of communication, it also monitors feedback and reflects intellectual activity, conveys emotions and the nature of the relationship between people. These functions work together, not individually.

The duration of the gaze is determined by the culture. In the south of Europe, it is common to look at people often and for a longer time, however in Japan, people prefer looking at neck during a conversation instead of looking at the face. It is also important to know where to look. Pease (1988) determined three types of gaze according to the area of the body we are looking at.

The business gaze is commonly used among people with a business relationship. In this situation, it is important to imagine a triangle at the other person's forehead and concentrate the gaze on this area. This creates a serious and professional atmosphere

The social gaze starts when the gaze is directed below the other person's eyes. In this case, we are talking about the social environment. We still concentrate on the triangle on the face, however, in this situation, the triangle is situated between the eyes and the mouth.

The intimate gaze focuses on the triangle between the eyes and the breasts or chest. If there is a long distance between people, the gaze can be aiming at the area from the eyes to the crotch. This way, males and females are able to show interest in each other (Pease, 1988).

Apart from different types of gazes, there are many other emotions and attitudes manifested through eyes. Pease (1988) mentions sideway glance which is used to express interest or hostility depending on the other expressions accompanying it. In order to imply interest, it needs to be combined with slightly raised eyebrows or a smile. If we add furrowed brows, we convey a hostile or negative attitude.

In their book, *The Definitive Book of Body Language*, Barbara and Allan Pease (2004) describes other examples of eye contact. Extended blinking is a sign of disinterest created by our brain unconsciously in a situation when we feel bored or superior and we want to avoid seeing the other person. By closing the eyes, we wipe the person from our mind temporarily. Eyes darting from side to side are also a sign of insecurity or lack of interest. It may look like the person is checking what is happening around however, it is the

brain trying to find a way out of the given situation. During an interaction with a boring person, it is natural for us to look away but since our common sense tells us that it is not polite, we tend to look directly at the person talking in order to make it seem more convincing. Another reaction to an uninteresting or negative situation is a contraction of pupils that is informally called “snake eyes”. In case of excitement, happiness or attraction, the pupils become dilated.

3.3.2. Haptics

One of the most basic tools of communicating is touching. Everybody does it without even realizing it. It is a natural way of interacting for all the people. From a very young age, humans start touching and sensing objects around them, therefore, they learn about the world. A touch is a powerful tool that can provoke both positive and negative emotions. To use it properly, it is important to understand how the senses in our bodies work.

“Haptics, a term that was derived from the Greek word “haptesthai” meaning “of or relating to the sense of touch,” refers to the science of manual sensing (exploration for information extraction) and manipulation (for modifying the environment) through touch. It has also been described as the sensibility of the individual to the world adjacent to his body by the use of his body.” (El Saddik, Orozco, Eid, Cha, 2011, p. 9) The first mention of this term occurred at the beginning of the 20th century and has been brought by the experimental psychology scientists. At that time, they were focused on the human touch of real objects. However, at the end of the 1980's, they were forced to modify the term to make it applicable to the interaction with machines as well. Lately, the term haptics has been adopted by many new disciplines such as computer science or neuropsychology. The action of touching can be performed by both humans and machines and it can be happening in virtual or real situation but also in the combination of both. The active touch is a process of exchanging the energy and information between two users. As an example, we can use the urge to feel the shape of objects such as knife or wood so we can create an image of the object in our head. In order to manipulate the sensing of the objects is inevitable (El Saddik, Orozco, Eid, Cha, 2011).

The idea of communicating by touching has a long history and has been explored by many cultures. The first physiologist that commenced the research on the sense of touch was

Ernst Heinrich Weber in the 19th century. He brought the theory that the skin has one sense for both the pressure and the heat. Nowadays, scientists are convinced that touch is the first sense that we develop and the last one to disappear when our life ends. It is an essential part of growing up and exploring the world. It has been scientifically proven that touch is very important for the right development of children and if there is a lack of it, these individuals can be deprived socially, emotionally and physically. For this reason, orphans from shelters who were abandoned by their parents often suffer from mental disorders in their adult life as a result of not receiving enough touch when they were infants (Jütte, Grunwald, 2008).

