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INTENTIONAL USE OF GESTURES IN COMMUNICATION

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Affirmation

I hereby affirm that this master thesis was written by myself and all used resources were clearly indicated and that all quotes and citations were properly referenced.

Bratislava, 11.4.2020

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ABSTRAKT

DUTKOVÁ, Tereza: *Zámerné používanie gestikulácie v komunikácii*. – Ekonomická Univerzita v Bratislave. Fakulta Aplikovaných jazykov; Katedra interkultúrnej komunikácie. – PaedDr. Žaneta Pavlíková, PhD. – Bratislava: FAJ EU, 2020, 119 s.

Cieľom našej záverečnej práce je analyzovať zámerné používanie gestikulácie a iných relevantných prostriedkov neverbálnej komunikácie, poskytnúť potenciálnym čitateľom prehľad o vybraných gestách, ich používaní, aplikovaní a významu v rôznych kultúrach a tak im asistovať pri snahe stať sa interkultúrne kompetentnými. Cieľom je takisto vytvoriť manuál pre obchodnú komunikáciu v interkultúrnom prostredí a sprístupniť čitateľom techniky aplikovania gestikulácie a iných neverbálnych prostriedkov, ktoré by im pomohli komunikovať efektívnejšie a zvýšili ich šance na úspech.

Práca je rozdelená na dve hlavné časti – teoretickú a praktickú. Prvá kapitola je venovaná definovaniu základných pojmov týkajúcich sa komunikácie, jej princípov, komunikačného procesu, prístupov a významnosti v rôznych oblastiach. Druhá kapitola sa zaoberá klasifikáciou komunikácie na základe rozličných kritérií. Jednotlivé typy komunikácie, ich funkcie a význam sú detailne charakterizované. Ďalšia kapitola sa precízne venuje jadrú tejto záverečnej práce – a to gestikulácii – a definuje jej základné rozdelenie, dôležitosť a dôvody používania. Posledná kapitola teoretickej časti práce sa zameriava na základnú kategorizáciu kultúr podľa vybraného modelu a definuje ich špecifiká.

Praktická časť práce pozostáva z dvoch častí. Predmetom prvej časti je analýza vybraných gest, ich používania, významov a foriem ich vyjadrenia, ako aj následné porovnanie týchto elementov v rámci rôznych krajín z celého sveta s cieľom zistiť, či sa v týchto prípadoch vyskytujú odlišnosti podmienené rozmanitosťou kultúr. Druhá časť sa venuje manuálu na efektívnu obchodnú komunikáciu s použitím gestikulácie. V tejto časti našej záverečnej práce uvádzame techniky týkajúce sa neverbálnych prostriedkov komunikácie, ktoré by sa mali aplikovať a upozorňujeme na tie, ktorým sa radšej treba vyhnúť. Na záver zostavujeme najvhodnejšiu kombináciu jednotlivých prostriedkov, na ktorú sa sústrediť.

Kľúčové slová:

Komunikácia, neverbálny, gestikulácia, reč tela, kultúry

ABSTRACT

DUTKOVÁ, Tereza: *Intentional use of gestures in communication*. – University of Economics in Bratislava. – Faculty of Applied Languages; Department of Intercultural Communication. – PaedDr. Žaneta Pavlíková, PhD. – Bratislava: FAJ EU, 2020, 119 p.

The main goal of this master thesis is to analyse intentional use of gestures and other related expressions of body language in communication, provide possible future readers with an overview of selected gestures, their use, application and meaning in different cultures and so assist them in becoming more interculturally competent. Moreover, a manual for business communication in intercultural environment is constructed with an aim to offer readers techniques to communicate more effectively when using gestures and so increase their chances for success.

This thesis is divided into two main parts – theoretical and empirical one. The first chapter is devoted to defining of fundamental terms regarding communication, its principles, characterization of the communication process and its importance in various areas. The second chapter deals with classification of communication based on different criteria. Particular types of communication, their functions, characteristic features and importance are described in more detail. In the third chapter, gestures building the core of this thesis are explained more precisely, their basic categorization, importance, and reasons for their use are presented as well. The last chapter of the theoretical part is dedicated to fundamental classification of cultures based on selected model and introduces their specific attributes.

The empirical part of the thesis comprises of two parts. In the first part, concrete gestures, their use, meanings and forms of expressions are examined and compared in terms of different countries from around the world in order to discover if there are some dissimilarities conditioned by diversity of cultures. The second part is devoted to the manual for effective business communication using gestures. Techniques to be followed or to be avoided regarding nonverbal expressions are analysed as well and the best possible combinations to focus on are suggested consequently.

Key words:

Communication, nonverbal, gestures, body language, cultures

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Introduction

The aim of this master thesis is to analyse how gestures are intentionally used in communication within the area of business and intercultural environment, determine if potential differences in gestures across various countries are connected to the diversity of cultures, assess the current state of business communication as well as deliver instructions for improving its effectiveness through body language and further evaluate the results obtained from the analysis. In the thesis, data, facts and approaches to communication as a whole, body language, other nonverbal expressions and especially the gestures are afforded in order to familiarize oneself with the given issue to a larger extent. It is also centred on persons engaged in the area of business, delivering a speech, presentation, leading a meeting or other form of performance and encourages them to use gesticulation to their advantage and transform it from their weakness to their strength by using the presented techniques.

Since people as human beings need to socialize, communication represents a firm part of their lives. Communicating with each other as well as with oneself actually never stops and is present everywhere and every time. However, knowing and using only verbal expressions is not sufficient. In order to communicate the desired thoughts, opinions or just interact, it is essential to recognize also nonverbal signs. Moreover, it is very fascinating how gestures can many times reveal a lot more about the person than just words, how they can affect and direct the communication atmosphere to different ways. Therefore, we decided to deal with this issue and explain the importance of knowing and displaying the gestures. Additionally, as world becomes more and more globalised and people work in international teams with great cultural diversity, so do various cultures encounter each other and are supposed to interact and collaborate. Knowing their traditions, norms or taboos regarding nonverbal communication, and namely gestures, is therefore of high importance. Before writing this paper, we did not possess a lot of knowledge about particular gestures, their functions or meanings, and it was often not able to notice and recognize them. After diving into this topic in more detail, we started to observe nonverbal signs displayed by various persons to a greater degree and were able to identify these signals more quickly and correctly. We believe that reading of this thesis will support also other potential readers in being aware of different communication patterns and thus communicate more effectively.

The thesis is divided into two major parts – theoretical and empirical one. The theoretical part consists of four main chapters.

The first chapter generally introduces the selected topic of communication. In order to be able to conduct the research properly, it is necessary to know basic terms related to this issue. Therefore, definitions of fundamental terms, such as communication, verbal and nonverbal language are provided in more detail and approaches to be dealt with are specified more precisely. To understand the sequence of individual steps and their role in the whole system, communication process and its parts are described in this chapter as well. Furthermore, basic principles of communication are introduced in order to improve its effectiveness. Importance of communication is undebatable in private as well as in professional life, and thus its functions are also presented in this part of the thesis.

The second chapter is devoted to categorizing of communication from different points of view and divides it into categories based on diverse criteria. Relationship type, style and purpose of communication are selected to serve as one type of criteria dividing the communication into various groups. Another way of classification is represented by criteria focused on communication channels and media used for transmitting the information. All the types of communication determined by the chosen criteria, their use, application, characteristics, functions and importance are consequently dealt with in more detail. Moreover, the term of nonverbal communication is explained more precisely and definitions from various angles are provided, since it builds the core of this thesis. Particular types of nonverbal communication, their importance, features and purposes are defined as well.

In the next chapter, gestures as a whole are dealt with. Since gesticulation represents the core of this thesis, we decided to devote it one entire chapter in order to afford detailed information and ensure obtaining of broader knowledge regarding this issue. Therefore, characteristic features of gestures are described at length, types of gesticulation are specified in more detail and reasons why it is wise to use gestures are presented as well. Additionally, basic rules of effective nonverbal communication are outlined.

The last chapter of the theoretical part is concentrated on cultures, offers introduction into the intercultural environment and indicates relations between communication and particular cultures. In this part, cultures are divided into three fundamental groups based on the selected model and analysed further in order to provide their basic characteristics, discover similarities between these cultures and point to areas where they usually differ from each other.

The empirical part consists of two parts which are related to each other. At first, we decided to stress out the correlation between gestures and cultures. We selected eleven different gestures to be the object of our analysis and studied them in detail. Their usage, meaning, forms, shapes were examined and compared within a sample of various cultures with an aim to determine if they are similar or if they vary in at least one of the criteria and whether these possible differences are caused by cultural diversity. This part is also supposed to serve as a warning for people engaged in intercultural environment to be aware of cross-cultural differences and become more interculturally competent to avoid potential misunderstandings and faux pas.

In the second part, a brief manual for effective business communication in intercultural environment is provided. It is aimed at techniques designed to help in reaching the specific target and in becoming more successful by applying nonverbal language more effectively. Using some gestures may prevent from reaching the defined goal. Therefore, advice about which gestures to avoid are suggested as well. Tips on how to seem confident and trustworthy, how to recognize lying, defence, show interest, boredom or express positive and negative opinions to certain issues related to business area by means of body language are offered in this part. In the conclusion, the best combination of these techniques is afforded in order to help to favourably deal with challenging situations in front of others.

THEORETICAL PART

1 Defining communication

This chapter deals with different definitions of what communication actually is. As far as the communication is a very wide term, it is certainly not possible to explain its exact meaning with solely one single definition. Communication has been studied for already many years by experts from various fields providing differing opinions on the topic of communication. Thus, we decided to introduce a considerable number of definitions in order to get more familiar with this broad term, determine the approach we will concentrate on and ensure it will be understood properly.

It is generally known that communication is as old as human civilization. The Neanderthal population soon discovered that if they want to achieve something, or to hunt their dinner, they have to cooperate and communicate together. Communication and its forms developed along with the development of the society. At first, communication was nothing more than different sounds, noise or scream, which later transformed into codes, signals, words, sentences and whole expressions. Throughout the evolution of humanity, it became more and more important. At present, communication represents the inevitable part of life in general, everyday situations as well as business and industrial activities.

If we consider the communication as a field of study, it is linked to a variety of different subjects, such as psychology, philosophy, sociology, politics, history, linguistics, literature or rhetoric. All of these disciplines are interconnected in some way with communication studies, in the meaning that findings of knowledge derived from one field can be used as resources for further research in the area of communication and vice versa. Despite the majority of the disciplines mentioned above deals mostly with theoretical research, communication belongs to those, which apply to practice in a large extent, for instance, in the sphere of art, music, theatre, film, business, marketing, education etc. Therefore, it is really believed that communication shapes the entire world and is of enormous importance (Velentzas and Broni, n.d.).

Many experts, scientists and other personalities have been concerned with enquiry into communication and they have left us a number of definitions, which we can draw from. As Koontz and O'Donnel stated, communication can be perceived as *“as the exchange of*

information at least between two persons with a view to create an understanding in the mind of the other, whether or not it gives rise to conflict.” (as cited in *What is communication*, n.d.).

According to Newman and Summer “*communication is an exchange of facts, ideas, opinions or emotions by two or more persons.*” (ibid.).

Louis A. Allen defined this term as follows: “*Communication is the sum of all things a person does when he wants to create an understanding in the mind of another.*” (ibid.).

Following is the definition with literary motif, provided by Keith Davis: “*It is the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people. By using this bridge of meaning, a person can safely cross the river of misunderstanding that separates all the people.*” (ibid.).

Peter Shepherd in his definition stressed out, how essential the communication for people is: “*Communication is the solvent of all problems and is the foundation for personal development.*” (ibid.).

According to the Business dictionary, communication is a bidirectional process of achieving reciprocal understanding, in which both involved parties not merely swap their thoughts, information, news, ideas and emotions, but in addition, they generate and distribute meaning of the message. It is generally said that communication serves as a way how to link people or places. Furthermore, it plays a very significant role in business as well, connecting different departments of companies, employees and managers etc. Without communication, organizations could not run their business properly and effectively (Business dictionary, 2019).

Based on the Oxford English Dictionary, it means “*the imparting or exchanging of information by speaking, writing, or using some other medium and the successful conveying or sharing of ideas and feelings.*” (Oxford English Dictionary, 2019).

As it emerges from this definition, communication is not only the transportation of data, but it represents even more complex system that involves also the aspect of achievement throughout the process of transferring a message, in the form of thoughts, feelings or information.

“The Communication is a two-way process wherein the messages in the form of ideas, thoughts, feelings, opinions are transmitted between two or more persons with the intent of creating a shared understanding. The English word ‘communication’ is derived from the Latin word communis, which means common, or to share, to participate. The term communication refers to the sharing of ideas in common.” (What is communication, n.d.).

“In other words, communication is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behaviour. Pragmatics defines communication as any sign-mediated interaction that follows combinatorial, context-specific and content-coherent rules.” (Velentzas and Broni, n.d.).

Based on another definition, communication is *“any act by which one person gives to or receives from another person information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.” (ibid.).*

Communication is providing, obtaining, or exchanging of thoughts, data, information, signs or messages via accurate channels, what allows people to convince, search for and deliver information or to demonstrate feelings (ibid.).

1.1 Four main approaches to communication

Throughout the long period of research conducted on communication, many different approaches have been identified. In the following lines, we will take a closer look at the major ones.

1. Communication as transmission: based on this approach, communication refers to the transmission of information, message or data. Commencement of the communication is recognized as a prerequisite for the effective and smooth run of communication. Experts, who identify themselves with this attitude, consider communication as conveying, transmitting, delivering or providing of information.
2. Communication as ritual: according to this approach, communication is defined as partnership or participation. This attitude perceives communication as cooperation, sharing, support, assistance, ownership or belief. The main goal is to preserve the

society in the time horizon. In other words, the spatial or geographical point of view in transfer of information is not that important.

3. Communication as publicity: this approach identifies communication as a tool for affecting people's minds, thoughts and opinions with the help of messages. In the centre of this attitude stands attracting the users' visual and audible attention. Audience represents a crucial part of the communication process and an easy target to be manipulated via conversation.
4. Communication as reception: this concept highlights the importance of semiotic attitude to communication over the technical one. As the receiver plays a significant role in the process, the communication is explained from his point of view. Audience is considered as the most important element since it attaches meaning to the information delivered (*Four approaches on communication*, 2014).

The following subchapter explains how the whole communication process functions and describes its participants and other elements involved.

1.2 Communication process

We have already mentioned above that communication is a complex and changing process, influenced by many factors. The complexity of the communication may be visible in the number of recipients, who participate in the process as well as in the differences between messages or ways used for delivering. Everything, that happens among all the parties concerned, whether it is only an eye contact, a slight body movement or just one word, is a matter of communication.

As illustrated in the scheme, it consists of six main parts, with sender and receiver being the most important ones. The sender starts the process by encoding the message, mostly in a combination of words, signs or signals, which complement the meaning of the message. Next, the message is transferred through a particular communication channel, for instance, writing of a letter, email, holding a conversation, calling via phone etc. to the receiver, who accepts the message, decodes and interprets it into a certain meaning. However, communication can be disturbed by different circumstances, so called noise. Misunderstandings, various perceptions, feelings, approaches of participants, their skills or language barrier may all represent significant elements that affect the whole process of communication. After the receiver decodes the message, he responds via feedback and the message is delivered back to the sender. Based on

the feedback, both participants can discover whether the meaning was understood correctly or not. If some misunderstandings occur, the whole process of encoding and decoding the message can start all over again in order to eliminate unclarity and ambiguity and to ensure the effective communication. In other words, to ensure such situation when the meaning of the message understood by the receiver is the same as the meaning intended by the sender (Lunenburg, 2010).

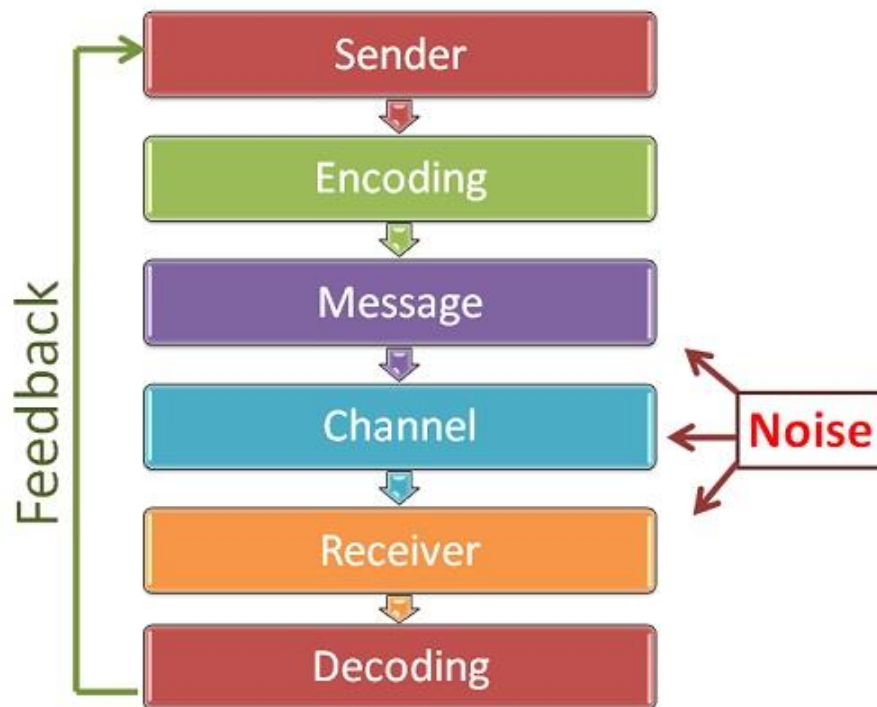


Figure 1: Communication Process (Business Jargons, 2017, <https://businessjargons.com/communication-process.html>)

Undoubtedly, the benefits the communication offers, are enormous. In the next subchapter, some of the most important functions which communication performs are presented.

1.3 Importance of communication

Communication is closely interconnected with humanity and represents its inseparable part. The ability to communicate differentiates people from animals and thus human life without communication would be impossible. The importance of communication can be witnessed in everyday as well as professional life, when people are confronted with different problems that

need to be communicated properly in order to find the desirable solution. In general, communication serves as a tool for understanding of others and is essential for people to maintain their status of social beings.

Therefore, it follows that the importance of communication is undebatable and it fulfils several tasks, couple of which we would like to introduce:

- **Regulation or control** – communication might be a good way how to monitor, control and regulate people's behaviour, as well as the characteristics and amount of processes which people are involved in.
- **Social Interaction** – as humans are social beings, they have a strong need to interact with others and hereby communication functions as a prerequisite for social interaction and building and maintaining of good and healthy relations. Thanks to the communication, people can understand feelings, emotions, problems others deal with in a better way, develop empathy towards them, offer support and help and thus to improve also the welfare of the society in general.
- **Motivation** – communication is usually used as a way of motivating people, stimulating their wants, needs, desires, preferences, wishes or ambitions. It also improves learning skills and enables the participants to gain new experience, change their perceptions, beliefs, opinions etc.
- **Information** – the flow of appropriate information, that must be shared between sender and receiver of the message in the right time and at the right place is ensured thanks to the communication. Often the biggest mistake is not to communicate at all, which can lead to misunderstandings of serious matter (Kyoshi, 2019).

The importance of communication can be observed not only in the daily life, but in the business sphere as well. Therefore, in the next chapter we provided a brief overview of how the communication may impact various business activities and the whole enterprise.

1.3.1 Importance of communication in business

The role, the communication plays in the business world, is crucial and unsubstitutable. It is fully integrated into the management of every company and so powerful that it can cause a boost of the company on one hand and its bankruptcy on the other. Furthermore, it supports the efficiency of management processes, stimulates the importance of cooperation between

employees, accounts for continuous growth and operating of the company. It contributes positively to the decision-making process, as all the decisions made are based on the information that have been transmitted within the company, among employees, managers and directors. Moreover, a good communication might support coordinating and planning processes, increase productivity and lower costs, help to form the morale codes, encourage employees to develop a strong relationship to their company, establish loyalty, trust, raise job satisfaction and thus promote the overall wealth of the enterprise (*Importance of communication in business*, n.d.).

The following subchapter deals with major principles of communication that can be used to increase the efficiency of communication and thus to satisfy parties involved in the process in a better way.