Apart from being essential in childhood, touch also plays a significant role in our adulthood. Haptic behaviour of adults can express love, sexual interest, attraction but also violence. The way we apply touch varies depending on the gender and the relationship in which we use it. Touching reflects the psychological relation between people and reveals feelings that are present in the relationship. The reason why we consider touch so important is that when receiving or giving affection our body produces more oxytocin- the hormone of positive moods-while relieving the stress. Another positive application of touch is comforting someone. Many people consider hugs or simple hand holding a very effective method (Jütte, Grunwald, 2008).

As mentioned earlier, touching can have both positive and negative impact. Violent touch has always presented a serious issue in human society. It occurs in the families, between partners, children and parent, etc. This type of touch usually reflects unhealthy authority and control. It is intentional and people use it to get to a position of control of the other person. It can result in violence since these individuals lack the ability to solve conflicts properly (Jütte, Grunwald, 2008).

Where we come from and what culture we are raised in also makes a big difference in our perception of touching. Haptic behaviour varies throughout the cultures all around the world. When interacting with foreign people coming from other cultures, it is important to know how much touching they use, if they prefer to exercise it in private or in public, and most importantly which parts of the body are forbidden. The results of the studies reveal that Asian cultures avoid touching the most. In Europe, the countries that are less active in haptics are Scandinavian countries such as Norway, Sweden, Finland but also Great Britain and Germany. The United States and Canada also belong to a group of low contact countries. On

the other hand, there are many states that are considered very contact and prefer being interpersonally close. It is unavoidable to mention Spain, France, Greece, Portugal, Italy but also most countries of Latin America. These countries perceive touch as a very important part of their communication. Other regions with high haptic activity are situated in Eastern Europe and Indonesia but also in most Arabic countries. (Jütte, Grunwald, 2008 & Burgoon, Guerrero, Floyd, 2009).

As it has been mentioned before, we consider Asians to be noncontact, however, there is one case when they appear as more engaged in haptic behaviour and that is the relation towards their children. In contrast to mothers in the United States who place their children in separate bedrooms, Japanese mothers like to carry their children, hold them and let them sleep in the parents' bed. In Japanese culture, the contact between children and mother throughout childhood is very crucial (Caudill & Weinstein, 1972).

Even in areas with high haptic activity, there are rules for touching and haptic behaviour. Certain types of touching are simply forbidden and it is usually our common sense that tells us what is right and wrong. Touching should always be appropriate meaning the application of haptic activity in the interaction between supervisor and employee or too much touching on the first date could lead to a very uncomfortable situation. A touch should never be hurtful physically or mentally. This includes touching people inappropriately as a joke, shaking hands too aggressively or relocating other people by taking their hand or shoving them. The haptic expression should not be interruptive to other people. It is not appropriate to kiss or hug someone while they are concentrating or doing something important. Before we use our touch, it is necessary to consider the situation, culture, and the environment. These are all factors that can influence how our touch is received (Jütte, Grunwald, 2008).

3.3.3. Proxemics

The term proxemics comes from a Latin expression "*proximus*" which translates to as "the closest". Proxemics is a theory that pays attention to function and changing of physical distance or proximity which is an important signal in nonverbal communication. The type of proximity depends on the aim and purpose of the communication. The physical distance between individuals reflects their mental distance, their attitude and the

development of the communication. Approaching and moving away can identify affection, fondness, agreement but also hostility, threat and disagreement. The positive emotions are usually expressed by getting closer to the other person while negative emotions are accompanied by moving away. It is very important to work with proximity throughout the whole interaction (Klincková, 2011).

In his book *The Hidden Dimension*, Edward Hall (1990) described four types of distances: social, intimate, personal and public. All of the mentioned distances have their close and far phase. He claims that people's perception of distance is not static, it constantly changes and it is very dynamic. Every individual has their own learned situational personalities which determine our reactions and responses to public, intimate, social and personal interactions. Everyone processes these situations differently, therefore, there are people that have a deficiency in public space, and others struggle with intimacy and personal contact.