1.4 Principles of communication

Effective communication is vital in all the areas, whether it is business, academic sphere or everyday life. Therefore, the following seven main principles of efficient communication, known as 7 C's, have been identified by Mulder (2012):

- **Completeness:** in order to ensure a clear understanding, message should be delivered completely at once, and in a way that corresponds with the recipient's perception of things and of world in general. Otherwise, if the message omits something important, it hinders the receiver from its correct understanding.
- **Concreteness:** every message is characterized by a specific goal or purpose of its transmission which has to be adhered. To say it differently, the message cannot be too general, everything needs to be explained and nothing left to the imagination of the receiver.
- **Courtesy:** audience represents a very important part of the communication process and therefore it must be addressed in a polite and friendly manner. Moreover, it is advisable to demonstrate respect and understand feelings of the receiver.
- **Correctness:** a correct use of words, signs, gestures is considered more reliable and trustworthy and it heightens seriousness of the communication. As a result, receiver usually pays more attention to such messages that are conducted correctly. In addition, the message should be conveyed at the right time.

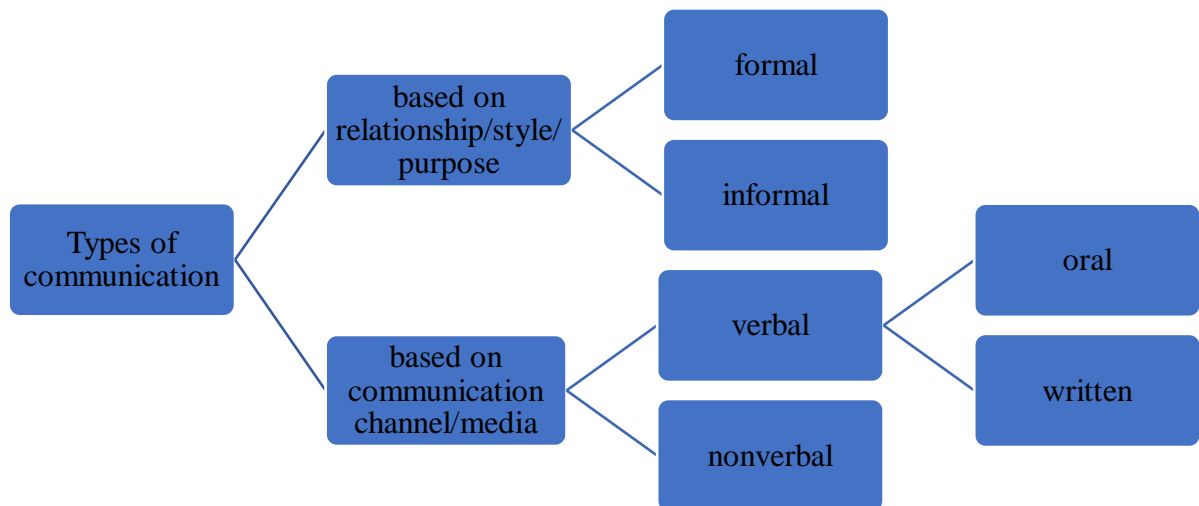
- **Clarity:** before sending the message, it must be clear what the sender wants to achieve and how the receiver should understand the meaning. Message should also avoid any possible ambiguity and it should be ensured that the recipient understands it in the same way as the sender actually intends.
- **Consideration:** it is also essential to adjust the message to the particular audience and involve it in the communication process as well. Adapting to the needs of various groups depends on many factors such as their knowledge, skills, age, gender, education, interests etc.
- **Conciseness:** in order to increase the effectiveness of the communication, message should not be too long or too short, but just accurate to mention all what is important. It is generally believed that less is more, and the faster the sender specifies the point, the higher the chance of keeping the attention of the receiver.

To summarize it, respecting and complying with the seven main principles of communication guarantees much greater effectiveness of the whole process and thus achievement of better overall results.

Throughout the whole thesis, we identify ourselves with the definitions and approaches that underline sharing and understanding as the most important purposes of communication. In the following chapter, different categorizations of communication and its characteristics are introduced in more detail.

2 Categorizations of communication

Communication can be divided into many different categories based on various criteria or factors we consider. There are two main categorization criteria which we decided to concentrate on. Firstly, relationship type, style and purpose of the communication as the criteria for classification of communication are dealt with. Secondly, types of communication might be determined in terms of communication channels or media used for transmitting the messages and information.



Source: author's own

Figure 2: Types of communication

2.1 Types of communication based on relationship, style and purpose

On the basis of relationship between the participants of the process, style and purpose of the message, communication can be classified into two main types, and namely formal and informal communication, as illustrated in the scheme above. There are several key differences between these two types of communication which we would like to point out to in the following lines.

2.1.1 Formal communication

Formal communication refers to such type of communication, where only the officially designed channels and media can be used, the roles of sender and receiver are strictly defined and must be adhered. This category of communication mainly applies to the business sphere and formal environment and is interpreted as exchanging of formal or official documents, reports, commands, instructions, letters, policies, memos between the sender and the receiver. It is supported by the official organizations or structures in order to guarantee its correct understanding. If there is some sensitive or secret information to be transmitted, formal environment is the right place to do so. It is also used to secure that information is transferred in a smooth, accurate way and in the time as required. On one hand, formal communication has several advantages, especially that it is always supported by written documentations or other kind of proof, and in addition, it is reliable, efficient and trustworthy. On the other hand, formal communication is limited by a certain amount of disadvantages as well, such as huge time consumption, short time for finding a solution of problems and rather slow understanding of information for the time reasons (Harold, 2019).

2.1.2 Informal communication

Informal communication is mostly used in informal environment, in a private conversation between friends, partners, family members. It is also referred to as grapevine communication and is usually practised when calling to someone or talking face-to-face. Some examples are gossips, rumours, small-talk, showing the feelings etc. Informal communication is explained as spontaneous and unofficial form, where the participants of the process transfer the information in a more relaxed way and where there is no need for the rules, regulations, prescriptions etc. to be followed. In comparison with the formal communication, the informal one is not secured by any document and it is not officially recognized. Nevertheless, it is believed to be the most suitable option how to preserve good and enjoyable ambience and create pleasant environment to work or live in. Personal relationships among participants form the basis for this type of communication and therefore it is exempted from rules, regulations, prescriptions that otherwise must have been observed. This results in a fact, that informal communication is not limited at all and can move to any direction. To the advantages of informal communication belong fast transmitting of information and possibility to make a decision in a very last moment. On the contrary, the absence or lack of written documentation

or any kind of proof, lower reliability and difficulties by maintaining the privacy count to the main disadvantages (Harold, 2019).

2.2 Types of communication based on communication channel or media

With regards to the channel or media used for transmitting the messages, communication can be divided into two fundamental types: verbal and nonverbal one. Simply said, in verbal communication information is transferred by the means of words. On the other hand, nonverbal communication replaces using words or sounds by other forms, such as different signals, modes, movements etc. In the following subchapters, main differences or possible similarities between verbal and nonverbal communication are described in more detail. Both types of communication have their significant importance in conversation and are irreplaceable. Moreover, they may be classified further into different kinds, which are pointed out to and explained at length as well.

2.2.1 Importance of verbal and nonverbal communication

As already mentioned before, both types are of enormous importance and communication without them would be impossible. Despite of this, they record several differences also in terms of value or importance and each of them fulfils other functions. In the picture below, the use of verbal and nonverbal communication is compared. It clearly indicates that nonverbal communication, especially body language, is applied much more frequently and therefore is more important than verbal communication using words. As illustrated in the graph, nonverbal communication represented by the body language forms more than a half of the entire process of communication, and thus it is generally believed to be more effective and allows achievement of better results. Moreover, it plays a crucial role for disabled and deaf people, who cannot communicate by using words. The significance of nonverbal communication is demonstrated also during early stages of life, when small babies do not master the language yet and thus they express their feelings, needs, wants and emotions through different signs or signals (Surbhi, 2018).

Verbal vs. nonverbal communication

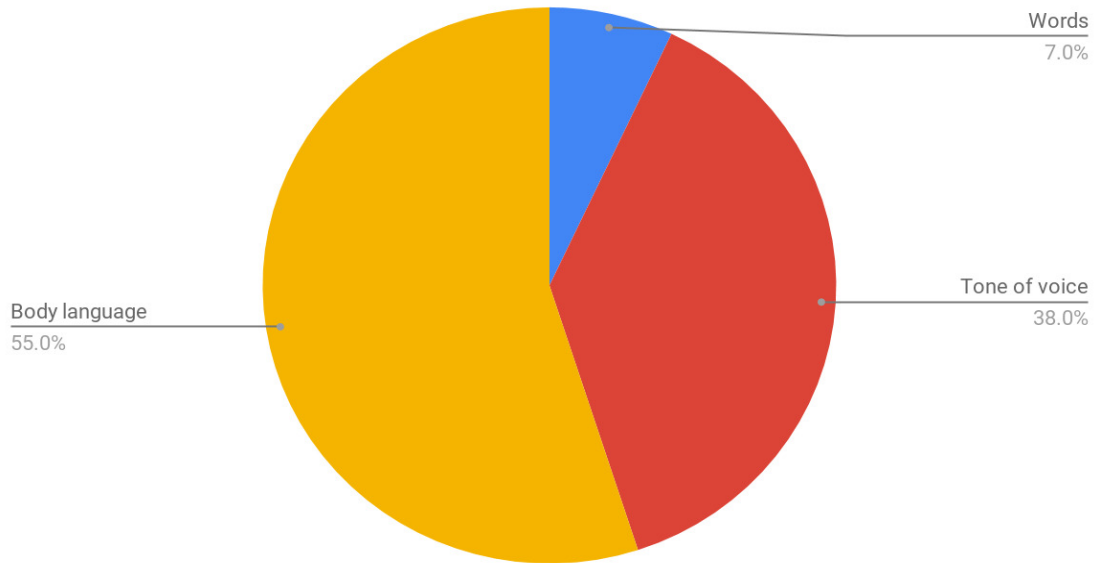


Figure 3: Verbal vs. nonverbal communication (Scacca, 2019, <https://www.copper.com/blog/body-language-sales>)

Compared to nonverbal communication, verbal one is less time consuming, since it is really fast and simple to open the mouth and say some words. On the contrary, it takes more time to present various types of nonverbal communication and the whole process is more difficult to understand. By verbal communication, the possibility of misunderstandings is quite low, whereas the chance in nonverbal communication is much higher, misunderstandings occur repeatedly and meaning of the message may be understood in a completely opposite way. In some cases, verbal communication can be recorded or confirmed by a certain document, while the nonverbal communication is only visual and therefore there is no proof or evidence possible. To the advantages of the communication using words belong the opportunity of immediate feedback and the speed and circulation of the whole process. Nonverbal communication is advantageous, for instance, in better perceiving and understanding of emotions, feelings, attitudes etc. For verbal communication, the presence of participants is not inevitable since the message might be exchanged also per phone, letters, e-mails etc. On the other hand, nonverbal communication requires personal presence of both participants, the sender and the receiver (ibid.).

To conclude it, both verbal and nonverbal communication are important since they complement each other. Words should be accompanied by actions, which are said to be louder

than just words. Both types of communication allow people to socialize, build relations and reply to messages and therefore are essential and irreplaceable (ibid.)

2.3 Verbal communication

As already specified before, verbal communication using words may be organized into two major types, and particularly into oral and written communication.

2.3.1 Oral communication

This type of communication refers to the transmission of messages, ideas and thoughts by means of spoken words and includes speaking and listening. Information between sender and receiver are exchanged directly in a face-to-face conversation or indirectly through other media and applications, such as phone, voice calls, Skype etc. Oral communication is highly valued in the business sphere, involving, for example, different meetings, congresses, presentations, conferences, speeches, discussions etc. Oral face-to-face communication may be complemented with gestures, body language or facial expressions which facilitate the understanding process and improve its effectiveness. The advantages of such communication are represented by fast exchange of information and prompt respond to the message, possibility to solve unclarities immediately by asking questions or improvement of relations. On the other hand, there is usually no evidence of what was communicated unless the process was recorded and no possibility to check the message before its transmitting. Once something has already been said, it unfortunately cannot be simply just deleted or taken back (*Verbal/oral communication*, n.d.).

2.3.2 Written communication

Written communication represents the process of transmitting the information or message between the participants by means of written words or symbols. It is generally believed that this type of communication is the most suitable one for the business area and includes writing and sending of documents, e-mails, letters, instructions, records and other forms of bureaucracy. Written communication is mostly applied in formal environment and in situations when the messages are too long and complicated to be conveyed orally. The effectiveness of this communication is determined by the selection of correct words, word order, intelligibility and the whole structure of the text. Written words are usually perceived as more trustworthy

and reliable and the chance that misunderstandings will occur, is much lower. In addition, the communication might be recorded and there is also a possibility to revise and rewrite the message before its delivery. On the contrary, it is more time consuming and not spontaneous, what results in a much slower respond and feedback than in the case of oral communication (*Written communication*, 2018).

As described in the paragraphs above, differences between verbal and nonverbal communication are quite significant and visible. Because the communication is a term of wide comprehension, it was necessary to explain its main types in more detail and provide definitions from various points of view. From this part of the thesis we will concentrate only on the nonverbal communication, since it builds the core of this paper. The following chapter defines nonverbal communication, its importance and functions more precisely and further deals with its different types.

2.4 Nonverbal communication

Nonverbal behaviour is said to be the most frequently used channel of communication in society and in the world as a whole. It is practised in everyday life and situations, although we sometimes cannot name those elements with an exact term. Despite not using a single word, nonverbal communication may often express emotions and feelings more effectively and in a more accurate way than verbal communication.

Defining the nonverbal communication might appear to be really simple, as “non” means “not”, then it can be literally defined as communication without words. However, the term is actually much wider, the opinions of experts on what belongs to nonverbal communication and what should be excluded vary and therefore a much more complex definition must be provided, such as “*those messages expressed by other than linguistic means*”. This definition excludes sign language as well as written symbols, but on the other hand, involves other non-linguistic aspects – volume, laughs, sighs, pitch, movements, gestures etc. (Adler & Proctor, 2016, p. 196).

As stated by Nordquist (2019), “*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...further, disclose the present humour and state of the mind and will.” (ibid.).

As determined by Jerold L. Hale of the University of Georgia, nonverbal communication is *“the study of behaviors other than words that create shared meaning between people who are interacting with one another”* (as cited by Burgoon, Guerrero & Floyd, 2010).

With regards to Brant Burleson of Purdue University, it is described as *“any kind of expression, gesture or symbolic behavior that is either intended to convey meaning or happens to convey meaning”* (ibid.).

Daniel Canary of Arizona State University explained it as *“intentional behavior that’s used to symbolically convey an idea”* (ibid.).

According to John Greene of Purdue University *“it is everything we do except the words that we use in our face to face interactions, so it includes facial expressions, gestures, eye contact...even our artifacts, the clothes that we wear, the rings and jewelry that we carry around with us”* (ibid.).

Nonverbal communication exists anywhere and anytime and is always present, even though people sometimes do not notice it. Furthermore, it is not possible to not communicate, since it is a continuous and unstoppable process, without clearly indicated beginning and end, which ensures a constant exchange and flow of information. For example, when people try to sit still and do nothing, they are actually unintentionally already transmitting some message, even if they do not want. Another characteristic of the nonverbal communication is its dependence on and relation to culture. There are huge differences between particular cultures in a way how they apply the nonverbal clues which will be discussed later in this chapter. Nonverbal communication is also considered to be attitudinal, in the meaning that it is more suitable to express attitudes than ideas or thoughts (Adler & Proctor, 2016, p. 197).

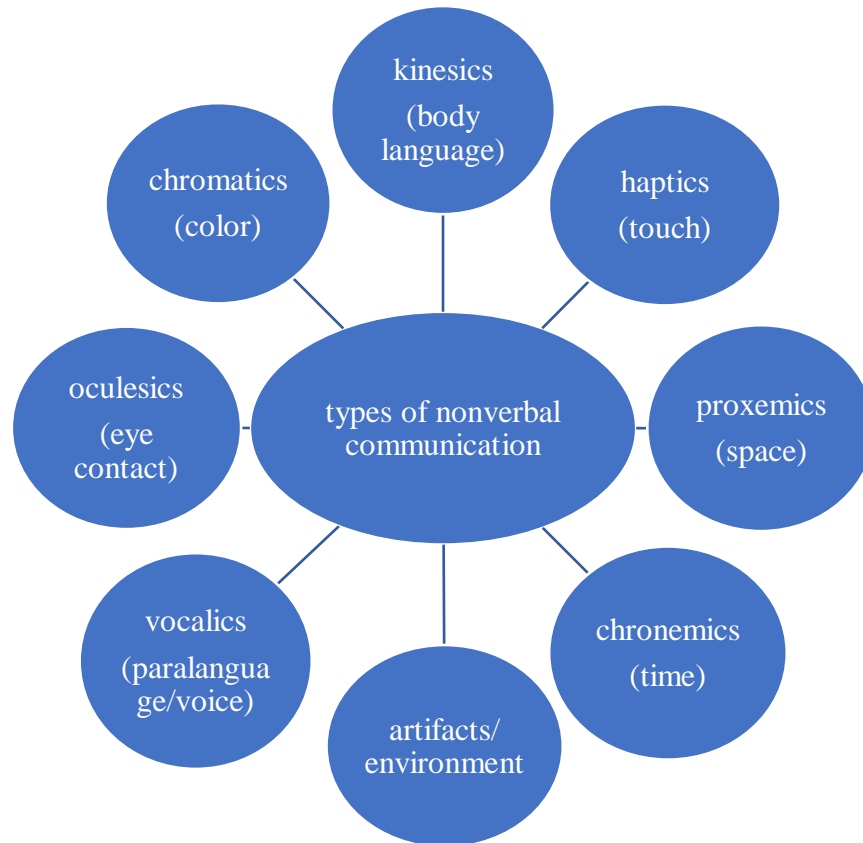
2.5 Functions and importance of nonverbal communication

The elements of nonverbal communication play an important role. The way how people sit, stand, move, respond, look etc. can reveal a lot about them and help the receiver to better understand, for instance, if the person is interested, lying or saying the truth. The uniformity of nonverbal and verbal signals strengthens comprehensibility and credibility. On the contrary, their divergence may lead to misinterpretation, uncertainty and doubts and thus to disturb the whole conversation. Nonverbal communication fulfils several important functions, is interconnected with verbal communication and therefore an essential part of the whole communication process. Nonverbal communication can be used as a way of repeating or underlining the meaning of the verbal message. It can serve as an alternative for oral communication and can substitute words, especially when the person is reluctant to tell about his or her feelings loud. Words may be complemented by nonverbal behaviour in order to express meaning in a better way and provide higher chance of understanding. In addition, by means of nonverbal communication, flow of the conversation and the whole process can be controlled and regulated. It is also said to be contradictory, as the message expressed verbally and nonverbally at the same time, may have completely opposite meaning, and thus it results in generating of a double message. This might be visible, for instance, by showing feelings and emotions, when words are trying to say that people are not angry at all, but their red face and crossed arms are demonstrating something else. Nonverbal messages are characterized by high ambiguity which can lead to potential misunderstandings. Since nonverbal behaviour is spontaneous, frequently expressed unconsciously and usually has a number of meanings, it is quite a difficult task to interpret them correctly. The accurate interpretation and explanation of the message depends also on many different factors, such as skills and abilities, gender, age or experience of the receivers. The fact, that usually a huge number of nonverbal messages occurs at the same time, makes it even more difficult to understand them properly (Adler & Proctor, 2016, p. 200).

2.6 Types of nonverbal communication

There exist many different classifications of nonverbal communication depending on various authors, disciplines, points of view or opinions. We decided to select one approach to classification and introduce it in more detail. As illustrated in the figure below, nonverbal communication may be divided into 8 major categories. Each of them performs a specific task,

is represented by a certain characteristic and significant importance that differentiates it from the other types. In the following subchapters, these below depicted forms of nonverbal communication are described and explained more precisely.



Source: author's own

Figure 4: Types of nonverbal communication

2.6.1 Kinesics

Kinesics, or also referred to as body language is probably the most extensive form of nonverbal communication and a key part to understand it properly. The word kinesics is originally derived from Greek word *kinesis*, which is literally translated as “movement”. This individual discipline is focused on the examination and analysis of movements of the whole body, more specifically postures, gestures, movements of arms, hands, legs or face. In the following lines, each of them is dealt with in more detail (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 176).

Body movements generally serve numerous functions and contribute remarkably to the effectiveness of the whole communication. The message may be supported and complemented

by different body movements and thus the major thought can be emphasized. Next function, that the body movement fulfils, is the repetition of the verbal message through some gesture or action. As a result, clear and better understanding of the transferred idea might be ensured. Movements of body are also frequently used with an aim to monitor, control and regulate the flow of communication. In addition, they can act as an alternative of verbal messages and can express feelings and emotions in a better way (*Types of nonverbal communication*, n.d.).

2.6.2 Head movements and postures

According to Pease & Pease, head movements and postures are often used to respond to message, recognize something, or to show interest in communication. We usually distinguish between two main types of head movements, and namely head nod and head shake. In most cultures, head nod refers to acknowledgement and means a positive response, whereas head shake expresses a clear “no” and signals negative answer. However, there are certain differences among cultures that will be dealt with later in this chapter. Head movements are also connected to showing interest. For instance, raised head frequently demonstrates neutral or slight interest, tilted head symbolizes higher interest, curiosity and engagement in the conversation and usually heightens trustworthiness of people, whereas head down signals lack of interest, aggression or generally other negative emotions (as cited in *Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 178).