The intimate distance (0-45 cm) is the smallest distance between people. In many cases, it may be overwhelming since it triggers all of our senses. The close presence of the other person is perceptible thanks to the heat of their body, the smell of their hair, feel of their breath or sound of their heart. The intimate distance is typical for physical contact such as comforting, love-making and protecting. Certain parts of the body such as pelvis, head or thighs can be in contact. We lose visual control over the other person because of the close proximity. Vocalization does not play an important role here, it is the rest of the body that communicates. This zone is accessible only for people that are close to us (Hall, 1990).

The personal distance (40-120 cm) is meant for people that we know, however, they are not very close to us. In this zone, we gain our visual control over the person back. This way, it is easier to observe the other person's actions and behaviour even though we do not expect this individual to endanger us. This action is usually accompanied by eye muscles while focusing the regard on the other person. The communicators are able to see each other's face details such as eyelashes, facial hair or flaws on the skin. In the social zone, we can observe the character of the relation between those who communicate (Hall, 1990).

While communicating with unknown people, co-workers, employees of a certain office, we appear in the social distance (120- 360 cm). In this kind of situations, it is common

to use the normal tone and volume of the voice. The visual control is fully employed. Touching is not expected or required. In the social zone, we can observe the character of the relation between those who communicate. Depending on the closeness, we can see someone's face, upper body, or whole figure (Hall, 1990).

There is a certain loss of personal contact in the public zone (360 cm and more). It is necessary to use a loud voice. This distance is common during lectures, public gatherings or different meetings. The receiver of the information is usually anonymous here. In situations like these, the member of the communication use other nonverbal expressions like kinetics, intonation, pauses in the speech, etc. (Hall, 1990).

There are several factors influencing the change of proximity during the conversation:

1. The type of relationship between communicators: There is a smaller distance between people with the same social status. It is known that it is usually the woman, the older person or someone from a higher social class who determine the proximity limits.

2. Particular types of communicators such as extroverts and introverts or melancholic and choleric people. The differences in their personalities can result in various distances.

3. Nationalities and ethnic origins: Cultures and specific habits and norms affect spatial distance in various communication situations (Klincková, 2011).

The right interpretation of the proxemics signals is very important for functional communication between people. The comprehension is usually part of common sense. Application of proxemics is used in society more than we would expect. For example, the position of table and seats during work meetings and negotiations, the distance between men and women while negotiating and many others.

3.3.4. Paralinguistics

“Paralanguage is the vocal but nonverbal dimension of speech. It has to do not with what you say but with how you say it.” (DeVito, 2002, p. 148)

The term paralinguistics stands for a vocal expression that is not part of an actual verbal language. Paralanguage includes loudness of the voice, pitch, tone, and inflexion. It is well known that these factors can influence the meaning of the sentence. The stronger tone of the voice can indicate enthusiasm, however, if we use lower and softer voice, it can convey disapproval. The usage of happy positive tone is a sign of good mood while a cold tone of the voice, on the other hand, suggests aloofness. In general, paralanguage reveals what we are feeling without expressing it with the help of words. It also includes errors in the speech, pauses and different fillers. The most common reason for pauses or errors is stress or anxiety (Cherry, 2019).

In his book, DeVito (2002) claims that one sentence can have many meanings even though it contains the same words. There are certain aspects that make sentences different. These are stress, pitch, speed and volume of the voice along with rhythm and vocalizations (Trager, 1958; Argyle, 1988). All these additions to the speech make a difference and have an impact on the final message and the way it is perceived.

DeVito (1988) divides paralinguistic manifestations into two areas: voice qualities and vocalizations. Voice qualities are characterised by the aspects of speech that are easily separated from the regular spoken words. This area of paralanguage consists of the rhythm of the voice, the pitch, the rate, and the resonance. Vocalizations include vocal segregates such as pauses or “uh”, vocal characterizers which are for example crying or yelling and vocal qualifiers which may range from loud to soft ones.

According to Křivohlavý (1988), there are three criteria that can be used to evaluate the pauses: their duration, type of pauses and their positioning. We use pauses when we are overwhelmed with emotions and our brain activity is increased but also while

Scherer (1986) described various emotions such as anger, joy or desperation and different voice aspects that help recognize these emotions. He claims that each emotional state is represented by different paralinguistic features. Happiness is expressed by higher pitch and frequency, greater variability, loudness, and faster rate. Anger is represented by the higher intensity and faster speech. Quiet and slow voice with lower intensity is typical for sadness.

Another important element of paralanguage is silence. There are two types: silence that does not convey any message and the communicative silence. Speaker chooses to use the silence intentionally to express a certain message. Silence can either exclaim, declare, interrogate or it can serve as an imperative. It can be also used as a form of feedback or as a protection of one's image. Silence is often used as a sign of solidarity (AL-Jahdhami, 2018).

4. NONVERBAL SIGNS IN EFFECTIVE COMMUNICATION

In this thesis, we have characterised and described the various types of nonverbal expressions. In the following chapter, we will discuss in which ways the different forms of body language influence the effectiveness of the communication.

The concept of effective communication has a deeper meaning than just exchanging information, it is related to the comprehension of the sometimes inconspicuous emotions that individuals feel when talking. In addition to the importance of the ability to transfer the message in a comprehensible way, it is also necessary to listen carefully and observe all nonverbal elements of communication (Robinson et al., 2018).

Malandro, Barker & Barker (1989) determined the four facial management techniques which could be easily recognised in effective communication:

Intensifying	Technique which is used to overemphasize the feelings in order to reinforce the reaction on the situation.
De-intensifying	The technique of de-intensifying is the complete opposite of the first method. It is used to moderate the situation.
Neutralizing	The third form of effective communication is used to cover up the feelings for the purpose of not perturbing participant of the communication.
Masking	The last technique is related to concealing of sender's emotions from the receiver. In addition, these suppressed feelings are replaced by false sentiments.

Křivohlavý (1988) mentions several situations when nonverbal expressions influence the interaction between participants:

Influencing communication by eye contact

It has been proven by psychologists that the way we look at people influences how the communication and interaction proceeds. Regard is a very powerful aspect especially when it comes to convincing. If we have the intention of convincing, it is recommended to look at the person intensively and for a long time. However, it is important to control the

regard. If the extent of the eye contact is too big, there is a possibility we might seem suspicious. In order to look convincing, it is essential to keep the close distance and to use enough eye contact. Regard is a sign of connection or trust and for this reason, we are more likely to trust a person who maintains eye contact throughout the conversation. In the situation when the regard is focused on us, we tend to control our behaviour more. There is a study proving that patients maintaining eye contact with the doctors are less likely to show they are scared.

Influencing communication by proxemics

One of the main questions in the topic of nonverbal communication is how to take advantage of proximity during interactions with other people. The results of many studies showed that closer distance has a positive effect on people that we communicate with, especially when it comes to asking for the help or favour. Keeping a bigger distance might indicate that the need for help is not very necessary. In order to make sure there is no misunderstanding, one should stand closer to the receiver of the message. However, it is important to respect the personal zones of the people around. Different kinds of relationships require different approaches to individuals.

Influencing communication by posture

Two people engaged in communication can maintain various positions and postures. Hands of one may be placed on the chest and the other person can let the hands hang freely. As we have mentioned earlier, the postures can be mirrored or different. The congruency of the posture evokes knowledge and professionalism. It is remarkably easier for people to initiate and create a relationship with someone whose posture resembles theirs.

Influencing communication by our appearance

Even though the appearance of the person as a sign of nonverbal communication has not been mentioned in this work yet, it is a significant manifestation of one's emotions, attitudes, and state of mind. Its significance is justified by the fact that the appearance of the person is one of the first aspects we notice. It creates a big part of the first impression. This is the image that accompanies the whole interaction. It has been proven that attractiveness makes the person seem more trustworthy and convincing. Here, we are not talking only about the physical beauty of the person but also their choice of clothing, hairstyle, facial hair and

many more. We are also more likely to be attracted to individuals with an image or style that is similar to ours. Generally, the appearance influences the way we perceive the person.