Postures are described as different positions of body that are performed usually with a particular aim. Based on Pease & Pease, to the four major postures of people belong sitting, standing, lying and squatting. These postures dispose of a number of combinations and thus can convey different meanings. Majority of the communication process runs when people are sitting or standing, and therefore these two postures are considered as most important. For example, arms akimbo – so to stand with hands on the hips and elbows outwards – can be used to signal confidence and importance. Moreover, the elbows outwards symbolize dominant approach and show the readiness to act. Regarding sitting, leaning back is a sign of informal approach and equality, sitting with legs apart represents confidence and power and leaning forward usually expresses empathy, enthusiasm and interest in the conversation. (as cited in *Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 178).

2.6.3 Facial expressions

The term facial expression, or also described as mimicry, is related to the various movements and positions of face and belongs to one of the most active parts of the human body with regards to expressing feelings and emotions. Face usually carries a lot of diverse meanings, that may be interpreted during the phase of their expression. Some of the facial expressions are universal and are accepted and understood in the whole world, e.g. sadness, joy or anger. Although they are usually the same or at least similar, the reasons for their expression mostly vary across cultures or society. Already small babies are able to demonstrate emotions through facial expressions, but only when people get older and mature, they are capable of controlling and managing their mimicry, or hiding and revealing certain feelings and emotions (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 180).

Smile belongs to one of the most used expressions of face, can be practiced in many situations and therefore forms a powerful part of body language. It is distinguished between many kinds of smile which do not have to be always associated with an emotional incentive, but on the other hand, might follow social objectives. Most of the time, smiles are produced intentionally for other people rather than spontaneously expressing an emotional condition. This kind of smile, referred to as social smile, is generally different compared to the more honest and true smile. People consider smile as genuine when the positive emotion can be witnessed not only on the lips, but in the eyes as well. Evans stated that *“this particular type of smile is difficult if not impossible to fake because the muscles around the eye that are activated when we spontaneously or genuinely smile are not under our voluntary control. It is the involuntary and spontaneous contraction of these muscles that moves the skin around our cheeks, eyes, and nose to create a smile that’s distinct from a fake or polite smile”* (as cited in *Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 180).

Facial expressions can establish positive atmosphere and working climate and might communicate openness, friendliness, certainty, competence, trustworthiness and other positive emotions or states of mind. On the contrary, anger, confusion, exhaustion, tiredness, frustration, disinterest and other negative feelings may be demonstrated by means of facial expressions as well. In addition, they should be consistent with verbal messages and should underline the same meaning in order to ensure a clear understanding and smooth running of communication (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 181).

2.6.4 Oculistics

Eye behavior, especially eye contact, belongs to the most important forms of nonverbal communication and is analyzed by an individual discipline called oculistics, which originates from a Latin word *oculus* (eye). It is believed that eyes represent the window to the soul, and therefore together with facial expressions constitute an inseparable part of the communication process. Eye contact fulfils a number of functions. It can be used to transmit information about feelings and emotions, regulate conversation, show readiness to start or notify others to speak. By means of eye behavior, connection and relationship with the audience may be established, interaction monitored and feedback delivered. Moreover, it represents an efficient way how to discover whether the audience is interested, enthusiastic or bored and as a result, adjust the communication behavior to the new situation. Furthermore, eye contact fulfils the function of informing the audience, for example about not disturbing or interrupting, but paying attention carefully. On the other hand, avoiding eye contact often indicates reluctance of a person to communicate (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 179).

2.6.5 Proxemics

Proxemics deals with the study of space and analyzes how space and distance affect communication. Space mirrors a relationship people have between each other and influences their behaviour and communication manners. In crowded areas, such as concerts, or overfulled public transport, personal space and people's comfort zone are often violated. If such situations are expected, it is possible to adjust communication behavior to them. But on the other hand, unexpected violation of space may cause negative emotions or even aggressive reactions. Every person has his/her own perception of a personal space and of what should or should not be allowed. Generally, it is distinguished between 4 major types of space: intimate, personal, social and public. Each of them refers to a different distance and is connected to a different kind of relationship. When talking about intimate space, it is related to close friends, family and intimate partners. Personal space is mostly used in situations that involve other friends and acquaintances. Social space is typical for more formal environment, group meetings, conferences or other events where people who usually do not know each other, are gathered. Communicating with some stranger on a street is an example of a public distance (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 187).

2.6.6 Haptics

Haptics is a discipline that examines probably the most primitive form of communication, and namely touch communication. Touch is generally believed to be the first sense and first type of nonverbal communication used by people. Already during early stages of life, small babies discover the world through touching of different things and thus they learn and remember. Every touch has a certain meaning, can deliver a variety of messages and is inevitable for social development of people. Moreover, it can affect both mental and physical health. Universally, 5 main functions of touch are identified. By means of touching, a lot of negative as well as positive emotions and feelings may be displayed and shared. This function is mostly related to people in a close relationship. Touch can also signal the intention to play, either aggressive or affective one. Furthermore, it might be used to regulate and control behavior of others, their feelings, emotions and opinions. In this way, a number of different messages may be communicated. For instance, touching other person to attract the attention or signalize they should move, hurry up or stay. This function of touch reveals also the status of people: usually the person with a higher status is allowed to touch the person with a lower status. Ritualistic touching concentrates on greetings and involves, for example, shaking hands, hugging or kissing. Task-related touching is connected to the fulfilment of a certain function and is commonly considered as positive. On the contrary, many people tend to avoid touching and being touched for certain reasons, based on the culture, personal preferences, characteristics or their comfort zone (DeVito, 1995, p. 230).

2.6.7 Paralanguage

Paralanguage, or also referred to as vocalics, is a vocal part of nonverbal communication and studies aspects of voice, such as volume, pitch, tempo, rhythm, intonation etc. Sometimes, the way how words are expressed, plays a more important role than the words themselves, since it can completely change the meaning of the whole message. Therefore, even though it is connected to voice, paralanguage represents an essential component of nonverbal communication and enables to support, underline or contradict the meaning of verbal messages. The use of silence belongs to the vocalics as well, and serves as powerful weapon in communication. Silence may have a number of meanings, depending on particular context and culture. Mostly, it is practised to stop, refuse, control or regulate the conversation (*Types of nonverbal communication*, n.d.).

2.6.8 Chronemics

Chronemics is a part of nonverbal communication which studies how time influences communication process. Time mostly plays an important role when communicating, it can have an impact on people's lifestyles, patience, can reveal the status of a person and indicates punctuality, willingness to wait or to listen. Time may be divided into various classifications, and namely personal, biological, physical and cultural. Personal time is understood as a way how an individual person perceives time aspect and whether he/she is past- or future-oriented. Biological time is connected to the daily cycle of people, such as time when people get up, eat, sleep and other parts of their routines. Physical time is determined by particular seasons, months, days, years and studies how it can influence our mood and thus the whole direction of communication. Cultural time is related to the way how various cultures view time. Based on it, we distinguish between two main approaches. In a polychronic approach, time is flexible and several activities may be done at the same moment, whereas in a monochronic approach, everything is strictly planned and it is possible to perform only one activity at once (*Types of nonverbal communication*, n.d.).

2.6.9 Chromatics

Chromatics refers to the study of colors, in which their importance and impacts on the whole process of communication are examined. Colors build an essential and dynamic part of nonverbal behaviour and the meaning they represent, is often changing based on various situations. Each color has a different meaning and interpretation of colors varies from culture to culture. Some cultures have a specific approach to colors that should be considered in order to prevent misunderstandings and taboo areas. For example, white color is usually referred to as a positive, and a symbol of hope, but in some cultures, it has a completely different meaning and represents death (*Understanding the meaning of colors in color psychology*, n.d.).

2.6.10 Artifacts and environment

Nonverbal communication consists also of artifacts, objects, appearance of people and environment, in which they communicate. For example, jewelry, clothes, hair style, piercings, tattoos etc. may deliver a message as well and transmit certain meaning to the others. The choice of such elements is usually culture-related, reflects what the whole culture or a particular person values and what image he or she wants to present. The environment refers to the space used for

communication, such as different rooms, offices, streets, homes and deals also with setting and placement of objects and furniture. Every area might convey different message and thus to influence the whole direction of communication (*Types of nonverbal communication*, n.d.).

Probably the most important type among all are gestures, since they represent the core of the whole nonverbal communication. They are the most visible element and may help to simplify the conversation. Gestures are mostly used together with words and fulfil a lot of valuable functions. Moreover, when two people from different cultures try to communicate in their own languages without knowing the language of the other, gestures can serve as crucial means of communication and may be used instead of words. As gestures build the core of our thesis, we decided to concentrate especially on them. Therefore, the following chapter deals with this topic at length. Basic characteristics of gestures is provided, various types are described in more detail and reasons, why gesticulation is so important, are introduced as well.

3 Gestures

Gestures refer to the movements of body, especially of arms and hands, in order to express certain idea and deliver a message. It is usually distinguished between three major types of gestures, and namely adaptors, emblems and illustrators. **Adaptors** are considered as behaviour and movements connected to touching and demonstrate states of mind linked with nervousity, stress or anxiety. Their use is rather unintentional and people are typically not aware of their performance. Moreover, adaptors usually satisfy certain need, whether it is something physical or psychological, and may occur in private as well as public environment. They are mostly directed toward objects, others, or people themselves. This type of gesture is frequently caused by uncertainty, anxiety, stress or by feelings of not having control over the environment people are surrounded by. Some examples of such gestures are shaking legs or clicking of pen during conferences, meetings or lectures to somehow use the redundant energy or to abridge waiting time. To the adaptors directed toward self belong, for instance, playing with hair, fingers, hands, scratching the head etc. Other situations involving object adaptors include playing with coins in the pocket, eraser, tie, staring at the notes. Object adaptors may send the message that people are bored, for example, when they play with a bottle of water and try to read its composition or are interested in playing with the straw in their glass. Nowadays, smartphones belong to the most used forms of object adaptors and people tend to be attached to them almost the entire day. Other kinds of adaptors may be observed rather in social situations, between family members or people who already know each other and include cleaning and grooming others, similarly how chimpanzees or other primates do it. Some examples are removing eyelash from the face or dirt from clothes (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 176).



Figure 5: Scratching the head (*Why do we scratch one's head when we're thinking about something?*, 2012, <https://yourelikeeverybody.wordpress.com/2012/03/21/why-do-we-scratch-ones-head-when-were-thinking-about-something/>)

Emblems are characterized as gestures with specifically defined meaning and they usually substitute specific words or whole phrases. However, although the meaning of these gestures is clearly agreed, they still differ from the signs used in sign language which serves as a communication tool for deaf and dumb people and are not part of it. Emblems are usually culture-specific and performing the same gesture may convey various meanings or messages in different cultures. Therefore, it is very important, to be aware of these cultural differences, respect and recognize them when communicating in order to prevent from misunderstandings or insulting. On the other hand, there exist certain emblems, that are universal and understood in the same way throughout the whole world, such as raising a thumb when hitchhiking or showing the “OK” signal with a thumb and index finger making a circle. There are two main types of emblems: still and moving ones. The above mentioned gestures belong to the still ones, because they are static and do not change their position during the process of expression. Examples of emblems in motion are making a circling move with an index finger in the area of ear or side of the head in order to indicate that the particular person is crazy or insane; or constantly moving hands to the front to signal that the person should move on (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 177).

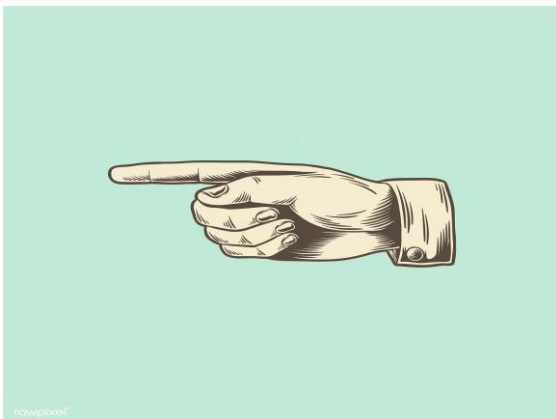


Figure 6: Finger pointing (Illustration of hand pointing to the left icon, 2020, <https://www.rawpixel.com/image/296656/finger-pointing>)

Illustrators are said to be the most commonly used forms of gestures and fulfil the function of illustrating and depicting the verbal message. For instance, in order to complement the verbal message “this couch is big” and ensure its better understanding, the size and shape of the particular object can be demonstrated using a hand gesture, such as hands apart from each other. In comparison to emblems, this type of gesture is mostly not associated with a concrete meaning, but is used more on a subconscious basis and its meaning is contextual. Illustrators are considered as more genuine and involuntary and are performed naturally during the flow of conversation. Most of them are inborn and do not have to be learned, but are done automatically

and unconsciously without concentrating on them, such as gesticulating when calling, although the person on the other side cannot see it (*Communication in the Real World: An Introduction to Communication Studies*, 2016, p. 178).



Figure 7: It was this big (Illustrators, 2020, <https://www.tes.com/lessons/DGSE2RTXwezOLQ/gestural-communication>)

Hands belong to wonderful tools of nonverbal communication and can contribute to the positive impression of performance or conversation. Although it may sound easy, mastering the body language and hand movements is a difficult task. During their speech or performance, many people are insecure and do not know how to control their hands and what to do with them. Some of them do not want to be distracted so they usually put them in the pockets of trousers or blazer, or hide them behind the back. Other might use an excessive number of gestures and hand movements, in an effort to release stress and nervousity. This gesticulation in every direction, however, tends to cause that such people look awkward. Moreover, frequency and amount of using gestures differentiates from culture to culture. In countries located in Southern Europe and the Middle East, people tend to gesticulate a lot and using hands when speaking belongs to the natural habit and part of every conversation. On the other hand, inhabitants of Eastern Asia are considered to be more conservative and reserved and therefore gestures are usually used in lower amount (*Gestures: your body speaks*, 2011).

There are several great reasons why to use gestures. Firstly, all the good speakers and communicators involve gestures in their speech. Imagine somebody delivering a speech at conference, and not moving any other part of body, except mouth. Probably, it would not work and the audience would become bored in few seconds. Gestures are said to be the most expressive type of nonverbal communication that can be applied. They reinforce and simplify verbal messages, make the understanding process more clear and simple for the participants, exaggerate the conveyed ideas and ensure better imagination of them in people's minds.

Moreover, gestures can express emotions, feelings and attitudes in a more precise way, reduce tension and stress level, attract attention of audience and strengthen the chance for response. They may also boost and motivate the crowd to participate more actively and signal the expected response. In addition, gestures provided mostly by hands, are apparent and visible and represent an appropriate tool when speaking and communicating with a huge audience (ibid.).

There is a variety of different gestures, but generally, they can be divided into following categories listed below:

- Descriptive gestures are used to strengthen the message expressed in words, explain it more precisely and make it more clear. They can represent shape, size, task, function, amount or movement of objects and can support the audience in understanding of contrasting messages.
- Emphatic gestures highlight what actually has already been said, they try to establish empathy and perceive feelings and emotions of audience in an appropriate way. They might also express confidence, stamina or determination, e.g. the gesture of fisted hand.
- Suggestive gestures commonly signal ideas and thoughts. They enable the communicator to create positive and pleasant atmosphere and show his/her thoughts and attitudes more accurately. For example, open palm of the hand indicates offering or accepting of thought. On the contrary, shrugging of shoulders usually symbolizes disinterest or ignorance.
- Prompting gestures tend to support the audience to deliver the expected and desired answer. If the communicator expects the audience to raise or clap their hands, he or she should lead by example, show them the gesture before and consequently prompt the listeners to perform it as well (ibid.).

The meaning of the particular gesture depends also on the area or level of body where the gesture is expressed. According to this characteristics, we distinguish between several types of gestures connected to its position. Each of them is used in different situation and thus conveys different meaning. *“Gestures made above the shoulder level suggest physical height, inspiration, or emotional exultation. Gestures made below shoulder level indicate rejection, apathy, or condemnation. Those made at or near shoulder level suggest calmness or serenity. The most frequently used gestures involve an open palm held outward toward the audience. The meaning of this type of gesture depends on the position of the palm. Holding the palm*

upward implies giving or receiving, although this gesture is sometimes used as an unconscious movement, with no specific intended meaning. A palm held downward can express suppression, secrecy, completion, or stability. A palm held outward toward the audience suggests halting, repulsion, negation, or abhorrence. If the palm is held perpendicular to the speaker's body, it tends to imply measurement, limits in space or time, comparisons, or contrasts. ” (ibid.).

Whether the person gesticulates a lot or uses gestures only exceptionally, depends mainly on his or her personality. However, it is not something that cannot be learned. Following and applying the below described rules can improve the communication process and help speakers to express their gestures more effectively (ibid.).

In order to ensure higher effectiveness, each gesture must be delivered with a certain purpose, although it is many times performed unconsciously. Gestures must be generally visible to all the members of the audience and they have to understand the message in the same way as the communicator intends. Moreover, gesticulation should be related to spoken words and should indicate the personality of the speaker as well. Another important rule is connected to the naturalness. There are many differences in personality traits of people. Some of them tend to use a huge amount of gestures and enjoy it, while the other are naturally reserved. The key here is to follow the own personality and do not unnecessarily try to overgesticulate. Gestures must be expressed naturally and spontaneously and should provide the appropriate response to the particular situation. Otherwise, they may seem artificial and the audience is usually capable of recognizing it and as a result, will probably start to lose interest in the communication. Furthermore, the favourable and adequate conditions for gesturing should be created. In other words, the speaker has to be interested and involved in the topic so much that the gestures will occur naturally, will reflect the person's true engagement in and enthusiasm about the presented topic and thus greater effectiveness will be ensured. Moreover, it is advisable to adjust using gestures to the particular situation, occasion, audience and words. Verbal and nonverbal clues have to carry the same meaning and cannot contradict each other. Every time, the audience is different and therefore, the gestures should be modified and tailored to the particular crowd as well. To the factors, that are usually considered, belong especially size, age and nature of the audience. Universally applied, the bigger the number of participants, the easier and slower the performance of gestures. Gestures should be definitely convincing, lively and obvious and be able to persuade the audience about the message they intend to deliver. In addition, all the gestures using hands need to start the movement from the shoulder, must be expressed freely

and in a relaxed way. Each gesture consists of three main parts, and more precisely of approach, stroke and return of the gesture. The phases should follow each other smoothly. Timing also belongs to the elements which influence the effectiveness of gestures and thus of the whole communication. Therefore, it is important to express a particular gesture at the right time (ibid.).

As already mentioned many times before, nonverbal communication, and especially gestures are largely connected to culture and their characteristics, meanings and applications vary from culture to culture. In order to be able to analyze and compare those differences in gesticulation, at first we have to look closer at the particular cultures, divide them into several groups based on their features, discover possible similarities, underline differences and define them in more detail. Therefore, the next chapter is devoted to the main classification of cultures.

4 Fundamental classification of cultures

Throughout the history, a lot of research on cultures and their characteristics has been conducted. People soon discovered that cultures differentiate from each other and therefore scientists and researchers started to examine them in order to understand them in a better way. As a result, many cultural models have been generated and cultures have been divided into several groups according to their similarities. The particular cultures inside the group are homogenous to each other, whereas the groups are heterogenous to each other. We distinguish between many models that analyze cultures and their elements from different aspects or points of view. As it is not possible and even not necessary to describe all of them, we decided to concentrate exclusively on one of them. For this reason, this chapter explains how Richard Lewis perceives the differences between cultures.

Richard D. Lewis is a well-known writer, author, polyglot, consultant in the area of cultures and mainly one of the greatest British linguists. He actively masters a lot of languages, deals with interculturality, delivers lectures in many countries and has travelled through a considerable number of them. During his visits, he gathered a huge number of information about particular cultures and gained valuable experience. He intended to clarify ambiguity about the cultures and make it more intelligible to other scientists, people and public at large, provide a manual on how to handle cultural differences, avoid misunderstandings and so to ensure smooth flow of conversation, for example, in the business sphere. Thus, he analyzed all the cultures in detail and classified them into three major groups, based on their similarities. As illustrated in the figure below, he identified linear-active, multi-active and reactive cultures (Richard Lewis Communications, 2014).

The Lewis model refers to the colourful triangle represented by different cultures. The cultures located in the upper part of the triangle are interpreted as multi-active, those situated close to the left corner as linear-active and the area of the right corner of the triangle symbolizes reactive cultures. Each biggest circle in the corner of the triangle displays such cultures that fulfil the criteria for the particular cultural type at most. Based on this grouping, to the most multi-active cultures belong Brazil, Chile, Hispanic America, Argentina and Mexico. The most linear-active cultures are represented by Germany, Switzerland and Luxembourg. Finally, Vietnam is considered to be the most reactive culture among all. The medium-sized circles located in the middle of each side of the triangle illustrate cultures which are on the halfway to

both corners. It means, that they bear the characteristic features of both particular types of cultures. To these cultures belong Belgium and Israel, which are somewhere between linear-active and multi-active cultures; Canada, situated between linear-active and reactive cultures; and India that manifests features of both multi-active and reactive cultures (ibid.).

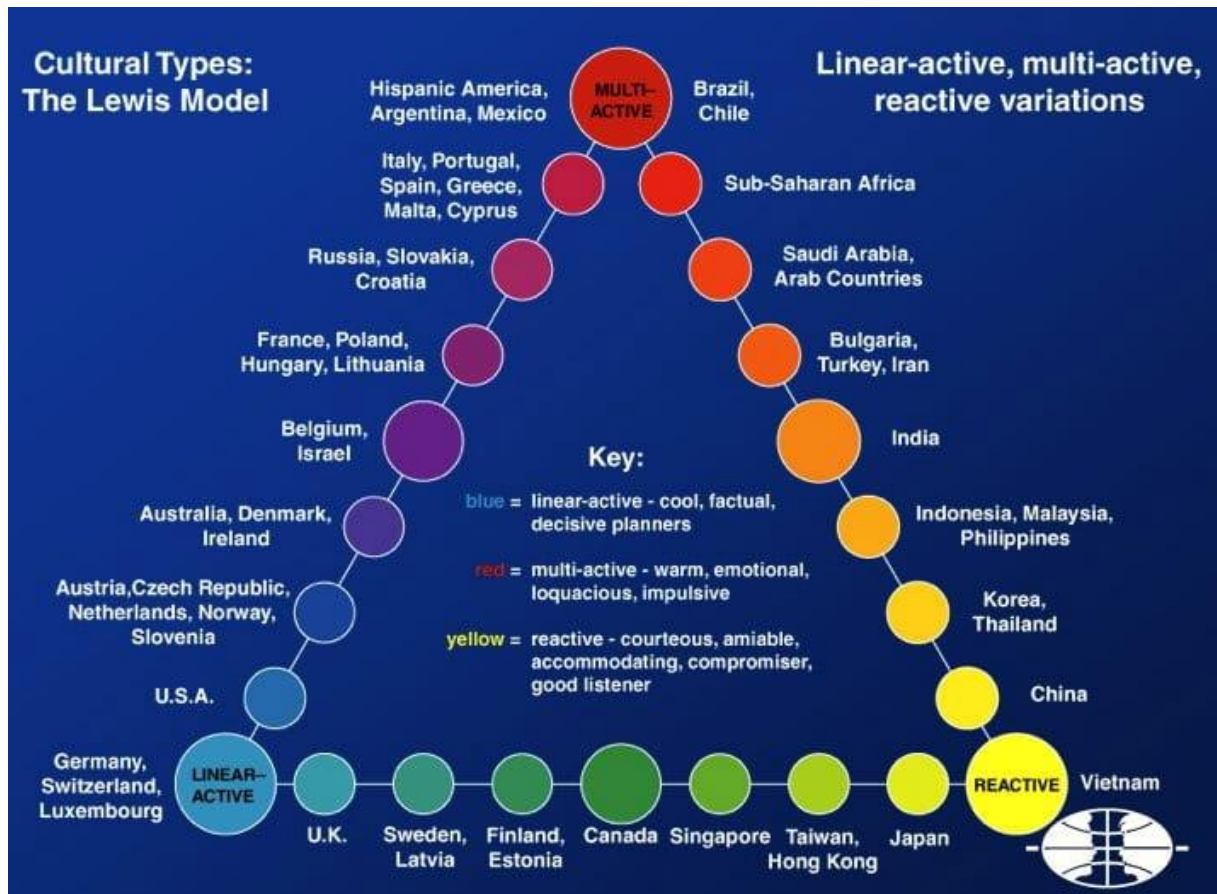


Figure 8: Cultural Types: The Lewis Model. (The Lewis Model: How to understand every culture in the world, 2013, <https://www.amchamvietnam.com/the-lewis-model-how-to-understand-every-culture-in-the-world/>)

The following subchapters define each type of culture more precisely and point to its characteristics that can be visible in everyday life and in the business world as well.

4.1 Multi-active cultures

People who are part of multi-active cultures mostly act according to the multi-active time system. That means, in other words, that they usually do a huge number of things and activities at once. From their point of view, following a certain plan is not necessary and therefore they perform the actions randomly and in a chaotic way. Spanish, Portuguese, Italians and inhabitants of Latin America represent a great example of nationalities which belong to the multi-active cultures. Another characteristic feature of this type of culture is its flexibility, for

example, in terms of speaking, interrupting, making appointments or arriving to meetings. For instance, interrupting a conversation with one person and turning to a conversation with another at the same time is considered as normal and acceptable behavior. However, such attitude is intolerable for members of linear-active cultures and since they are not used to it and are sometimes even shocked, these situations typically tend to cause enormous misunderstandings when participants of these two completely opposite cultures cooperate together. Unless one of them adjusts to it, the achievement of satisfying results or reaching a common agreement is not possible. Although these situations occur on a regular basis, the parties seldom adapt which results in emerging of constant crises. On one hand, members of linear-active cultures, such as Germans or Swiss, ask why people from multi-active cultures, like Mexicans, Spanish or Italians, are always late, why they are not able to keep the deadline or to follow a certain plan. On the other hand, multi-active cultures are confused about why they should stick to schedule or plan if the conditions and situation have been altered, or why to meet the deadline even at the price of deteriorating the quality of production. Schedules, plans and punctuality are only of small importance for the members of multi-active cultures. They usually do not pay attention to them and only pretend they are interested in respecting and observing them. One explanation of such behavior may be that they value the reality more than appointments agreed ahead based on some schedule or diary. Firstly, they try to conclude one meeting or appointment, and only after the first issue is finished, they finally proceed to the next one, even at the cost of coming later. This implies that time does not play a crucial role for these cultures. For them, it is important to not to leave the conversation open and unfinished, as they regard it as an impolite behavior. Thus, accomplishing a human transaction is the greatest result of investing time (Lewis, 2006, p. 30).

The typical form of communication for multi-active cultures is a dialogue. Even if some monologue occurs, it is often interrupted by many comments, statements or questions, which transform it into a dialogue mode, and frequently signalize the person's interest and involvement in the conversation. Moreover, they do not tolerate and accept silence, as they do not feel comfortable in such situation. Therefore, if one person finishes the speech, the other promptly takes the initiative and continues in the communication (ibid.).

Multi-active cultures are characterized as extroverts, very eager to speak and to hold a conversation, they like to socialize with other people, are very flexible, for example, concerning the working time, as they are able to work anytime and any amount of hours. Since

time does not play a key role for them at all, they are mostly not punctual and almost never come on time as agreed. Because of their impatience and the fact that they do more things at once, they may be considered as chaotic, hectic and unpredictable people. They allow one project to affect another, typically alter their plans (if they, of course, have some), usually connect everything and cooperate across all the departments and levels. Members of multi-active cultures seek for information from the first hand which they gain orally, juggle or misinterpret the facts and seldom write notes. Furthermore, mainly thanks to their rhetorical skills, they always have some excuse prepared for all kinds of situations. These people are able to hold an unbelievably long conversation on phone and therefore it is sometimes really difficult for others to even get to the word. They put completion of human transactions over the completion of tasks, since they are people-oriented and relations are of high importance to them. As a result, professional and private social life tend to be interconnected. Considering communication, mostly unlimited body language is performed at a large extent and emotions and feelings are expressed as something what naturally belongs to the communication process and forms its essential part (Lewis, 2006, p. 33).

4.2 Linear-active cultures

Members of the linear-active cultures consider analyses and projects in general as very important and thus they attend to it at a large scale. They start with a big picture which is later divided into smaller groups that suit the analysis methods in a better way. Moreover, solely one issue at a specific time period is paid attention to and tried to be dealt with. Only after one problem is already solved, it is possible to shift to the next one. They believe that focusing on one project at once and analyzing each area separately, enables achievement of the best results. People from linear-active cultures make it more difficult for those who do not follow their principles and do not work in this way. Some examples of linear-active cultures are Germans, Swiss but also Americans. However, there are some differences between German and American culture, and namely in attitude to projects, tasks or perception of time. On one hand, Americans are usually present- or near future-oriented, whereas Germans are proud of their history and concentrated more on the past and may often burden the Americans with an excessive amount of background or history before they actually start the present action. Consequently, such behavior can lead to misunderstandings or negative atmosphere, as the Americans mostly immediately begin with a present action (Lewis, 2006, p. 30).

Dialogue is said to be the most common communication form used between the members of linear-active cultures. The conversation is often interrupted by comments from others or questions for clarification. These features show the speaker that the listener is interested in the communication. The performance of monologue is very rare and silence is typically perceived as something unpolite or strange. Thus, there is no space for silence in linear-active cultures and as soon as one person is finished with his or her contribution, other participants continue in the communication further in order to avoid unpleasant silence (ibid.).

Representatives of linear-active cultures are referred to as introvert, patient and usually quiet people who care exclusively about their own stuff and problems. They highly value privacy, always plan things ahead, are very responsible in all the areas of life, execute their tasks with a great effort and have fixed worktime. Considering their perception of time, they perform only one thing at once, always arrive exactly on time and do not dare to appear late. Therefore, members of these cultures are appreciated and respected in the business environment. Timetables and schedules are of high importance for them, they always follow and stick to plans and facts, search for information mainly on the Internet, in books, documents and statistics. Members of this type of culture are said to be job-oriented, do not rotate in their job, but work only within one department, respect rules, procedures and officialdom, usually do not tolerate favors and try to complete their tasks till the end. Furthermore, they do not like changing their agenda, strictly follow every point stated on it and typically proceed their work to other colleagues. A rather logical attitude to most of the issues is preferred. Regarding their communication behavior, linear-active cultures are usually very brief when calling, they speak to the point and let the others finish their speech first in order not to disturb them. In addition, since they want to keep harmony, they mostly do not show their emotions, use only limited nonverbal communication and do not merge their professional life with the personal one (Lewis, 2006, p. 34).

4.3 Reactive cultures

Reactive cultures, or also referred to as listening cultures, only seldom start the action or conversation on their own. Instead, they rather at first listen to the others and establish their position. Only after it, they reply and deliver their own answer. To this particular group of cultures belong mostly countries of East Asia, such as Japan, China, Taiwan or Singapore. However, there are also several countries in Europe that prove these signs, and namely

Finnland, which is strongly reactive. These cultures are said to be the best listeners in the world, therefore listening is their main characteristics. They listen carefully before they engage in the communication, pay a great attention, focus on what is actually being said, are not absent-minded and almost never disturb or interrupt the person who is speaking if the conversation is still in progress. Even when the speech of the other person is already completed and they are awaited to respond, they usually do not deliver the answer immediately, but wait for a while. With this short period of silence, reactive cultures show respect to their counterpart. Only after being quiet for a moment, they reply and involve in the conversation. And even when they finally participate in the process, they mostly do not present any strong opinions, but start only in a slight manner. They use the tactics of asking additional questions in order to clarify and understand what was said and what the speaker actually intends in a better way, and thus to win time for their further response. Members of reactive cultures often tend to return to each point more precisely with an aim to avoid misunderstandings. Finns, for example, are believed to be very shy, typically remain away from conversation, strive to deliver an answer and defer their reply as long as possible (Lewis, 2006, p. 35).

Reactive cultures are referred to as introverted, they spare words, since they consider too excessive amount of words as untrustworthy. Therefore, they are more likely to turn to nonverbal communication and master it on a very good level. Although these cultures are generally said to be the best nonverbal communicators, it is accomplished through discreet and slight body language, which is completely the opposite of exaggerated gesticulation of multi-active cultures. Thus, the multi-active people with extroverted approach consider reactive cultures as unfathomable and vague. Moreover, linear-active people find them as unpredictable, since they do not follow their strict linear approach. This behavior in terms of responding and delivering the feedback can be best illustrated on the Finns, who usually remain completely silent without any reaction compared to the Japanese, who at least bluff or simulate to be pleased. The reason for such behavior may be that they think in silence and only for themselves (ibid.).

Typical form of communication, which the reactive cultures prefer, is monologue, usually interrupted by pause and reflection. After the short pause, the monologue continues further. They try to be polite at all costs and therefore wait until the other party finishes the monologue first. Members of reactive cultures tolerate and accept silence as an essential part of communication process and consider it as very valuable and meaningful. In addition, they

appreciate the opinions and attitudes of the counterpart and think they need to be recognized and paid attention to. The purpose of silence is to enhance the strong argument with some added value and highlight its weight even more (ibid.).

Reactive cultures usually address the other person with their names less commonly and such behaviour is only a matter of exception. Consequently, this can underline the impersonal and uncertain nature of communication even more. Typically, they do not maintain eye contact, or even avoid it during discussion, which might be perceived as being impolite, not interested or bored about what the other party is saying. Only time, when they are willing to establish the eye contact with their partner, is at the start of the conversation or when they want to show the counterpart to take the word and continue further. Moreover, they are often embarrassed if somebody constantly looks or stares at them and as a result, they sink eyes (Lewis, 2006, p. 36).

People who belong to the reactive cultures often dispose of an energy surplus, but they try to spare it as much as possible. Therefore, their movements, effort and gesticulation are mostly gentle and very economical. They do not perform any extra movements unless it is really necessary. Even though it can appear they have a strong power, they rarely behave aggressively, misuse their power or take leadership. Instead, they rather try to preserve calm face and harmony (Lewis, 2006, p. 37).

Reactives are characterized as silent introverts with an angelic patience, who always try to show the respect to themselves and to the others. Because of their time perception, they are believed to be the ideal partners to work with. They are very responsible concerning the time, always arrive punctually and are able to work flexible hours. Their flexibility may be witnessed also in terms of schedule, as they are usually willing to adapt to the partner's timetable. If they have to work on some project, they consider it generally as a whole, cooperate across all the departments and use both information from the first and second sources. Although reactive cultures plan slowly, they adhere to their plans and make only small modifications. Another reason why they are highly appreciated is that they always keep promises. They believe the best results can be achieved through people and therefore invest a lot of time in caring about others, building networks, relationships and typically merge their professional and private life. As the main goal of reactive cultures is to preserve harmony, they tend to protect the face of others, are careful about losing their own face, avoid confrontation and getting into a conflict and do not interrupt the conversation when somebody is speaking (Lewis, 2006, p. 34).

EMPIRICAL PART

BACKGROUND ANALYSIS

The following empirical part of the thesis is divided into two separate parts. Firstly, we decided to look closer at the connection between particular cultures and gestures. Consequently, eleven gestures were selected in order to be examined in more detail. We concentrated mainly on those nonverbal expressions which are well-known and frequently used around the whole world. The subject of the analysis was to discover whether there are similarities regarding its usage and meaning in various countries, or whether each of these gestures conveys a different meaning that is required to be aware of in order to avoid possible misunderstandings and feeling of embarrassment arising from not knowing or ignorance of particular culture.

The second part of the empirical part is devoted to the manual for business communication in intercultural environment. It focuses on techniques that are designed to help in becoming more successful by using body language more effectively. Practices on how to act confidently enough, show trustworthiness, recognize defensive postures, express disinterest or its opposite and display agreement or disagreement with help of gestures during negotiations, speeches, presentations or in other significant areas related to business are presented. Moreover, tips on which signs to display and which to avert are offered as well.

5 Characteristics of the object of research

The main object of the research representing the core of the following empirical part of the thesis was to create a collection of various gestures and other forms of nonverbal language, their use and meaning assigned to them in diverse cultures of the world as well as in different business situations and communication patterns. Since the world is generally becoming more and more globalised, sectors even more interconnected, groups of co-workers internationalised to a bigger extent, so is the topic of communication and exchange of thoughts among people of different nationalities considered to be very actual issue that impacts all sectors of the whole world. Therefore, it is really important to deal with this particular theme even more precisely and thus to streamline mutual communication, understand possible dissimilarities in terms of nonverbal communication, namely of gestures and so lay the foundation for more effective communication across all areas and countries.

5.1 Goals of the analysis

Several goals were chosen in order to become object of the analysis and deliver valuable results. The first part of the analysis was conducted with an aim to provide readers with more detailed description of preselected gestures, concentrate more on their characteristics, features, means of their expression, compare them based on various criteria, for instance, examine their usage and application in contrast, study their meanings and compare them within a sample of different foreign countries throughout the whole world to assess whether the possible diversity causes a significant modification in their meaning or not, and so offer recommendations concerning which gestures or other forms of nonverbal language to avoid when visiting foreign countries or working in an international team and thus assist readers by becoming more interculturally competent. Second part of the analysis was devoted more to the business environment and its main goal was to develop a manual for people engaged in business area on how to use gestures or other nonverbal expressions and thus become more successful and communicate more effectively. Moreover, selected techniques were analysed more precisely and instructions on how to deliver or detect certain features or characteristics of people through nonverbal language which can be beneficial and help in their career as well as in their private life were offered as well. Furthermore, it was also examined if all gestures have the same effect or if some of them are less effective and it should be rather prevented from their use since it may possibly cause the opposite of the desirable purpose.

5.2 Methods and procedures of the analysis

In both parts of the empirical part of this paper, similar methods of collecting data and working procedures were defined and applied in order to deliver valuable results. At first, a comparative analysis was used as a method where the complexity of the whole issue was divided into smaller separate parts and thus the conditions for detailed cognition of the individual aspects were formed consequently. In this part, eleven gestures from around the world were selected, their meanings, usage, characteristics and features were analysed, closely related issues in this field were compared to each other, it was searched for possible similarities regarding its application in various countries of the world, potential dissimilarities were announced and obtained results were analysed consequently in more detail. Secondly, in order to provide relevant information, the method of analysis was used in the second part as well. Effectiveness and benefits of selected gestures, postures, expressions and other patterns were investigated and compared to other techniques which are possibly not appropriate enough and should be rather avoided. Furthermore, the method of analysis was complemented with the method of synthesis with an aim to connect and embody thought procedures, parts, elements, relations and connections between the particular issues within the field of research into one coherent and coordinated whole to enable identification of internal structure of the phenomena and their mutual relations. Particular elements of nonverbal behavior, personality traits or other characters were analysed to look closer at their mutual interactions and establish common set of effective behavioral patterns designed to reach the specific goal within the area of business and communication. In addition, the method of observation was applied in the second part too, where recognition of examined phenomena was conducted and its results were interpreted subsequently. Several videos were watched and performance of the appearing persons regarding their use of gestures and other nonverbal expressions during their performance were observed to serve as a further subject of the analysis. Also in this case, the obtained data were examined more precisely to afford suitable collection of information and apply this method effectively.

5.3 Data collection

The way of data extraction and sources of their findings vary based on the particular section of the empirical part of the thesis. Since both analyses pertain to slightly different area of research, so do also sources originate from diverse publications. The use of the following

data was preceded by a thorough enquiry into the given issue and solely the most relevant sources were carefully picked in order to provide potential readers with exclusive collection of the most credible information connected to the particular topic of interest. Firstly, data about concrete gestures selected for more detailed analysis were collected mainly from online foreign periodicals or articles published by experts with many years of experience in the field of nonverbal communication. Moreover, information were also extracted from websites related to examination of particular cultures, their traditions, customs, rituals, specialties etc. concerning way of communication between each other and toward people from foreign countries. Another reliable way of data collection was searching for information especially about nonverbal hand expressions which are considered as a taboo in specific cultures and should never be displayed. Secondly, information demonstrated in the consequent section of the empirical part of the thesis were gathered from online sources, such as books, business papers, magazines or periodicals focusing on behavioral and communication manners that are considered as appropriate in the area of business. Furthermore, facts about intentional use of concrete gestures to create specific impression and emphasize certain quality to become more successful regarding business communication in intercultural environment were collected mainly from websites of known and acknowledged businessmen and people engaged in area of business who commonly use these techniques with favourable results. Additionally, several videos on various channels or platforms related to speeches and presentations delivered by successful speakers on the topic associated with business were watched for the sake of gaining inspiration and valuable materials for the analysis of their performance, their gestures, other nonverbal expressions and reasons why they are so outstanding when delivering their performance. So, all of the sources used in both parts of the empirical part of this paper were supposed to serve as presumptively the most reliable and appropriate sources of data to extract from and present credible information essential for accomplishing the purpose of the analyses.