Lewis (2012) listed four nonverbal expressions that should be avoided if one wishes to transmit a confident attitude. Rounded shoulders are a typical sign of uncertainty and lack of confidence, therefore it is suggested to always walk with the straight back. Slouching while sitting on the chair also suggests unconfidence. Resting the head on one of the hands can be also perceived as a sign of disinterest and for this reason, it is better to avoid it. It is natural for people to shift or change the position and posture of the body constantly when the situation in which they are makes them nervous, stressed or uncomfortable. When being in an uncomfortable situation, it is essential to keep the body calm and still.

Joe Navarro (2008) listed ten rules that are recommended to follow to succeed in nonverbal communication and decode its signs correctly:

Become an attentive observer

The author claims that in order to understand the hidden meaning behind the nonverbal expressions of other people, it is important to become a good listener and observer. There are people who are naturally good at observing but also people who lack this ability. However, it is possible to develop or improve those skills by practicing focusing on the world around and the behaviour of other people. It requires dedication, interest, effort, and concentration.

Improve the understanding of nonverbal expressions by reaching the conclusions based on the context

In order to interpret the nonverbal cues properly, it is essential to understand the context of the situation. This knowledge helps us understand the meaning of the nonverbal behaviour better. The same gesture or posture can have different meanings in various situations and environments.

Learn how to decode and distinguish the universal nonverbal expressions

There are certain expressions that are considered universal because most people use them in the same way. As an example, we can use the sweaty palms which are the universal

sign of nervousness and stress. The surprise is also represented by a universally known facial expression – raised eyebrows. This type of nonverbal cues is easier to decode since their meaning usually remains the same in every situation.

Learn how to decode the unique nonverbal behaviour

Apart from the universal expressions, there are also special signs that can be specific to a certain person. In this case, it is recommended to spend as much time as possible with this particular person to understand their own nonverbal cues.

Determine the basic behaviour of a person while communicating and interacting

If we aspire to recognize the behaviour of someone that we interact on a frequent basis, it is important to pay attention to their image, choice of clothing, the way they are sitting and standing and what facial expressions they use. This way we can learn to read their nonverbal behaviour based on the expression they use regularly.

When observing people, pay attention to eloquent manifestations

Navarro states that once we learn to notice the important signs in other person's behaviour, we acquire the ability to read their meaning. These signs will serve as a bigger picture.

Try to look for differences in human behaviour which may convey a change of feelings or attitudes

Quick change of behaviour can be an indication of the person's real mental state. It can be a positive or a negative sign, according to the situation. In order to be able to foresee these changes in the future, it is important to monitor them closely.

Learn to recognize false nonverbal cues

The only way to become able to distinguish real and false signs is to observe them carefully and try to improve from experience to experience.

Try to figure out whether the other person feels comfortable and free or uncomfortable

When decoding the expressions of nonverbal communication, it is recommended to focus on two main emotional states which are comfort and discomfort. In case we are not

sure about the emotions of the other person, it is helpful to link them to either comfort or discomfort.

Observe the people and their behaviour unobtrusively

As we already mentioned, observing the behaviour of the people make it easier for us to understand their nonverbal expressions. However, it is very important to do it inconspicuously, without them noticing us. We should always avoid staring at others.

Conclusion

The main aim of this bachelor thesis was to provide information about the usage of nonverbal signals, their differences and contribution to effective communication. We provided the definitions of both verbal and nonverbal communication as well as communication in general. We focused on their origin, specific features, and functions. Nonverbal communication has a significant role in human communication, however, many people are often not aware of its presence. The main reason for choosing the given topic was to spread knowledge about the contributions of nonverbal communication to the interactions between people.

In the first part of this thesis, we decided to characterise the term communication and the included processes. We looked closer at the participants and the inputs and outputs appearing in this process. Communication has always been a significant part of society. It helps us exchange the messages, express the thoughts, opinions, and attitudes. It is a process of transmitting information between the sender and the receiver. In order to become an active participant in the communication process, it is inevitable to possess certain communication skills. It is important to know how to communicate according to the situation, participants or the environment of the conversation. Our communication abilities reveal what kind of person we are.