6 Eleven gestures from different cultures

As it is generally already known, the world consists of various cultures and people working in an intercultural environment are often encountered by huge diversity. It pertains also to body language, and especially to gestures. Awareness of these differences builds a basis for prospective communication with various nationalities. Therefore, we decided to highlight several gestures that are used around the world. Even though their realisation is the same, their meaning usually differs a lot from culture to culture. In the following lines, usage, meaning, possible similarities and dissimilarities of the selected gestures are provided. This collection of information is supposed to serve as a warning against cross-cultural differences and its respecting should help to avoid misunderstandings, faux pas and other unpleasant situations resulting from not being interculturally competent enough.

6.1 Okay sign

The “okay” hand gesture belongs to the most popular and frequently used gestures and is formed by making a circle from thumb and index finger of one hand while the remaining fingers are stretched out. This gesture is one of the oldest ones and its usage has quickly spread to cultures in the whole world, although often with various meanings. Its origin dates back to the 17th century, when it was used in Great Britain for the first time. The most common meanings, that this gesture signal, are approval, comprehension, consent, appreciation or well-being. Later, this gesture started to be attached to the word “okay” or its shorter form of “ok” to a greater extent. Reasons were quite clear, since the circle made together from thumb and index finger seems as the letter “O” and the other stretched fingers as the letter “K”. The okay sign is also connected to the religious and spiritual world and is important mainly in Buddhism and Hinduism as well as in yoga, where it symbolizes harmony and inner stability. Moreover, it is commonly used to form many symbols or words in American Sign Language (*Okay hand gesture*, 2020).

In most cases, the use of the okay gesture is completely innocent, harmless and its meaning is entirely positive. Nonetheless, in 2017, a new and totally different meaning was attached to it, when the representatives of the website 4chan created a hoax in order to purposefully present the gesture as a symbol of hatred and racism. They announced that the sign stands for letters W and P, in a meaning of white power. Some of the people, however, did

not understand the satiric nature of the hoax and adopted the gesture as a serious interpretation of white supremacy (ibid.).

Differences in usage and meaning of the okay sign may arise also in terms of various countries and cultures. While in the majority of the English-speaking countries this gesture is only connected to positive meaning and represents words as fine, great, good or perfect, in some other countries it means completely the opposite. For instance, showing the okay sign in Brazil is perceived as a very rude gesture and should be avoided. Probably the most famous faux pas connected to this gesture happened when Richard Nixon showed the okay sign to the waiting audience while visiting Rio de Janeiro and was replied with huge and loud boos. In Brazil, it is considered as the same as showing the middle finger and is absolutely insulting and inappropriate. Its negative meaning is associated also with France, where it literally represents zero and being worthless. Similarly, Turkish people perceive this gesture as improper as well and it is commonly used as an insult directed towards homosexual people. In Japan, the okay gesture has a completely different meaning people should be aware of, and namely money (ibid.).



Figure 9: Okay sign (Anti Defamation League says 'OK' hand sign not a white supremacist hate symbol, *Independent*, 2017, <https://www.independent.co.uk/news/world/americas/ok-sign-not-hate-sign-statement-clarification-adl-a7716556.html>)

6.2 V-sign

As stated by Pease & Pease: *“Just as we can trace the history of a word, or its etymology, we can also trace some nonverbal signals, especially emblems, to their origins. Holding up the index and middle fingers in a “V” shape with the palm facing in is an insult gesture in Britain that basically means “up yours.” This gesture dates back centuries to the period in which the primary weapon of war was the bow and arrow. When archers were captured, their enemies would often cut off these two fingers, which was seen as the ultimate*

insult and worse than being executed since the archer could no longer shoot his bow and arrow. So holding up the two fingers was a provoking gesture used by archers to show their enemies that they still had their shooting fingers.” (as cited in Communication in the Real World: An Introduction to Communication Studies, 2016, p. 177).

The V-sign, made by outstretching the index and middle finger into the V-shape and with a palm turned towards face, has a similar meaning as showing the middle finger and thus is considered as an absolutely rude and vulgar gesture which should be avoided at all events.

However, this gesture is often confused with its pair sign, and namely peace gesture. Although there is only slight difference in form of the gesture, its meaning is completely different and may cause serious misunderstanding. The shape of the hand and position of fingers are the same in both gestures, only the orientation of the palm differs. By the peace gesture, the palm is facing outwards and represents peace and victory, which is already a huge shift from highly offensive meaning made by palm facing inwards (Gawne, 2015).

Since the form of these two gestures is so similar, it is not surprising that some misunderstandings already occurred. In 1992, George Bush Sr. in his effort to be friendly during his visit of Australia, showed a peace sign to the protesting crowd in Canberra. However, he made a huge mistake by turning the palm towards his face and thus presented an offensive form of the gesture. Consequently, he caused much more damage than if he did not show anything (ibid.).



Figure 10: George Bush Snr (*Up Yours! Louis Walsh and the Top Ten celeb V-Sign flickers*, Mirror, 2012, <https://www.mirror.co.uk/3am/celebrity-news/up-yours-louis-walsh-and-the-top-430005>)

The V-sign in Japan is linked with positive meaning and represents wish for peace. Moreover, Japanese often use this gesture when taking pictures of themselves in order to show they are happy, friendly or just having a good mood. The reason is simple – people in Japan

usually do not laugh in the photos and V-sign is used as a replacement for smile (*Why are Japanese so obsessed with the V Sign*, 2017).

In Greece, the V-shape gesture has the function of insulting other people. People in Philippines use this sign in order to demonstrate someone is having an affair. Instead of saying “hello” or “good morning”, the V-sign can be used as a form of greeting the others. In Indonesia, the meaning of this gesture is completely different from all the countries and usually displays surprise or amazement (ibid.).



Figure 11: V-shape (Hand showing V-shape victory gesture, 2020, <https://www.rawpixel.com/image/508835/image-rawpixelcom>)

6.3 Thumb up and down

Thumbs up gesture is simply made by outstretching the thumb to the upward direction and belongs to one of the most commonly used gestures across the whole world. It might have become popular when American military pilots demonstrated this sign to the ground soldiers to indicate the start of the action during the World War II. Another story about the origin of this gesture is connected to ancient Rome, where it was used during the gladiator games in order to determine whether the warrior should continue in fight or not (Mcmanus, n.d.).

The most common meaning associated with this gesture is good, well done or other positive connotations. However, using this sign in some cultures may lead to serious trouble. For example, in Greece or Australia, the meaning of the thumb up is very rude and unacceptable and literally means the same as showing the middle finger. Another countries, where this gesture should rather be avoided, are Iran, Iraq, Afganistan, Russia, Philippines, part of Italy, countries of West Africa and Latin America. In all of these countries, the meaning is completely

negative and highly offensive. Furthermore, thumb up is perceived as a symbol of hatred and disrespect in many Islamic nations. In Bangladesh, this sign is considered as a serious insult as well (Cotton, 2013).

Thumbs up gesture may lead to misunderstandings also regarding counting, since the numbers it indicates differ from country to country. For instance, in Slovakia, Germany or Hungary, the thumb up represents the number 1, whereas in Japan it represents the number 5. Such knowledge about numbers is mainly crucial in negotiations, as the difference between 1 and 5 means a lot in business (ibid.).

Another use of the thumb up gesture is connected to travelling and is frequently used as a hitchhiking sign in many countries in order to indicate the driver in an ongoing car that you need a transport to some place. Nevertheless, showing this gesture in some countries while hitchhiking is not really safe, as it might bother, make some drivers angry and cause life-dangering situations (ibid.).

On the contrary, the thumb down gesture has the opposite meaning to the thumb up position and represents dissatisfaction, disagreement, refusal or other negative connotations. It usually indicates that something is bad. Furthermore, it can be used to demonstrate someone or something has failed. Compared to the thumb up gesture, its usage is less common since it is considered as a rude gesture with an aim to arrogantly signal failure (ibid.).



Figure 12: Thumbs up and down (Decreto Bim: mi piace, non mi piace. I Comuni chiedono fondi per la formazione, 2017, <https://www.ediltecnico.it/56298/decreto-bim-comuni-chiedono-fondi-formazione/>)

6.4 Sign of the horns

Sign of the horns or also called devil horns, made by raising the index finger, pinkie and sometimes thumb as well, while other fingers remain closed in fist, is commonly referred to as the gesture adopted by heavy metal fans. This sign became a symbol of rockers and is frequently used during many concerts, festivals or events that are somehow connected to this lifestyle or type of music. In terms of geography, sign of the horns is mainly performed in America, where it represents also additional meaning. In Texas, it is used as a sign in order to indicate the horns of a bull and thus to support their regional football team (*5 everyday hand gestures that can get you in serious trouble outside the US*, 2019).

This gesture was actually invented by accident and without knowing how popular it will later become. It is believed, that one student introduced the sign of the horns to his friends while cheerleading for the favourite university football team. At first, the gesture was intended to be only the official symbol of the team and to represent the school mascot. However, it crossed the regional borders and was spread to the whole world in the rock form as it is known nowadays (Mcmanus, n.d.).

However, the meaning of this gesture is not positive everywhere. In some countries of Europe and South America, it is said to be a very obscene and insulting sign. For instance, showing this sign of the horns in Argentina, Brazil, Colombia, Spain, Italy, Greece or Portugal may cause embarrassing and awkward situation, since it is used as a way of telling somebody that their partner is unfaithful. In other countries, it indicates a symbol of devil, with the two pointing fingers signalling the horns of the devil. Buddhist and Hindi cultures believe this gesture is used to deter the evil (*5 everyday hand gestures that can get you in serious trouble outside the US*, 2019).

As the sign of the horns gesture is also used as a satanic salute, its usage in public may be problematic and lead to misunderstandings, like former President George W. Bush could have already experienced. During his second inauguration, he displayed this gesture and was responded with disagreement. Consequently, some of the newspapers wrote about a scandal he committed by showing the satanic gesture and hailing Satan (Mcmanus, n.d.).



Figure 13: Devil horn gesture (Gene Simmons to trademark 'devil horns' gesture, BBC, 2017, <http://www.bbc.co.uk/newsbeat/article/40286165/gene-simmons-to-trademark-devil-horns-gesture>)

6.5 The fig gesture

The history of the fig gesture dates back to the ancient times and was used by the Romans in order to signify sexual union. It was meant in the positive way and this gesture served as a wish for good luck and fertility. Furthermore, it was perceived also as a means of protection against evil forces. The word actually stems from Italian "*Fica*", which indicates fig. Nowadays, this gesture is still commonly used as a kind of game played between adults and small children. After playfully saying "I have got your nose", fingers of a hand are closed in fist, with thumb peeking out from area between index and middle finger. The thumb naturally represents the child's nose and is supposed to show that their nose is stolen as a part of the game. Such habit can frequently be spotted in most of the European countries as well as in the USA or Canada. On the contrary, this kind of game should never be played in Turkey, since the fig gesture has a completely different meaning there. It is referred to as a both rude and aggressive gesture and means the same as calling somebody an unprintable name. Moreover, it is practised in order to refuse demand in a threatening way. For example, if a question is responded with a fig gesture, it may be interpreted as a loud and rude disagreement without saying any word, or even worse, as a synonym for middle finger. In countries like Indonesia, China, Italy, Russia or India, the fig sign is considered as a serious and threatening insult and should be avoided in order to prevent from unpleasant situations. Another meaning of this gesture is connected to the American Sign Language where it represents the letter T. So, if somebody is showing the fig sign, they may be probably trying to illustrate the letter T to people who cannot hear. However, the majority of non-deaf Europeans and Americans would simply perceive this gesture just as an awkward-looking fist (Mcmanus, n.d.).



Figure 14: Side view of fig sign (iStock, 2020, <https://www.istockphoto.com/dk/photo/side-view-of-fig-sign-hand-gesture-gm500291909-42496950>)

6.6 Fingers crossed gesture

Crossed fingers, made by crossing the middle finger over the index finger, is a really old gesture and European superstition whose origin dates back to the ancient times. It actually belongs to one of the most favourite superstitions that are still used in present times. Formerly, people used to join their finger with the fingers of another person to create a cross, similar to the shape of the letter X, with an aim to wish a luck either for themselves, or for the other person. In that times, cross represented the symbol of holiness, unity and authority and it was believed that it had magical forces and together with good spirits could fulfil the idle wishes. Later, this habit changed into only one person crossing their own fingers, but the purpose remained the same. Currently, people usually do not cross their fingers so often any more, as they did in the past. Instead, they accompany the gesture with words or express the wish for luck only verbally and thus promise to keep fingers crossed for somebody in order to wish them luck to get a better job, win a competition or pass an exam. Such behaviour, linked to demonstrating the fingers crossed gesture, is frequently used in Europe, Australia, Canada or in the USA (Mcmanus, n.d.).

On the other hand, this custom does not apply to some countries at all, and namely to Vietnam or other Asian countries, since this gesture is regarded as a vulgar symbol there. Crossing the fingers just in front of the face of the other person means a scandalous and awful insult in Vietnam. So, it is really advisable to prevent from doing this gesture in Asian cultures and especially, to avoid it when looking directly at or speaking to another person (ibid.).

Interestingly, the gesture made by crossing the fingers is not only used as a way of hoping for luck or wishing it to someone else, but carries also an additional meaning. If the

fingers are secretly crossed behind the back of a person without anybody else noticing it, it may mean the person is bluffing and actually not saying the truth (ibid.).



Figure 15: Fingers crossed (Télécharger Doigts croisés PNG transparent, Stick, 2020, <https://www.stickpng.com/fr/img/gens/doigts/doigts-croises>)

6.7 Finger snap gesture

Finger snap gesture, as illustrated in the picture, is performed by brushing the middle finger against thumb. The index finger is usually pointing to something as a kind of reflex while other fingers remain closed in a fist. As a result of this whole movement, a typical snapping sound is produced. Some of the historians declare the finger snapping stems from the times of the Roman Empire, others are convinced that its origin is linked to beatnik poets, who usually gathered together at saloons or cafés in order to spread the rebellion described in their poems. Although this sign may appear to be really simple and its meaning cannot be confused, actually the opposite is true. The finger snap gesture frequently represents a number of different connotations based on the context of its usage (*Three gestures and their meaning in different cultures*, 2017).

Firstly, it is often performed in order to attract somebody's attention. Consequently, the person will hear the typical snapping sound and is likely to pay more attention to the communication. However, such gesture is commonly perceived as very informal and some people might consider it as really unpleasant, rude or even aggressive. Additionally, the fingers are typically snapped right in front of the face or at least very close to the face of another person, which apparently causes a not very comfortable situation and can be viewed as an attempt for attack or a face-threatening act (ibid.).

Secondly, the finger snap gesture might be used when a person just had an awesome idea or it can also signal that the person finally remembers something what he/she was searching for so hard and made a huge effort to recollect it. Moreover, repeating the gesture and snapping the fingers all the time may indicate the person is trying to remember something really hard what he or she has already forgotten and considers it as important. This meaning of the snap gesture is mostly understood and used in Europe as well as in the USA (ibid.).

Thirdly, this gesture is not only associated with positive meaning, but with the negative one as well. In some countries, or in some contexts, it may be perceived as a very rude and offensive gesture. For instance, in Latin America, the meaning carried by the finger snap gesture is to hurry up, which can be viewed in a negative way by the person who is addressed with this gesture. As a result, this person may feel really insulted by it (ibid.).

In addition, pupils in some countries are used to snap their fingers during a lesson in a classroom with an aim to demonstrate their interest in the topic and ability and desire to answer the posed question (ibid.).

In present times, the finger snap gesture is more and more used in today's society as a gentle sign of approval, consent or appreciation in various events, such as meetings, conferences, dinner tables, seminars, lectures or poetry sessions and is slowly replacing the traditional form of applause performed by clapping the hands. Snapping the fingers repeatedly for couple of seconds in a row, practised by members of audience, is said to be more appropriate and less disturbing option how to express agreement with or admiration for the speaker during his or her speech than loudly applaud with hands, which can completely interrupt and disorganize the performance and cause that speaker will unintentionally digress from the original thoughts and thus may reduce the intended positive effect of the whole communication (Rosman, 2015).



Figure 16: Finger snap gesture (Azoulay, Why People Are Snapping Instead Of Clapping, 2018, <https://www.simplemost.com/why-people-are-snapping-instead-of-clapping/>)

6.8 Come here gesture

The come here gesture, made by curling the index finger with the palm of the hand turned upwards, while thumb is pointing to some direction and other fingers are kept closed in the fist, is a common gesture practised in the USA as well as in the majority of Europe in order to call somebody to come closer. In these parts of the world, curling with the index finger is considered to be fully acceptable signal and often replaces words “come here”, since it is highly visible, understandable and its meaning is mostly clear to the addressed person. Furthermore, it is frequently used in restaurants or shops to indicate a waiter or a shop assistant that their services or help are needed. However, the meaning of this gesture is unfortunately not the same in all the cultures and its wrong usage may lead to serious problems or misunderstandings. In most of the Asian countries, showing the come here gesture is believed to be extremely offensive and represents one of the ways how to beckon a dog. Nonetheless, it should never be used to call a human being there. In some cultures, such as the Philippines or Taiwan, using the index finger in order to call somebody closer belongs to one of the worst and most insulting gestures and should be avoided at all costs. It is actually regarded as so strict and inappropriate that a person demonstrating this sign may be arrested and sentenced to prison. In order to prevent from this unpleasant situation, it should be signalled with palm facing down and curling all the fingers. Or, even better, is to completely avert this gesture and replace it with words (Forbes, 2015).



Figure 17: Come here gesture (Man beckoning come here gesture with hand, Dreamstime, 2020, <https://www.dreamstime.com/man-beckoning-come-here-gesture-hand-handsome-senior-inviting-his-friend-image144618901>)

6.9 Pointing with finger

In most of the cultures, pointing with finger at other people is regarded as rude and impolite, since it is connected to blame allocation, where the finger is used to suspect somebody of doing something bad, although it does not need to be true. Moreover, the person, who is being pointed at, automatically and unwillingly becomes an object of interest and all the attention is paid just to him/her without giving any consent to it. This unwritten rule is generally known and its origin dates back to the times of primitive society. Long time ago, everybody, who pointed with finger, was believed to perform a hex or other kind of magic and was somehow connected to witches and occultism. Nowadays, even if it is not associated with black magic any more, this gesture is still perceived in a strongly negative way. Albeit the gesturer does not mean anything bad by pointing with one finger, it is viewed as an insulting and vulgar sign. This is especially the case of the Middle East countries. However, also in Slovakia and other countries of Europe, pointing with one finger is considered as disrespectful. Furthermore, it can be interpreted as a way of making fun of somebody, telling rumours about or laughing at them. Additionally, using the middle finger for pointing, or even worse, showing it to somebody, is undoubtedly a very obscene and immoral gesture. Nevertheless, this taboo does not apply to all the cultures. For example, in Mexico, it is not perceived to be rude at all to point to other people in general. There are also some countries, couple of which are introduced in the following lines, where this gesture represents a totally different meaning (Patterson, 2014).

When the finger is pointed at the cheek in Italy, it usually means that something was really delicious. Waving or holding the index finger in front of the nose represents a rich and good-looking person in Peru. Scratching the hand or point to the hand with the index finger in Ghana indicates certain connection to money. In order to signal that something is really easy,

usually two fingers are raised towards nose, or more precisely to nostrils, in France. However, touching the area under eye with the index finger has a negative meaning and signals that the gesturer does not believe something is right. One of the ways how to show somebody he or she is crazy in Germany, is to tap head or forehead with the finger and point to it. In Spain, moving the index and middle finger from around eye down the face means the person is ruined and went bankrupt. If index finger is flicked through throat in Russia, it represents invitation or suggestion to go for a drink. Japanese often point at their nose with forefinger in order to signal “I” or “me”. A very interesting connotation is assigned to this gesture of pointing in China. If a person there illustrates a circle made from thumb and middle finger, puts chin on it and consequently points to cheek with index finger, it means “shame on you” (*Around the world in 42 hand gestures*, n.d.).



Figure 18: Pointing with finger (Collection of pointing finger, Clipart Library, 2018, <http://clipart-library.com/pointing-finger.html>)

6.10 Stop gesture

Stop gesture or so called “moutza”, performed towards other person by raising the open hand with all fingers stretched out and with the palm facing outwards, is referred to as one of the oldest gestures that are still commonly used even nowadays. Its origin stems probably from the Byzantine times, where it was linked to criminals. In that time, they were forced to be tied and walk behind donkeys in an embarrassing and humiliating way and thus were displayed on the streets to the public. The citizens could see who were the sinners of the society and as a part of this tradition, they gathered cinders from the ground and threw them onto the criminals to put a shame on them or they put their own excrements onto the face or body of the wrongdoers by illustrating this gesture of moutza and performing this action with an open palm of the hand (Mcmanus, n.d.).

Turning the front of the hand to somebody in America is not considered as harmful and might carry various meanings. Firstly, by using this sign, the gesturer may try to indicate that a particular person should immediately stop doing their action. Secondly, it can invoke that the person is not interested in the communication and does not really care about the opinions of the other person. In this case, the open palm and head turned away to other direction frequently replaces the phrase “talk to the hand”, which is popularly and to the large extent used in the USA. Lastly, this gesture is also used in order to demonstrate the number 5 of the American Sign Language. This rule, however, does not apply only to the USA, but is practised in many other countries as well (*15 hand gestures that have different meanings overseas*, n.d.).

In Mexico or Panama, showing the open palm is mostly used as a form of greeting. Nevertheless, if the hand is repeatedly being moved toward the other person, it can be perceived as a warning and should be taken seriously (ibid.).

Turning the palm to somebody else has also more connotations in Malaysia. It might be used to greet someone, to order something from waiter in a restaurant or to thank to another driver. Moreover, it is believed to be the powerful hand, as it appears to have a certain power when crossing the street as a pedestrian and stopping cars at the same time by showing the open hand to them (ibid.).

However, this moutza gesture is not referred to as positive in all the countries. In some of them, it is said to be very rude and confrontational and replaces words like, “Na!” or “Here you go!” For example, it is perceived as totally offensive in Greece and belongs to one of the biggest taboos there. The moutza gesture is believed to be the same insult as showing the middle finger in other countries. Therefore, it is advisable to not to perform this sign of signalling stop with an open palm in order to prevent from serious problems and dangerous situations, e.g. from being punched into the face. It is so rude and negatively perceived that the Greek government is even thinking about banning it officially. Additionally, the moutza sign is inappropriate and according to the unwritten rule forbidden to display also in Pakistan, the Middle East or some countries of Africa. Although the moutza gesture is not employed in Japan, they dispose of a very similar version of this gesture with a thumb down. Its meaning is aggressive and confrontational as well and represents the phrase “To hell with you!” or even something more impolite and stronger (Mcmanus, n.d.).



Figure 19: Stop gesture (Ibcs, LinkedIn, 2020, <https://www.ibcs.com/request-for-doi/hand-with-stop-gesture/>)

6.11 Seashell gesture

Seashell, or also called the Italian gesture, is made by putting all the fingers together so that they touch one another, turning the back of the hand towards the receiver and most importantly, moving the hand repeatedly up and down. It was given this characteristic name, since it reminds of a seashell from the perspective of the other person (*Three gestures and their meaning in different cultures*, 2017).

It is referred to as the most popular and most frequently used Italian gesture among all. Italians probably could not imagine their lives without this gesture any more and it has become a true symbol of the Italian nature to display gestures when communicating. It forms already a part of their culture and is applicable and suitable to a great variety of situations. It is said, that Italians can be most easily recognized thanks to this gesture. The seashell is almost always used in everyday situations, in face-to-face discussions, meetings and during phone communication as well, although the receiver obviously cannot see it. This sign usually carries a huge number of different meanings. The most famous one among them commonly replaces the phrase “What the hell do you want from me?” or “What the hell are you saying” and is supposed to indicate that the gesturer does not really understand what the other person intends or even worse, does not really care about it and is not interested into their kinds of problems (ibid.).

On the contrary, the meaning of this gesture is not considered as negative as in Italy in some other countries. For example, the seashell is linked with a positive connotation in Turkey and usually invokes that someone or something is very beautiful and therefore is frequently used as a form of compliment delivered to another person. Furthermore, a similar gesture, but with the palm of the hand turned to the upward direction, is performed in several countries of

the Middle East and is supposed to indicate that the other person should slow down or be patient. However, the seashell gesture is believed to be one of the most serious insults that can ever be made in Chile and other countries of Latin America. Therefore, it is really advisable to completely avoid displaying this gesture at all costs there (ibid.).

Many variations of the Italian gesture exist in other countries as well and their meaning differs from culture to culture. If a person in Peru touches the own forehead with all fingers joined in a seashell, he or she probably wants to suggest to be not smart or intelligent enough. In France, the gesture of showing both hands in a seashell shape with fingers put together mostly signals concerns or stress. In order to demonstrate something, e.g. parking house, club etc., is full and there is no free place any more, the action of performing the seashell gesture can be used for this purpose in Brazil. In addition, merging the fingers on one or even on both hands and shaking them at the same time is supposed to mean a lot of something in Mexico (*Around the world in 42 hand gestures*, n.d.).



Figure 20: Italian gesture (*Understanding Italian gestures*, Instructables, 2020, <https://www.instructables.com/id/Understanding-Italian-Gestures/>)

When being in a foreign country or in an intercultural environment, it is definitely advisable to be aware of cultural differences commonly displayed through nonverbal language, such as expression of the aboved mentioned gestures. Knowing, accepting and respecting these variations in their meaning represents a key prerequisite for reasonable communication, ability to avoid misunderstandings and reflects intercultural competence and maturity of people.

7 Manual for effective business communication

Hand gestures can reveal a lot about people, and as already mentioned, they contribute to effective communication to a large extent. Much better practice than view hands as a handicap, is to turn them into major advantage when delivering speech or other performance. Although the vast majority of people becomes nervous when they are supposed to stand in front of the public, the key is to utilise this pressure and release it using gestures. There exists a great number of eminent reasons why to include them into every communication. The secret of success achieved by well-known speakers consists in their ability to intentionally use such nonverbal expressions that transform their performance from average, into a fabulous one. Many other great people from different areas, such as politicians, teachers, lecturers, entrepreneurs etc. also commonly use the benefits of nonverbal language in order to become more successful. Gesticulation tends to form a crucial part of success in business and is applicable during important negotiations, presentations, interviews and other significant meetings. Therefore, the following section of empirical part presents a brief manual for business communication and suggests tips how to overcome uncomfortable or challenging situations in front of public. It naturally involves the before examined intercultural differences regarding gestures which need to be followed and respected. In the next couple of lines, instructions about what to do and what to avoid in order to reach assigned target are dealt with. Practices to seem confident and important, techniques to detect lying through nonverbal language or to be perceived as a trustworthy person are introduced as well as instructions about how to defend against possible verbal attacks, signals to show interest or boredom and gestures to illustrate positive or negative opinions are analysed consequently.

7.1 Gestures of confidence

Having and signalling confidence has been important already since ancient times, when confidence was a key prerequisite for survival. Nowadays, a great number of benefits is commonly assigned to this feature. Confident people usually have higher chance to succeed than those who do not know how to display their confidence naturally, whether it applies to job interview, job promotion, rotation, business negotiations etc. Assured body language allows others to trust you more and can also help to become a leader admired and respected by others. Healthy confidence in terms of nonverbal language may inspire other people and bring them benefits too. Following part of the manual introduces several techniques to be followed in order

to be perceived as confident in the eyes of others, and on the other hand, admonishes of practices that can possibly decrease belief in oneself (Thomas, 2019).

One of the first things to create a good and confident impression with, is the proper handshake. When greeting or welcoming somebody, the handshake tends to be the most important move immediately noticed by others. Therefore, paying high attention to its realisation is definitely worth remembering. In order to look confident, it is expected to deliver firm and strong handshake which proves respect to others as well as to self. Because nobody wants to receive the dead fish handshake which is universally regarded as a huge faux pas and signals lack of confidence, authority, or interest in collaboration with other person. However, this salute should not be too tight since it can be perceived as being too dominant and threatening. The key is to use the golden mean (ibid.).

Eye contact is generally treated as basic foundation for effective communication and therefore plays its pivotal role also regarding confidence. Maintaining eye contact is believed to be one of the trickiest ways to show confidence through nonverbal signs. Majority of people directs their look down or to sides when being asked a question, being nervous or just when walking freely on the street. Nevertheless, such attitude often signals lack of certainty, lack of interest in interaction and thus negatively affects confidence as a whole. Much better is to force yourself to raise head and thus also eyes and focus on holding direct eye contact for longer period (ibid.).

Overall posture of body can also largely contribute to confident look. One of the fundamental rules is to stand straight, centred, with raised head and with shoulders and hips squared up. It all indicates that you believe in yourself and know what you are doing. Moreover, it is said that widening the stance, including feet apart from each other, legs and shoulders kept in a relaxed way supports confident impression as well. In order to look more confident, it is also wise to occupy larger space and thus to feel unthreatened and fearless. Another good technique to exude self-assurance is to observe style of walking and try to do bigger steps. It implies that you are not scared of new situations (ibid.).

Gesture of steeple belongs to the most effective gestures of displaying confidence and is considered to be principal hand gesture advised also by psychologists to be used in order to maintain hands centred and to remain grounded. It is performed usually in front of the chest in a way that fingertips touch each other in a shape of steeple while palms are disconnected (see

appendix number 1). After displaying this gesture, others often begin to perceive you as a sincere and self-assured person (ibid.).

Steepling is a gesture commonly performed by politicians, presidents, leaders etc. with an aim to look very important, authoritative and present themselves as self-confident, powerful personalities. Regarding companies, it is mostly practised by superior employees, senior managers and directors. It is distinguished between more types of different steeples. Probably the most frequently used shape is steeple with fingers pointing to the upward direction which generally reminds of a house. Another type is when hands are put on a table with fingers turned toward the other person, or with fingers pointing down to the ground (Ski, 2016).

Nonetheless, typical steeple with fingers up might be sometimes viewed as too strong, dominant, or even aggressive. In order to seem more open, but still confident while displaying this gesture, it is suggested to keep hands at the level of hips and turn fingers upside down, so that they are facing downward. This variation is referred to as inverted steeple and signals not only self-assurance, but also readiness for delivering and accepting constructive feedback while still remaining open and confident enough (Davies, n.d.).

Opening arms and communicating with palms facing toward others is often perceived as very effective in terms of exuding confidence. Widening arms and showing palms of the hands transmits a message that you do not have anything to cover, you are being honest and sincere (see appendix number 1). It is also advisable to hold hands above table while gesturing, but beneath the level of shoulders to avoid creating aggressive impression (Thomas, 2019).

Furthermore, having palms of the hands open, up and turned toward audience stimulates others to think that they are fully involved in presentation, meeting or other events. It also signifies collaboration and sends a message that all are part of the process (Ski, 2016).

Clasping the hands in front of stomach is a gesture frequently used by presidents, ministers and other official personalities while standing during their public display in order to appear more confident and important in front of their nation (Radwan, n.d.).

Superiority position is referred to as a clear gesture of confidence and is usually performed when people perceive themselves as superior over others or feel too much confident. During this position, hands are connected and resting behind head, one leg is crossed over another and body is leaned more backward or against chair (see appendix number 1). Thanks

to this posture, body occupies more space in the room and thus evokes image of confident and courageous person (ibid.).

Leaders, directors, managers or other highly-ranked people tend to keep their hands behind back, one placed on another. Although this posture reveals sensitive parts of the body and they consequently become unprotected, it actually represents state of being confident and powerful enough to not be afraid of facing problems or difficult situations. Moreover, this posture widens shoulders and opens up the upper part of body which allows more air and energy to come in and so helps to feel more self-assured (*How to make a confident hand gesture*, n.d.).

In order to look more confident when giving a speech or presentation etc., it is recommended to connect palms together (see appendix number 1). This gesture reminds of a steeple and is universally recognized around the whole world. It symbolizes not only self-assurance, but also respect toward others. Moreover, gesture of palms together is often used by speakers before they want to emphasize some important point of their speech or presentation, with an aim to attract the attention of audience and inform them about importance of following words or actions. The variation of this gesture that usually functions the best, is with widely open eyes and fingers placed under chin (Ski, 2016).

Finger counting is believed to be another effective gesture that contributes to the confident impression created by speaker (see appendix number 1). It supports speech in being easily memorable, since people need not only audible incentives, but also the visual ones. Therefore, finger counting should be included in every good presentation to help people remember what was said. It can be displayed either during, or even better, at the end of performance to recapitulate crucial points through counting them on fingers once again (ibid.).

Hands on heart is a gesture primarily representing honesty and literally signals that words are coming from the heart of person, reflects true emotions, shows that the particular person is credible in what he or she is presenting and has sufficient knowledge of the topic. It is performed simply in a way that mostly right hand is placed on the part of chest where heart is located and other hand is usually pointing to space around (see appendix number 1). Moreover, it is considered as a very powerful sign to gain trust of audience and look confident from their perspective. Using this gesture may stimulate listeners to believe in what you are saying even more and is often performed by politicians or other influential people as well (ibid.).

“One more thing” gesture is considered as a perfect way to finish speech or meeting successfully and confidently. Hand is raised into space, index finger is stretched while other fingers slightly touch each other and remain closed (see appendix number 1). In this case, timing is very crucial for the right effect of the gesture. It is highly recommended to display this sign after applause or in the moment when audience seems to be prepared to leave slowly. Consequently, it typically attracts attention of listeners for a little more and enables to add the final message, thought, or to summarize the most important issue. Additionally, this gesture is often marked as a cherry on the cake and tends to increase confident impression to a higher extent (ibid.).

On the contrary, there is also a number of gestures or moves that reduce confident impression and therefore it should be rather prevented from its use. To the examples of unconfident body language belong especially nervous gestures which originate from stressful situations and include self-touching, playing or drumming with fingers on the table, kicking of feet, twirling the hair or rubbing hands against each other. The only effect these signs have, is reduction of credibility. Fidgeting, shaking and other similar vibrations or moves of body cause you to appear more nervous, tense and other opposite states to being confident and thus should be definitely avoided. Slouching of shoulders and overall body posture while sitting or standing creates impression of low self-assurance and is to be replaced by straight posture to demonstrate you are involved, interested and know what you are doing. Eye contact is universally believed to be one of the most important nonverbal cues and should be maintained most of the time. Even though it is difficult to constantly hold eye contact with other person and sometimes it is even necessary to look elsewhere, it is advised to definitely not direct look downward, as this move supports you in being viewed as less confident. Loose and so called dead-fish handshake when greeting another person transmits a message of being too weak and having doubts about yourself and your credibility. Next examples of unconfident body language are crossing of one leg over another and folding of arms across the chest. Both belong to typical closed gestures. They usually convey information that the person is not open for cooperation, not trustworthy enough and looks like having some secrets to keep back. Crossing of arms is also mostly interpreted as a defensive gesture and implies that the person is afraid and has poor self-confidence. In addition, hands should not be kept in pockets, as it indicates nervousness, uncertainty or doubts and so ruins the whole good image. What is more, this bad habit also stimulates slouching. So, instead of putting hands inside, display them openly or at least move them to area of hips which proves much more confidence (Thomas, 2019).

To summarize it, being aware of the above mentioned gestures lowering positive overall impression is definitely of high importance, but much wiser is to concentrate on the ones, that enable you to look more confident in the eyes of others.

7.2 Gestures to look trustworthy

Trustworthiness represents one of the crucial foundations of successful business, negotiation, presentation or communication in general. Creating trust belongs to the most essential business skills. It does not matter which area of business is particularly dealt with, trustworthiness is a personal trait which is demanded and highly appreciated everywhere. But gaining trust of other people may be a difficult task. People often try to establish trust by paying attention to words they say loud. However, they forget that it is especially the body language which is responsible for carrying trust to others. Luckily, there exists a number of gestures which can help to build this essential business skill and thus ease the whole process of communication. Following lines determine how to recognize if somebody is credible and whether you can rely on them or not. Being aware of nonverbal expressions of trust appears to be beneficial also from the other perspective, and namely when you want to discover if you are perceived as a trustworthy person not only in your eyes, but in the eyes of others as well.

Similarly, as already mentioned in the previous section about gestures of confidence, open palms tend to play a significant role and are closely connected to credibility as well. Keeping hands open usually supports the trustworthy look of a person and therefore also secures effective communication process (Power, 2017).

Eye contact is one of the next tools linked with trustworthiness. Holding eye contact seems to be crucial in terms of credibility and it contributes to building of trust to a great extent. Otherwise, person who is trying to avoid direct eye contact or is constantly shifting their eyes everywhere around is mostly perceived as less trustworthy, disrespectful, disinterested, or much worse, as they want to hold something back (ibid.).

Activating mouth muscles in order to perform smile is said to be one of the best ways how to establish trust of others in your person (see appendix number 2). Smiling honestly at the other person trasmits positive signals and demonstrates that you are the person worth relying on. Moreover, thanks to positive energy conveyed by genuine smile, partners usually start to feel more comfortable and relaxed not only with their body, but with their mind as well. And

that is the main key to successful business or negotiation. Smile that lasts longer period and does not end quickly is considered to be more trustworthy. The same applies when teeth are shown while smiling, because they increase credibility much more than only closed smile. However, it is advisable not to fake the smile, since it can be easily detected and can lead to misunderstandings, distrust and change of attitude toward you. It naturally functions also the other direction. Observing other people, if they often smile or not, to which extent and evaluating believability of their smile can help to recognize credibility of this person. Positive approach complemented with a smile is universally preferred over the unemotional one (ibid.).

Leaning forward is a posture of body, mostly expressed while sitting, that signals active involvement and thus raises the chance for trustworthiness (see appendix number 2). As body inclined towards other person means openness to collaboration, performing this move will most probably lay foundation for trust of other people (ibid.).

Another way how to persuade others to trust you, or, on the other hand, how to recognize if other people are trustworthy, is to mirror body language and search for these signs of imitation around you as well (see appendix number 2). Mirroring, however, does not mean copying every move of others, but it is supposed to present empathy and thus increase trust. Reflecting similar emotions displayed by others, such as returning of smile, nodding, overall posture, or moves with hands are all means of subtle mirroring aimed to show sympathy and understanding and so directly build higher trust and reliability (ibid.).

On the contrary, there are some gestures or moves which reduce trustworthiness and therefore should be rather avoided. It is advisable not to touch your own hands, since it usually leads others to think that you are tense and stressed because you are not being open, honest or are trying to keep something back. Moreover, it is often viewed as a closed gesture which builds a barrier in communication. Touching of head or face has similar effects and it symbolizes attempt to cover emotional expressions from others. Even though crossing of arms or legs belongs to typical defensive gestures, it often undermines credibility as well. Arms folding is treated as a classic closing gesture and clearly indicates that the person is not open for cooperation, appears as less inviting and less friendly which are all features causing decline of trustworthiness. Additionally, leaning away represents another move that should be avoided as it signals disinterest, coldness and incommunicativeness (Wyeth, 2014).

Since trustworthiness is a key to successful business and communication, it is definitely an area which should be paid high attention to. It is important to not only look trustworthy but to be able to feel trust from others as well.

7.3 Gestures used when lying

Although lying does not belong to the polite manners, it is unfortunately practised very frequently. People often lie intentionally in order to reach better effect or achieve some benefit over others. Lying with words is considered as really easy, which, however, does not apply to the body language. No matter how many misleading words people say, the body always reveals the truth. There is a number of hints or techniques which can enable detecting of lies. Generally, it is said that the most natural way is to pursue signs of tension and pressure on hands, arms, legs or face. The reason is pretty simple: lying is connected to emotions and thus leads to changes of gestures, postures and other expressions. One of the most common signs that someone is not displaying the truth, is when verbal and nonverbal expressions do not correspond with each other. In other words, body language is saying something completely different than words. For instance, if somebody is speaking about their sad and tough experience, but their body language is excited and positive, the story is most probably just made-up. Another issue worth of noticing, is the timing. In comparison to usual situation, when gestures are displayed in a meantime, liars typically express their gestures only after they say something, since they need a lot of time to carefully think about words and connections, so that their false story could not be revealed. The aim of this following section is to introduce common lying practices and thus help to simplify detecting of liars (Babich, 2016).

Stress and anxiety are one of the first things that can be spotted on a deceitful person. Therefore, anxious body language is considered to be one of the most typical signals of lying and it usually involves fidgeting, mistakes in speech, swarming on a chair, constantly moving or sweating in many parts of the body, such as hands, face, forehead etc. The goal is to release tension and stress caused by lying. Moreover, liars often gesticulate too much, since they do not know what to do with their hands. Another common practice of liars connected with hands, is their hiding. People saying truth generally show their palms and keep them open while communicating. On the contrary, palms of liars are seldom visible and they most probably keep their hands down, under table, behind back or in pockets. Turning palms away from the other

person represents a definite signal of dishonesty and implies that the person wants to suppress something or even worse, tries to keep back lying (Radwan, n.d.).

People frequently try to cover their mouth when lying (see appendix number 3). This gesture is learnt instinctively and firstly emerges in childhood. The intention of this sign is to prevent the false words from being said loudly, by covering the mouth and trying to keep the words inside. There are more variations of this gesture. In order to hide the mouth, only one or few fingers, as well as the whole hand can be used. It does not matter which and how big part of the hand covers the mouth, meaning is always the same. Even slight and discreet touch of the mouth with fingers might indicate that the particular person is not expressing truth since it symbolizes disconnecting and blocking of communication. In addition, some cunning people may attempt to mask this clear gesture of lying by pretending a fake cough. When liars feel under pressure, they may try to put their fingers into the mouth and suck them, like in the childhood, in order to feel more secure and to remind themselves the security they perceived in their childhood when doing this act (Babich, 2016).