The next chapter dealt with the clarification of the term verbal communication. For better comprehension of the problematic concerning nonverbal communication, it was essential to define verbal communication. We described verbal communication as an exchange of information with the help of spoken words and speech. Unlike the nonverbal language, verbal communication uses the words and the voice to convey the message.

The aim of the third chapter was to define and to further analyse nonverbal communication. We focused on outlining the role of nonverbal language in everyday communication among people. We came to the conclusion that nonverbal expressions create an inevitable part of human communication. We often use them without realising it and without assigning importance to them. We used many literature reviews that proved the magnitude of the nonverbal language is larger than we think. This chapter contains a theory revealing that more than half of the message we convey is expressed by nonverbal cues. Our

research revealed that verbal and nonverbal communication are closely linked. These two types of communication can be either dependent on each other or completely independent.

The thesis continued with the selection of several nonverbal expressions representing the body language including kinesics, facial expressions, gestures, posturology, proxemics, haptics, and paralanguage. Each group of nonverbal cues has its own particularities and utilization. The used gestures, the amount of touching we practise, the distance we keep or the facial expressions our face produce all reveal the emotions, attitudes and emotional state. The nonverbal language can vary according to the culture or situation and for this reason, it is important to follow certain rules and choose the expressions carefully while communicating.

The last chapter concentrated on effective communication and its attributes. The main objective of this chapter was to guide the reader to become an effective speaker while utilising information mentioned earlier. In this chapter, we provided advice on how to maintain effective communication and improve communication skills. Another aim was to encourage the reader to initiate their interest in the nonverbal expressions conveyed by people around us. Although it requires effort and dedication, becoming the considerate and attentive participant of the conversation makes interacting with people more valuable.

Resumé

Témou bakalárskej práce je úloha neverbálnej komunikácie v efektívnej komunikácii. Termín neverbálna komunikácia opisuje proces, pri ktorom dochádza k prenosu informácii za pomoci rôznych častí tela. Tento typ komunikácie je založený na používaní neverbálnych prejavov, ktoré nie sú súčasťou verbálnej reči. Často sa stretávame s tým, že je považovaná za irelevantnú alebo jej jednoducho nevenujeme dostatok pozornosti. Pravda však je, že neverbálna zložka komunikácie často prezrádza viac ako hovorené slovo. Dôvodom pre občasný nezáujem o neverbálne prejavy môžu byť aj ťažkosti pri ich rozpoznávaní a porozumení. Aj keď sa zdá, že je dekodovanie týchto prejavov zložité, schopnosť pochopiť ich sa dá nadobudnúť. Pre zlepšenie komunikačných schopností je potrebné pozorne sledovať ľudí a ich správanie.

Hlavným cieľom tejto bakalárskej práce bolo uviesť do povedomia to, ako udržiavať a viesť efektívnu komunikáciu za pomoci neverbálnej komunikácie. Práca mala za úlohu oboznámiť čitateľa so správnym využitím neverbálnych signálov, s ich rozdielmi a prínosom. V interpersonálnej komunikácii majú neverbálne prejavy značný význam a ich výber sa môže líšiť od situácie, kultúry či duševného stavu ľudí, zúčastňujúcich sa konverzácie. Z tohto dôvodu je dôležité premyslieť si aké neverbálne prejavy je vhodné použiť v danej situácii alebo prostredí.

Prvá kapitola je venovaná komunikácii ako prostriedku na výmenu informácii a jej vlastnostiam. Komunikácia je súčasťou ľudských životov od nepamäti. Poskytuje nám možnosť vymieňať si medzi sebou informácie, posúvať ich ďalej a nadobúdať nové.

Nasledujúca kapitola obsahuje charakteristiku verbálnej komunikácie. Definícia verbálneho prejavu je nevyhnutná pre následné pochopenie problematiky neverbálnej komunikácie, keďže sa neskôr venujeme aj porovnaniu týchto dvoch komunikácií. Tento typ komunikácie je založený na výmene informácii za pomoci reči a slovného prejavu. Pri ústnom prejave je dôležité dbať na výber vhodných slov, na správnu výslovnosť a dostatočné vyjadrenie myšlienky.