To another common signs of lying belongs the nose touch (see appendix number 3). Although people grow up and become more mature about being able to consider their body language expressions more carefully, they still use the same gesture for lying that was developed already in their childhood. If they put the hand or fingers on the mouth and realize this motion, they consequently often try to promptly remove the hand away from the mouth, which typically leads to the nose touch gesture. The aim is to divert attention elsewhere from the mouth which releases false words. However, it is important to differentiate the ordinary nose itch that can be suppressed by scratching or rubbing, from nose touch that results from trying to cover a lie (ibid.).

Rubbing of eye is considered as an attempt of the brain to obscure dishonesty (see appendix number 3). Therefore, it is regarded as one of the signs of lying as well and can be displayed from the speaking person, but also from the side of audience in order to block the untruthful things. It can be interpreted also in a way, that the person feels suspicion and as a result, performs the action of rubbing the eye to demonstrate that he or she cannot believe something is true. There is usually also a difference between men and women in terms of strength of the gesture. While men mostly rub their eyes powerfully, women tend to be gentler and prefer to do it smoothly and briefly (ibid.).

Grabbing of an ear also belongs to gestures whose usage stems already from childhood (see appendix number 3). If children listen to something they do not like, their common practice is to cover both ears in order to avoid the annoying sound. Adults are usually more cautious about how they use their body language and they switch from obvious and highly visible covering of both ears with hands to more discreet touching only of a small part of ear, and namely the earlobe. Despite its inconspicuousness, this gesture is still considered as a way how to prevent oneself from hearing lies and so literally build a barrier against these words. On the other hand, grabbing of an ear can from the perspective of the deceitful speaker represent an attempt at distracting the attention somewhere else, especially away from mouth (ibid.).

When lying, people often tend to scratch their neck and thus to hide vulnerable parts of the body. This gesture is displayed in a way, that the forefinger touches and consequently scratches one side of the neck, usually area located beneath ear (see appendix number 3). The more frequent and passionate scratching of the neck, the higher the chance that the person is lying, since it symbolizes nervousness and stress from not telling the truth. From the angle of listener, it may signal doubting the genuineness of expressed words. Furthermore, liars also often try to intentionally mask their sensitive and accessible parts of the body, e.g. chest, abdomen or shoulders, in order to protect themselves from possible attack, since being deceitful causes them to feel vulnerable and endangered (ibid.).

Pulling of a collar is believed to be another indication of lying (see appendix number 3). Liars usually feel under pressure which results in having a lump in their throat. They start to sweat on the neck and breath more heavily as a reaction of higher blood pressure if they are being suspected of not telling the truth. These changes in breathing cause that the collar becomes tighter and the person desires to release the tension by scratching this area of neck or pulling the collar to enable more space for breathing and satisfy this need (ibid.).

Head of a person can also be a helpful area of the body when searching for signs of deception. In this case, it is advisable to observe frequency of changing the head positions. If a deceitful person suddenly moves the head after directly being asked a question, it might be interpreted as a sign of not telling the truth. Consequently, head will most probably be bent forward or bowed down, straightened or tilted to left or right when a prompt answer is suddenly awaited from the lying person (ibid.).

Overall posture can betray the person as well. During typical communication, body usually moves in a relaxed and spontaneous way. However, if people lie, they try to control their body more which frequently results in unnatural and rigid moves. Another warning could be, when the deceitful person is standing very still, without any move, and seems to be frozen. It often means that he or she has something to hide, or is not telling the truth. The body freezes, so that brain has more time to think about next lies. Observing the feet may also help to reveal fraud. Since liars typically feel uncomfortable or nervous and want to eliminate this negative energy connected to lying, they start to shuffle their feet (see appendix number 3). It represents a clear signal that the person wishes to escape from this situation. The feet begin to shuffle, because the person feels threatened and literally desires to flee away (ibid.).

Some of the liars are smarter and more experienced than others and use improved manipulative techniques. For example, they are able to hold “poker face” for very long period. By keeping the direct eye contact with other person and staring without any blinking, they attempt to manipulate and dominate over victim of their lies. In comparison to people who express only truth and usually direct their look elsewhere, liars are able to perform cold and superior glare to have their deceptions under control. Additionally, forced eye contact helps them to seem less suspicious (ibid.).

People who lie are also likely to point a lot with their forefinger, does not matter if at some person or item, their purpose is the same. The reason for displaying this gesture is to eliminate remorse or blame they feel and transfer this feeling of being guilty to something or somebody else, away from them. This action tends to signal a wish to distract attention and focus far from them in order to lower the chance of revealing their lies (ibid.).

Since lying does not belong to appropriate behaviour, the aim of the above introduced gestures and other expressions of body language is definitely not to offer a guide to be followed and copied in order to mislead other people, but to be able to notice these tricky practices and detect them as soon as possible.

7.4 Defensive gestures

When people do not feel comfortable in a particular situation or with a particular person, they are likely to perform defensive gestures in order to automatically protect themselves from possible threat. Observing, identifying and understanding these gestures can lead to

improvement of such unpleasant situation and reasons of these problems can be eliminated. Knowing these cues is also crucial from the other point of view and appears to be useful also when you yourself feel under pressure, dominance or attack of somebody else and need to assume a defensive attitude. Moreover, it is also advisable to know when you are displaying these defensive signs and be aware of it. It can happen that these signals are performed unintentionally, but it is exactly the awareness of them which can enable you to return back to normal position and neutral attitude and thus to peacefully continue in discussion, project or meeting. If a person adopts a defensive gesture, it can be responded with a dominant approach from the counterpart. Being aware of this information may help to know how you are viewed in the eyes of others and so alter these perceptions (*Postures- defensive body language*, n.d.).

Folding the arms belongs to one of the most frequently used and most typical gestures for defence (see appendix number 4). By hugging the upper body, a barrier is created and sensitive area of the chest, namely heart and lungs, are protected against anything negative or possible attack. As a result, feelings of having everything under control and protection are accomplished. It is usually distinguished between many types of folding the arms, e.g. arms are crossed with clenched fists, with hidden or displayed hands, with hands touching the arms, arms crossed firmly or loosely. Each of the variations serves another purpose and is supposed to deliver a different message. Generally, it applies that the tighter the gesture, the more serious the wish for defence. Additionally, such tensed crossing of arms may result in a much stronger reaction of the counterpart. Holding the arms just loosely can indicate less negative feelings and less worries. To the strongest variations of arms folding belongs the one with clenched fists and is mostly regarded as a very aggressive and threatening gesture, or sometimes even as a warning against physical attack (*ibid.*).

Another way of defending through body language or gestures is to cross legs or ankles (see appendix number 4). It is usually perceived as a gentler and less obvious form of masking anxiety or uncertainty. It is also less visible, since gestures displayed by using the lower part of the body tend to be more neglected. Legs are typically crossed when standing or sitting and demonstrate attitudes, such as insecurity or submissiveness. Nonetheless, a variation when one leg is crossed over another while sitting can be also interpreted as a normal habit. Therefore, it is necessary to observe and recognize also other signs of defence and differentiate them. Crossing the ankles is treated as only a slight defensive gesture, as ankles are mostly hidden

under the table and therefore do not deliver a strong signal to the counterpart. It can, however, mean that the person is covering something and less likely to express it loudly (ibid.).

Widening the physical distance between people while talking, especially during an argument, can also be referred to as a defensive posture. And as a result, the psychological or mental distance between these persons is increased as well, which can lead to misunderstandings and difficulties in communication or in achieving of the common goal (ibid.).

If people occur in a stressful situation or under certain pressure, they sometimes display their uncertainty and anxiety in a more subtle way, only through gentle signs which are not so easy to notice. For example, they often play with hands, correct watch or accessories on the other hand. This act is generally known as a self-touch gesture with an aim to protect and defend body against negative impacts. It might be visible when people are preparing for some important speech, meeting etc. and in this way want to alleviate stress and tension they usually feel, and thus to defend themselves. To another form of these gentle means belongs keeping of various objects in front of the body, such as a pen, a pencil, a book, notes etc. All these items are supposed to build a physical barrier between the particular person and their fear, insecurity, or other person. It represents a defence against possible assault. Furthermore, many people tend to hold a glass of drink tightly with both hands, which is really not necessary in terms of weight of the glass. Nevertheless, it offers some form of protection and feeling of self-comfort that they desire to achieve. Additionally, when people try to defend themselves, they frequently seem to be tense and rigid, and as a consequence, they stop to move and freeze. Solution of this tense situation could be to eliminate the defensive posture of a person by convincing them to move and thus to enable effective communication to progress again (ibid.).

To summarize it, it is advisable not to stick to defensive postures and gestures too long, as it averts fluent and effective communication. Much better is to try to explain the whole situation and possible misunderstandings between each other and thus to enable conversation to continue further in a smooth way.

7.5 Gestures of interest and boredom

Another important part of this manual is to introduce how to show interest without saying any word, only through gestures or other forms of body language. These skills might be

very useful in situations when you want to express positive feelings about presentation, plan, project etc., but do not want to disturb the speaker or other person who is in charge of the meeting. Therefore, using following gestures tend to be the right option of showing interest silently, without interfering into smooth flow of communication. Moreover, being aware of these nonverbal cues appears to be very helpful not only for the audience, but for the speakers, leaders or presenters as well and can support them in more precise estimating of the situation and evaluate whether the delivered speech, presentation or flow of the meeting is interesting and bears fruit or some modifications in performance are essential in order to increase enthusiasm of audience (*Body language of listeners*, n.d.).

One of the ways to show that you are actively listening and paying attention is to use the head. Regularly and repeatedly nodding the head can reveal interest and encourage the speaker as well as other participants in continuing or active participating. Such positive indications may raise confidence and bravery and thus enable more open communication, which can all benefit from. Furthermore, head tilting (see appendix number 5) is generally known as a universal gesture of paying attention that every speaker desires to spot in the audience, as it represents curiosity and involvement (ibid.).

If people are interested in what is being said, it is typically reflected also on the body as a whole. In such case, body is open and receptive, legs are definitely not crossed, feet are placed still and flat on the ground, arms are uncrossed and relaxed, palms are open, turned to the forward direction or laid down comfortably on the table. All these gestures or postures manifest reception to other people and willingness to be involved in the process of communication. Gesture of open palms proves that there is nothing to hide and its usage is universally advised by famous speakers and language experts. Arms located alongside the body in a relaxed way while standing also signal participation and sympathy. In addition, if people are really interested, they tend to lean forward with their body toward the other person, namely while sitting on a chair, to display their positive approach and curiosity. This gesture reflects that the person truly likes the speech, discussion, meeting etc. and it stimulates the spokesperson even more (ibid.).

Activating the mouth muscles to produce smile is considered to be another effective tool to show interest. It not only helps you to feel better, but also the people around and trasmits a message that you are open to collaboration with others and wish the conversation to continue futher. Honest smile twinkles the whole face and eyes and signalizes the presenters that they

are successful. In addition, it also directly affects how you are replied by other people and a more positive approach is to be expected (ibid.).

Another, also important way how to show that you are interested and actively listening, is to intentionally imitate gestures and postures of others. So called mirroring the body language is regarded as one of the nonverbal forms of paying attention. It begins with monitoring the other person's behaviour, expressions of face, moves of hands and legs, postures and afterwards it continues with switching to its imitation. From the other perspective, mirroring can serve as a powerful technique how to detect if audience is involved and attracted or not, when you stand in front of the public. So, if you notice that they are imitating your moves and gestures, you can congratulate yourself since you are probably doing it successfully. On the other hand, if you do not see anything similar, it seems to be a warning that you should alter something to reach better effect (ibid.).

It is definitely advisable to know how to display your interest to others or to recognize if others are interested in what is being said. Though, once the attention is achieved, keeping it further is of high importance as well. Therefore, the following lines deal with issues that are good to remember or to avoid when speaking.

One of the most important rules is to maintain hands in the strike zone. This term originally stems from baseball and during speeches relates to the area from shoulders to the level of hips. All the gestures with hands should be performed within this area, since leaving this box zone appears to be disturbing. To keep the gained interest, it is also recommended to avoid repeating the same gestures all over again, such as slicing the air with the hand, which is done very frequently. A lot better is to surprise the audience with new signs and thus to keep attention. Furthermore, avoiding so called "Clinton thumb", when fingers are put into a fist with the thumb placed on top, may be also helpful, since it is mostly perceived as aggressive and rude. Next gesture to be rather replaced by another are "spider hands". It is formed in a way that fingertips and thumbs of both hands are connected in a diamond shape with fingers pointing to the downward direction. Displaying this gesture may result in an unintended meaning, which can disgust audience and cause disinterest (Shin, 2015).

On the contrary, nothing is always perfect and also presentations, meetings, speeches tend to become boring, no matter how well they are prepared. In such case, it is advantageous to be informed about different ways how to express boredom politely and also to be aware of

boredom indications, notice its signals and thus be able and willing to change something from the position of spokesperson and convince the audience to listen and pay attention again (*Nonverbal communication*, n.d.).

Signs of boredom are not so difficult to recognize. To one of them belongs, for example, when head of a person falls down and is supported by the hand, eyes are closing or wrinkling in order to remain open and the person generally seems to fall asleep in couple of seconds (see appendix number 5). If bored people succeed in keeping their eyes open, they typically just stare at a blank space without a particular reason and thus display their inattentiveness, or they direct their look to anything else, only not to the speaking person. Some of them may indicate their disinterest by touching, rubbing and pulling their ears, hands or feet. There is actually no real pain or itch, the aim of this action is just to signal that they wish to interrupt the speaker. Crossing of one leg over another and continually kicking or slightly moving the feet also belong to common indications of boredom. Moreover, if the core of the body, or feet are turned toward door or other exit, it clearly signifies that the person wishes nothing else, just to leave the space (*ibid.*).

Another way how people usually convey their disinterest in what is being said, is when they constantly fidget around in their seats and so express that they are already exhausted. People who are bored are also likely to put their muscles into a relaxing mode, which results in slouching, decreasing of shoulders and in leaning away. Although clicking of a pen tend to be very annoying, it is unfortunately also a sign for the speakers that they should think about purpose of their speech. Playing with some items, drumming with fingers on the table, touching and correcting clothes, twisting of buttons are all means of keeping oneself busy in order to release anxiety, irritation and frustration from boredom (*ibid.*).

Yawning belongs generally to well-known signals of disinterest, since this gesture is pretty obvious and visible (see appendix number 5). If you notice that the person you are trying to address is yawning repeatedly, it probably means that he or she is not interested at all. Opening the mouth widely without using hand to cover it and displaying this gesture directly toward the other person is considered as very rude and impolite. However, some people act more politely and they at least attempt to hide the yawning by opening their mouth only slightly to take a breath of air and covering this action with their hand (*Ten signs that people are bored with you*, 2011).

Eyes also usually serve as a good area where to spot boredom. It is believed that they represent the window to the soul. People who often break eye contact with the speaker, tend to have this window closed and they slowly lose interest. If they were really interested, they would be able to hold an eye contact forever, no matter what it takes. Instead of it, they rather constantly direct their look to somewhere else. Another indication of boredom may be also glazed eyes. It usually happens when bored people try to avoid yawning or they are fighting against the urge of sleeping, and their eyes become tearful. Narrowing of eyes in order to keep them open and not to fall asleep, is regarded as a clear sign of boredom too (ibid.).

All in all, since nobody wants to be remembered as a boring presenter and bother other people, it is absolutely important to be aware of these above mentioned signs and immediately, after noting them, conduct actions to raise attention and interest (ibid.).

7.6 Gestures of agreement and disagreement

Knowing if the particular person or business partner agrees or disagrees with the proposal is not only a matter of verbal expressions, but starts much earlier - already through displaying gestures. Being aware of these nonverbal actions tend to be very useful in all the areas of business, whether it is presentation of a product, advertising campaign or important negotiation, and it enables to recognize if participants are open to agreement or they argue a different point, even before they say a single word.

Indicating a person's positive or negative opinion about certain issue belongs to the techniques, which are easily feasible just by observing and perceiving, where not any complicated theory is required to know. If people are more likely to adopt the presented ideas, they usually gesticulate with open palms, to show that they are literally open to the agreement and their hands are placed down flat on the table. Another effective tool may be to look at the person's head. Head nod is said to be almost universal sign of consent and belongs to the most spread cues of agreement (see appendix number 6). If people are nodding their heads, it means that common agreement will be reached very soon and a deal is to be approached. The same applies to situation, when the head is tilted to the forward direction. Raising of eyebrows is believed to be one of the agreement indicators as well. Rubbing the chin implies thinking, some consideration and possible consent. Smiling or laughing frequently can be treated as a reliable sign of slowly getting to consensus and increases the chance for approving the idea or notion.

Futhermore, lower part of the body might also reveal if the person is more receptive in accepting opinions, for example, through legs placed distant from each other. Unbuttoning the jacket or coat signals relaxation, feeling comfortably and thus openness and willingness to cooperation. In addition, imitating moves and behavior of the other person, so called mirroring the gestures, such as smile or head nod, can be decoded as a positive attitude and thus is mostly considered as an agreement as well (*Nonverbal communication*, n.d.).

On the other hand, partners are not always willing to collaborate and can frequently express disagreement and their different point of view through gestures and body language in general. We distinguish between a number of signs which represent negative attitude, based on various parts of the body. Probably to the most known cues of disagreement belongs head shaking, when head is shaken from side to side to indicate dissent (see appendix number 6). More specifically, it may also be used when people are not very likely to believe what was said before and thus want to signal reluctance or refusal. “Head roll”, referred to as the act of tilting head to the left and right, commonly symbolizes doubtful attitude. Clamping of a neck may be also considered as a sign of disagreement, especially when accompanied by another, even more powerful negative gestures. Moreover, disagreement of a person can even sometimes be spotted when observing their nose, or more precisely the nostrils. In such situation, disapproving point of view is expressed by contraction of the nose muscles and thus is followed by sharp inhalation of air. Lip biting or lips strictly put together tend to indicate strong nonverbal disagreement of a particular person too (see appendix number 6). Furthermore, mainly the gestures displayed by using hands play a significant role in discovering if people identify themselves with the particular opinion. For instance, “clenched fist” is considered as a very powerful negative gesture, signals anger and a clear “no”. “Hand chop” is referred to as a move when hand imitates axe which similarly means strict rejection and together with the “hand scissor”, when hand imitates the move of scissors, are frequently used in a passionate exchange of views in order to express a massive disagreement (see appendix number 6). Even though an “arm crossing” is generally recognized as a sign of defensive attitude, it may also signify strong disagreement of a person in some tensed situations (*Spotting agreement and disagreement*, 2009).

To sum it up, everybody has the right to their own opinions and thus also to its expression through positive or negative gestures. It is important to always observe the other people as well and accept not only their agreements, but also their disagreements. This attitude may simplify seeking of compromise and shorten the time period necessary for its achievement.

Results and discussion

The main aim of the theoretical part of the thesis was to familiarize potential readers with the given topic, offer them basic overview and possibility to know the topic to a greater extent. It may be assumed that these particular tasks were satisfactorily fulfilled. A mixture of definitions of fundamental terms linked to communication was provided from various foreign authors with a lot of experience in the field in order to afford readers a broad spectrum of knowledge and approaches from different points of view and so enable them to adopt their own attitude to this matter.

Furthermore, it was essential to determine particular areas of interest and exclude those which were not relevant. This purpose was completed by categorizing the communication into various groups based on selected criteria. These individual categories were aimed at giving readers a better overview and facilitate the transfer of new knowledge. Specific types of communication within the groups were explained in more detail, and their basic features, use in different situations were described as well, with the focus on nonverbal language as it represented the main theme of this paper.

After classifying the particular types of communication, it was necessary to further concentrate on the major subject of this thesis. In an effort to fulfill this assigned goal, one whole chapter was devoted to gesticulation as such. In those lines, basic characteristics of gestures was provided, three fundamental types of gestures were described in detail, classification of gestures into groups was illustrated on examples linked to situations when they are usually displayed, conditions for effective gesticulation were introduced and its importance was highlighted likewise with reasons why to use gestures.

The last chapter of the theoretical part indicated the connection between cultures and communication. To be able to analyse gestures within particular cultures, it was inevitable to at first look closer at those cultures and classify them into groups based on the selected model. Consequently, three main cultural types were introduced in more detail, characteristic features of linear-active, multi-active and reactive cultures regarding their way of communication, habits, patterns and behaviour during communication in a daily as well as professional life were described, their possible similarities were identified and areas where they usually differ from each other were specified too. It was discovered that the cultures within the same group showed similar characteristics, but the groups as such differentiated from each other to a great degree.