Cieľom tretej kapitoly bolo zdefinovať a rozanalyzovať pojem neverbálna komunikácia. Na rozdiel od verbálnej komunikácie, neverbálne prejavy sú vyjadrované bez slov, za pomoci ľudského tela. . Dospeli sme k záveru, že neverbálne výrazy sú nevyhnutnou súčasťou ľudskej komunikácie. Často ich používame bez toho, aby sme si to uvedomovali a

bez toho, aby sme im pripisovali dôležitosť. Môžu byť použité za účelom vyjadrenia emócií, prianí, názorov, nálad a mnohých ďalších pocitov, ktoré sa odohrávajú v našej myslí. Človek tieto pocity môže vyjadriť neverbálnymi prejavmi zámerne, alebo bez toho aby o tom vedel. Preto je dôležité pri komunikácii nie len pozorne načúvať, ale aj pozorovať ako sa človek a jeho telo správa. V opačnom prípade môže dôjsť k nedorozumeniu alebo nevšimnutiu si skrytého významu. Toto zistenie dokazuje, že medzi verbálnym a neverbálnym prejavom existuje úzke prepojenie. Táto kapitola taktiež obsahuje zmienku o teórii, ktorá hovorí o tom, že viac ako polovica informácie, ktorú odovzdávame, je vyjadrená neverbálnymi signálmi. Zvyšok informácie vyjadrujeme pomocou hlasu a jeho modifikácií a pomocou slov. Je viac, ako jasné, že neverbálne prejavy v našej komunikácii plnia dôležitú úlohu. Či už slúžia ako podpora myšlienky, náhrada informácie, doplnenie, alebo regulácia prejavu, sú nevyhnutné. Napriek tomu, že majú pozitívny vplyv na komunikáciu a ľudské porozumenie, môžu pôsobiť aj negatívne. Využitím neverbálnej komunikácie na negatívne účely je napríklad klamstvo alebo predstieranie emócií a následné využitie situácie vo svoj prospech.

Neskôr sa v kapitole zaoberáme výberom niekoľkých skupín neverbálnych prejavov reprezentujúcich reč tela vrátane kineziky, mimiky, gestikulácie, posturologie, proxemiky, haptiky, očného kontaktu a paralingvistiky. Každá skupina neverbálnych signálov má svoje špecifické znaky a využitie. To, aké gestá používame, ako blízko stojíme pri človeku počas komunikácie, či sa ho dotýkame a ako rýchlo rozprávame je súčasťou neverbálneho prejavu. Tieto aspekty prezrádzajú, v akom psychickom rozpoložení práve sme, čo si naozaj myslíme ako aj to, aký máme vzťah k človeku, s ktorým vedieme konverzáciu. Neverbálny jazyk sa môže líšiť na základe kultúry alebo situácie a preto je dôležité dodržiavať určité pravidlá a starostlivo vyberať výrazy počas komunikácie.

Neverbálna komunikácia sa delí na niekoľko typov. V dnešnej dobe je v spojení s neverbálnou komunikáciou často používaný výraz reč tela. Pod týmto slovným spojením sa skrýva kinezika. Je to vedná disciplína, zaoberajúca sa pohybom tela a jeho častí pri komunikácii. Prejavy patriace pod kineziku delíme do piatich kategórií: emblémy, ktoré slúžia ako náhrada za slová, ilustratívne gestá, ktoré spresňujú verbálne prejavy, regulátory udržiavajúce priebeh komunikácie, adaptívne gestá slúžiace ako nástroj na prispôbenie sa určitej situácii a prejavy emócií. Do spomenutej skupiny reči tela radíme mimické prejavy, gestikuláciu, posturologiu a očný kontakt.

Mimiku charakterizujeme ako vyjadrenia pocitov pomocou svalov na ľudskej tvári. Mimické výrazy sú jedny z prvých prejavov, ktoré si na človeku všimneme. Mimikou sme schopní vyjadrovať tri typy signálov: rýchle, statické a pomalé signály. Ak ide

o mimické výrazy tváre, hovoríme o šiestich základných emóciách, ktoré s ich pomocou prejavujeme. Týmito emóciami sú prekvapenie, strach, radosť, znechutenie, zlosť a smútok.

Gestá definujeme ako sprievodné zložky verbálneho prejavu, pri ktorých používame rôzne časti tela- zvyčajne ruky. Informáciu vyjadrenú slovami tak môžu doplniť, alebo úplne nahradiť. Väčšina gest nesie rovnakú myšlienku v rôznych kultúrach sveta, avšak existujú gestá, ktorých význam sa mení na základe toho, v akej krajine sú použité. Preto je pred použitím gest mimo svojej rodnej krajiny dôležité zistiť, či majú pozitívny alebo negatívny význam.

Posturoológia sa zaoberá tým, ako sa charakter alebo nálada človeka odzrkadľuje na jeho postoji a držaní tela. To, ako človek stojí odráža jeho postoj k danej konverzácii, jeho vzťah k ľuďom participujúcim na komunikácii, a v neposlednom rade naznačuje, akým smerom sa bude interakcia rozvíjať.

Pomocou očného kontaktu a pohľadov vieme vyjadriť spätnú väzbu, sympatie, príťažlivosť alebo emócie. Taktiež však môže informovať druhého člena konverzácie o tom, že je čas prehovoriť. Udržiavanie očného kontaktu pôsobí na ľudí pozitívne, dáva im pocit pozornosti a podporuje interaktívnu komunikáciu.

Neverbálnymi prejavmi, ktoré nepatria do skupiny reči tela sú proxemika, haptika a paralingvistika. Proxemika a haptika spolu úzko súvisia, keďže sa obe zaoberajú dodržiavaním a narušením osobného priestoru. V proxemike ide o vyjadrovanie postojov na základe toho, aký odstup si udržiavame. Z teórie proxemiky vyplýva delenie na štyri zóny: spoločenská, osobná, intímna a verejná. V prípade haptiky ide o komunikáciu dotykmi. Táto forma komunikácie je pre ľudí veľmi prirodzená a dôležitá už od útleho veku. To, aké množstvo dotykov používame v prítomnosti človeka prezrádza, aký k nemu máme vzťah. Taktiež však môžu mať pozitívny aj negatívny vplyv. Dotyk môže slúžiť ako vyjadrenie lásky, ako aj nenávisťi a hnevu.

Posledným spomenutým typom neverbálnej komunikácie je paralingvistika. Jedná sa o hlasové prejavy, ktoré však nie sú súčasťou verbálneho jazyka. Medzi paralingvistické aspekty reči patrí intonácia, rýchlosť, tón hlasu, prestávky a chyby v reči, hlasitosť a iné. Tieto prejavy tvoria dôležitú časť neverbálnej komunikácie a odzrkadľujú psychické rozpoloženie, emócie ako stres alebo strach a taktiež dávajú hovoriacemu priestor na odpočinok alebo nadýchnutie ako napríklad v prípade prestávok v reči.

Posledná kapitola bola zameraná na efektívnu komunikáciu a jej atribúty. Hlavným cieľom tejto kapitoly bolo ukázať čitateľovi, ako sa stať efektívnym účastníkom komunikácie za pomoci informácií uvedených vyššie. Komunikovať efektívne znamená

porozumieť všetkým častiam prejavu a následne ich správne dekodovať. V tejto kapitole poskytujeme rady, ako udržiavať efektívnu komunikáciu, a ako si zlepšiť komunikačné schopnosti. Jednou z rád, spomenutých v záverečnej práci je začať postupne a sústrediť sa na časté neverbálne signály, používané bežnými ľuďmi. Následne je potrebné začať si všímať aj menej zvyčajné neverbálne prejavy. Taktiež je dôležité pozorne sledovať ľudí a ich spávanie, avšak netreba zabúdať na udržiavanie dostatočného odstupu aby sa predišlo nedorozumeniu.

Ďalším cieľom bolo povzbudiť čitateľa zväčšiť jeho záujem o neverbálne prejavy ľudí okolo nás. Nadobudnutie dostatočných komunikačných schopností síce vyžaduje veľa úsilia, no benefitov, ktoré nám tieto schopnosti prinesú je oveľa viac.

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