The aim was to convey further knowledge that would lead to a better understanding of the issue dealt with in the empirical part of the thesis.

The analysis building the core of this master thesis was divided into two main parts. Both parts, however, followed and related to each other and dealt with similar issues, but from different points of view. The goal of the first part of the analysis was to examine connection between cultures and particular gestures and to discover if the possible modifications were caused by cultural diversity. To fulfill this assigned target in an appropriate way, we decided to choose eleven gestures to become the object of our research. The choice of these concrete gestures was carefully considered in order to pick a sample of nonverbal expressions that are well-known among people and are often displayed around the whole world. As the next step, basic characteristics of these gestures was provided, their shape and form of expression were described in detail and illustrated in the pictures to ensure better understanding. Moreover, origin, meaning as well as frequency and situations in which these eleven gestures are frequently used were studied at length with an aim to discover in which areas these particular gestures are the same or similar in terms of their above mentioned features that were examined and in which areas in terms of their meaning, use or forms of expression they differ with regard to various cultures of the world. The emphasis was placed especially on examination of their meaning, which was compared within the sample of selected countries to find out if these gestures convey a different meaning in each of the mentioned cultures that would be highly recommended to know, realise and comprehend in order to avert potential confusion and misunderstandings resulting from wrong interpretation of the gesture in that particular culture.

After comparing these signs and analysing them in more detail, several valueable results were consequently obtained. We discovered that meaning of these gestures fully depends on the particular culture where it is usually displayed. In some countries that showed similar characteristics and belonged to the same cultural type, implications of these gestures were also similar and closely related to each other. Nevertheless, the meaning of these eleven selected gestures usually varied from culture to culture and this piece of knowledge pertained especially those countries which were not part of the same cultural type. Regarding origin of the gestures, each culture usually had its own story about how they arose and began to be used. As for frequency, it was also explored that it usually varied from culture to culture. In the countries where these gestures were associated with inappropriate meaning, were of course used less frequently. Modifications in ways of expressing the gestures were detected as well. For

example, in some countries, gestures were expressed in a slightly different way, or with a different orientation of the hand, fingers or palm, which immediately resulted in a change of their meaning. The results achieved by this thorough analysis and mutual comparison therefore brought satisfactory results and fulfilled our expectations. As we had previously assumed, there exists a firm connection between gestures and cultures and gestures differ mainly in their meaning across cultures. It follows that we have confirmed our purpose and we can therefore argue that the differences in these particular gestures are conditioned primarily by cultural diversity. This is so, because the world is composed of diverse cultures, each of which exhibits its own traditions, norms, customs etc., to differentiate from other cultures and remain unique. This especially applies to communication, ways of expressing oneself through nonverbal means. In order for the world to function in harmony, it is necessary to respect these specialties in terms of particular gestures and namely meaning assigned to them. Our contribution to the area of the given topic could be a view of the issue from a different angle. The results of this analysis should also serve as a warning, especially for those who are involved and communicate in an international environment, work with people from different cultures, etc., and should draw their attention to the differences among cultures. Their subsequent awareness, knowledge, respect, tolerance and acceptance can prevent from possible misunderstandings or conflicts, faux pas or other unpleasant situations caused by disinterest and insufficient knowledge. This piece of knowledge about gestures and variations in their meanings across cultures represents a key prerequisite for effective communication among people of various nationalities and mirrors their maturity, great overview, solidarity and mainly their intercultural competence.

The second part of the analysis offered a different point of view, but it built on the first part and together they formed one coherent whole. After discovering the connection between gestures and cultures, we decided to focus more closely on the business environment. In this analysis, we naturally took into account the knowledge gained from the previous part concerning the diversity of cultures, and we included it into this second part as well. As business environment is becoming more and more international, it is important to pay attention to the differences in gestures and to acknowledge special features and uniqueness of each culture. The aim of the second part of the analysis was to create something like a manual for effective business communication in an intercultural environment using gesticulation. The goal was also to present the particular techniques of communication through nonverbal means in order to express specific character, behaviour pattern or emotion, which may streamline the entire process of communication and thus help people achieve their goals. Purpose of this analysis

was also to provide tips on which practices or forms of nonverbal expressions may be counterproductive, may have the opposite or undesirable effect, and which should therefore be prevented from its use and so in order for the people not to delay the achievement of their desired goal or not to cause the failure. To fulfill all these above mentioned goals in the best possible way and to bring the best possible results, we have gradually selected six communication phenomena and patterns of behavior to become object of the research, which are used or encountered most frequently in business environment and subsequently developed recommendations concerning these expressions on how to achieve them as effectively as possible or how to recognize these signals in other people.

At first, we concentrated on techniques that might help to support creating a self-confident impression on other people, and we also directed our attention to the point how to recognize or notice these signs of self-confident behaviour in other people. We examined and then illustrated concrete practices that support a person in appearing more confident, and we warned against those which can have the exact opposite effect and thus influence communication in an undesirable way. Furthermore, it was dealt with nonverbal means that can increase trustworthiness of a person, which is so much needed, and not only in the field of business. Similarly, we also researched and attempted to offer instructions on how to recognize whether a person can be trusted or not, based on gestures and other nonverbal expressions through which one communicates. We evaluated the effect of chosen gestures on credibility of a person, highlighted those that have the best impact, and stressed out those which are considered as inappropriate. Since people often lie to reach their desired goal faster or gain an advantage over others, we agreed to address this issue as well. It was analysed how people can lie through gestures and how to recognize deception through gestures that a person displays. The subject of this analysis were also gestures and other nonverbal expressions that people usually perform when they want to adopt a defensive attitude and feel the need to defend against possible verbal attacks and other unpleasant situations in which they do not feel comfortable. We also gave tips on how to recognize these signals and inspected how to solve such situation, remove obstacles, and find a way to effective communication again. Instructions on how and which gestures to apply if you feel the need to defend yourself were analysed and presented as well. Moreover, it was also dealt with techniques linked to expressing interest or, vice versa, techniques to politely show disinterest and so notify others that the meeting, presentation, etc. bores you. Naturally, we analysed this issue also from another perspective and examined how to discover, whether the audience is fully engaged in your presentation or other performance

and listens to it with high interest or is already impatiently awaiting the end. Additionally, it was focused on how to express agreement or disagreement to a given issue without saying a single word, and also how to know whether a person holds the same opinion or argues a different point.

After conducting this extensive analysis, we have reached the following results, and thus we can confirm that we achieved such results that were expected and satisfactory. As it was assumed before, there exists a number of gestures that can support expression of a given feature. It was discovered that signals emphasizing a person's confident appearance are, for example, a strong and firm handshake, maintaining direct eye contact with other participants, straightening the overall posture of the body as well as taking larger steps when walking. Gesticulating with open palms is considered to be one of the best indicators of self-confidence and certainty. A specific element is the so-called steeple which underlines the importance and significance of the person. On the contrary, gestures or other nonverbal expressions that damage a good self-confident impression are, for instance, various signals of nervousness, slouching, shaking, touching or playing with various instruments, since these movements indicate uncertainty and therefore should be rather avoided. It is much better to use the above-mentioned gestures that help to display self-confidence, because a person who reflects natural self-confidence usually has a higher chance for success. Open palms also have a positive impact on a person's credibility as they signify that such person has nothing to hide. Keeping eye contact, smiling, leaning forward or imitating the body language and gestures of other person also positively influence credibility and thus suggest that the person can be trusted. Touching of head, palm, hand or clothes, on the other hand, reveals that such a person is nervous because he can be hiding something. Since trustworthiness is the key to every success, it is especially important to pay attention to the gestures that increase it. The easiest way to recognize a lie is through gestures by which a person expresses his anxiety or nervousness which he feels when he does not tell the truth. It includes hiding of hands, shaking, sweating, touching the mouth or nose, rubbing the eyes, pulling the ears or collar to release the tension resulting from lying. In addition, a person who lies often covers vulnerable parts of the body to protect himself, makes rigid and weird movements or sometimes freezes for a while. Noticing these gestures can help expose lies or a deceitful person much sooner. If someone does not feel comfortable in a certain situation, they will usually take a defensive stance. It is mostly expressed through gestures such as crossing arms and legs or holding an unnecessary object and thus building a barrier. Although these gestures clearly indicate that such person is not interested in further communication, it is

essential to concentrate on eliminating these barriers that prevent from effective communication. Signals used for expressing interest are those associated with openness, such as open palms, shoulders, legs or overall posture, but also with a smile or mirroring gesticulation of other person. On the contrary, expressions, such as weak eye contact, yawning and slowly falling asleep, playing with various objects, constantly frowning or squirming and inability to sit still represent a clear signal that the person is bored and definitely not attracted by the discussed issue. Positive attitude of a person to a given matter can be easily identified by a head nod. Probably the most well-known gesture used to indicate disagreement, on which also most experts agree, is shaking the head from side to side. Knowing and being aware of these gestures can help to reach a compromise faster.

Finally, we would like to highlight contribution of this analysis to the given issue. As it was mentioned many times before, hand gestures can reveal a lot about a person and might also greatly contribute to the effectiveness of communication as a whole. This manual is supposed to help people transform the gesticulation from their weakness to their strength. It has a wide spectrum of uses, for example during negotiations, speeches, lectures, presentations or other kinds of performance related to the business environment. However, it also has its use in the field of politics, teaching, art spheres or wherever one discusses or in some way appears in front of audience. The use of the right gestures and their proper timing is the true key to the success of any good speaker or businessman. The general instructions on how to be successful and communicate effectively using gestures are as follows: use especially open gestures, act confidently, avoid defensive attitudes, be able to express your agreement as well as disagreement, be always honest and know to detect unfair practices displayed by others by monitoring their moves. Introduced tips also serve as a way how to overcome the fear of performing in front of the public and other uncomfortable situations by relieving tension and nervousness and its eliminating through expression of the right gestures.

Conclusion

The theoretical part of our thesis was devoted to characterization of the topic of communication as such. In the first chapter, we focused on defining the basic concepts associated with this issue. We defined terms, such as communication, explained fundamental approaches to understanding communication, took a closer look at the communication process, introduced its individual parts and its whole course. We also emphasized the importance of communication, pointed out to the number of functions it fulfils and described them in more detail. We concentrated not only on the use of communication in everyday life, but also in business environment, underlined crucial principles of effective communication and specified them in more detail.

In the second chapter, we focused on the categorization of communication according to different types of criteria. First, we divided it into formal and informal one based on relationship between the participants, style and purpose of the communication, and characterized these two forms more precisely. According to the communication channel, through which messages are transmitted, we divided it into verbal and nonverbal one and highlighted the importance of each. After dividing verbal communication into oral and written and their brief description, we concentrated on the main object of our interest, and namely on nonverbal communication. In order to define this term and introduce it to the readers in more detail, we presented several of its definitions from different angles. We pointed out the functions that nonverbal communication performs and stressed its enormous importance. Next, we dealt with classification of nonverbal communication and divided it into particular types, which we characterized in more detail and introduced their basic features.

Furthermore, we addressed gestures as such, defined this term more precisely, stated main types of gestures, offered their classification based on the purpose of their use, indicated their meaning, emphasized the reasons for using them and introduced basic rules of effective gesticulation.

In the last chapter of the theoretical part, we focused on the classification of cultures according to the selected model, divided them into three fundamental groups, and namely into linear-active, multi-active and reactive cultures, described their characteristic features in more detail and pointed out the connection between cultures and communication.

At the beginning of our practical part, we followed up on this connection and examined how gestures and particular cultures affect each other. For our analysis, we selected eleven different gestures that are well known and used around the world, examined if their meaning, frequency of use, form of expression or origin differ from country to country, and aimed to determine whether these possible differences are caused by cultural diversity or by other circumstances. This analysis is supposed to serve also as a warning for those who work and communicate in an international environment to be aware of possible differences, respect them, and thus be able to avoid potential misunderstandings, conflicts, feelings of embarrassment or failure resulting from their insufficient knowledge, ignorance, or lack of intercultural competence.

In the second part of our analysis, we concentrated more on the business environment and provided a manual for effective business communication in an intercultural environment using gestures and other forms of nonverbal communication. We selected six main patterns of behaviour and examined which gestures positively influence their achievement and which have the opposite effect and should therefore be avoided. We offered recommendations on how to act more confident and trustworthy using gestures, how to recognize that someone is lying or defending themselves against possible verbal attacks through gestures, and outlined techniques for showing interest or boredom as well as for expressing agreement or disagreement. This manual is designed to help not only in the field of business, but also all people who in some way appear in front of the audience, or are in other challenging situations, and so assist them in achieving their goal more effectively by transforming gestures from their weakness to their strength.

Resumé

Komunikácia je všade okolo nás a tvorí pevnú súčasť našich životov. Schopnosť komunikovať je výsostnou vlastnosťou najmä ľudí. Rozvinula sa už v praveku, hoci jej formy boli zaostané a neporovnateľné s jej dnešnou úrovňou. Najprv to boli rôzne náhodné zvuky, krik alebo iné formy, ktoré títo pravekí ľudia vydávali a tak sa snažili medzi sebou komunikovať. Postupne sa však komunikácia vyvíjala a posúvala dopredu spolu s paralelným vývojom a napredovaním ľudstva. Z náhodných zvukov začali vznikať slová, ktoré tak nadobúdali oveľa väčší význam, spájali sa postupne do viet a utvárali zmysluplnú komunikáciu. Jej význam a efektívnosť tak naďalej rástli, až sa postupne rozvinuli do podoby, v akej ju poznáme dnes. V súčasnosti je komunikácia využívaná vo všetkých oblastiach, či už sa jedná o pracovný, alebo súkromný život a je neoddeliteľnou súčasťou ľudského bytia. Človek je považovaný za veľmi sociálnu a spoločenskú bytosť, a preto má prirodzenú potrebu komunikovať a socializovať sa s inými ľuďmi. Je takmer nemožné vôbec nekomunikovať, keďže komunikácia prebieha neustále, aj keď si to človek mnohokrát neuvedomuje, a to najmä prostredníctvom gestikulácie a iných podobných prejavov. Neverbálna forma komunikácie sa všeobecne považuje za prvotnú formu komunikácie, a teda predstavovala základ pre vznik tej verbálnej. Veď aj ľudia v praveku, ešte predtým ako vydávali prvé zvuky, najprv ukazovali najmä rukami, aby tak niečo znázornili. Význam komunikácie bez slov je teda neodškriepiteľný. Dnes sa neverbálna komunikácia stále používa popri tej verbálnej, dopĺňa ju a robí pestrejšou. Je fascinujúce, ako veľa toho môže o človeku prezradiť, mnohokrát aj viac, ako to dokážu samotné slová. Aj z tohto dôvodu sme sa rozhodli venovať sa tejto problematike a priblížiť čitateľom jej osobitosti. Zamerali sme sa najmä na gestikuláciu a jej zámerné používanie v komunikácii, pretože sa ňou toho dá veľa docieľiť alebo odhaliť.

Keďže je dôležité sa najskôr oboznámiť s danou problematikou, v prvej kapitole sme sa rozhodli venovať sa definovaniu hlavného pojmu tejto práce, a to komunikácie. Je to veľmi široký pojem, ktorý nie je možné vysvetliť iba jednou definíciou a pozerat' sa naňho iba z jedného uhla pohľadu. Preto sme v tejto časti sprostredkovali väčšie množstvo definícií od rôznych zahraničných autorov, aby sme tak ponúkli pohľad na vec z rôznych uhlov a určili prístup, ktorým sa budeme inšpirovať. Väčšina definícií pod pojmom komunikácia rozumie výmenu informácií, myšlienok, ideí, názorov, pocitov či emócií, ktorá prebieha minimálne medzi dvomi osobami. Iné definície ponúkajú umelecký pohľad na vec a zdôrazňujú, že komunikácia vytvára most medzi osobami a umožňuje im tak spojiť sa, je riešením pre všetky

problémy a tvorí základ pre osobnostný rozvoj človeka. Komunikácia je tiež proces, ktorý prebieha oboma smermi a ide v ňom nielen o výmenu informácií, ale aj o ich význam, naplnenie účelu komunikácie a dosiahnutie vzájomného porozumenia. Zdieľanie pocitov a emócií, spoluúčasť sú atribúty komunikácie, na ktoré sa budeme zameriavať počas celej práce, keďže úzko súvisia s jej neverbálnymi formami. Ako ďalšie uvádzame štyri hlavné prístupy ku komunikácii a ich stručné vysvetlenie. Prvý prístup hľadá na komunikáciu ako výmenu a zahŕňa presun, doručenie a prijímanie informácií. Rituálny prístup definuje komunikáciu ako partnerstvo a účasť. Komunikácia ako publicita znamená nástroj na ovplyvňovanie názorov prostredníctvom správ, ktorého nevyhnutnou súčasťou je obecenstvo. Štvrtý prístup vzhliada ku komunikácii ako k vnímaniu a vyzdvihuje jej semiotickú zložku. V tejto kapitole sa následne venujeme komunikačnému procesu ako takému a vysvetľujeme ako funguje. Ten zvyčajne pozostáva zo šiestich hlavných častí. Odosielateľ a prijímateľ správy tvoria jeho najdôležitejšiu súčasť. Bez nich by tento proces nebolo možné uskutočniť. Ďalšími nevyhnutnými elementami komunikačného procesu sú správa a médium, alebo komunikačný kanál, cez ktorý prebieha prenos tejto správy. Kódovanie a dekódovanie danej informácie tvoria základné činnosti, ktoré podmieňujú úspešnosť celého komunikačného procesu. Možné komunikačné šumy a spätná väzba takisto predstavujú prvky, ktoré nemožno opomenúť. Celý komunikačný proces teda prebieha nasledovne: odosielateľ začína celý proces zakódovaním správy, väčšinou kombináciou slov, signálov a znakov dopĺňujúcich význam správy. Tá sa následne prenáša cez určitý komunikačný kanál, ako napríklad telefón, email, konverzácia etc. smerom k prijímateľovi, ktorý túto správu akceptuje, dekóduje a interpretuje jej význam. Niekedy však hladký priebeh celého procesu môžu narušiť tzv. komunikačné šumy, ako napríklad iné vnímanie či pochopenie správy, pocity, nedorozumenia, jazyková bariéra alebo iné prekážky. Keď prijímateľ úspešne dekóduje správu, väčšinou spostredkuje spätnú väzbu a správa sa tak dostáva naspäť k jej odosielateľovi. Význam komunikácie pre ľudstvo ako celok, ale aj pre človeka ako jednotlivca je enormný a v skratke slúži ako nástroj na riešenie problémov, porozumenie druhých a je nevyhnutnou podmienkou na to, aby si ľudia udržali status spoločenských bytostí. Preto sme sa tiež zamerali na stručné charakterizovanie funkcií, ktoré komunikácia plní. Jednou z nich je funkcia kontroly, prostredníctvom ktorej je možné použiť komunikáciu ako nástroj na monitorovanie, kontrolovanie a regulovanie procesov, výkonov a správania ľudí. Sociálna interakcia je ďalšou funkciou komunikácie a umožňuje ľuďom budovať a udržiavať dobré vzájomné vzťahy, ktoré ako spoločenské bytosti tak veľmi potrebujú, ľahšie porozumieť pocitom či problémom iných ľudí, pomôcť im a tým všeobecne zlepšiť blaho celej spoločnosti. Komunikácia sa tiež používa ako jeden zo spôsobov

motivovania a podporovania ľudí v ich potrebách, želaniach, postojoch, zlepšuje schopnosti a umožňuje získať nové poznatky a vedomosti. V neposlednom rade plní komunikácia funkciu informovania a zabezpečuje plynulý chod informácií v správnom čase a na správnom mieste. Komunikácia je dôležitá nielen v každodennom živote, ale aj v oblasti businessu a môže ovplyvniť rôzne podnikateľské činnosti a podnikanie ako také. Hrá teda kľúčovú úlohu, je začlenená do managementu každej firmy, podporuje efektívnosť fungovania jednotlivých procesov, stimuluje kooperáciu medzi zamestnancami, ovplyvňuje tiež rozhodnutia, ktoré boli urobené na základe informácií pochádzajúcich z vnútorného alebo vonkajšieho prostredia firmy a môže tak zvýšiť produktivitu, zlepšiť vzťahy medzi zamestnancami a napomôcť tým k rastu a úspechu celej firmy. Ako posledné sme v prvej kapitole načrtli sedem hlavných princípov efektívnej komunikácie. Prvým z nich je úplnosť a celistvosť správy, ktorá je predmetom komunikácie. Musí byť teda doručená naraz a nesmie sa vynechať nič dôležité. Ďalším znakom efektívnej komunikácie je jej konkrétnosť a cieľ, ktorý ňou chceme dosiahnuť. Zdvorilosť a rešpekt voči účastníkom komunikácie je taktiež nevyhnutnou súčasťou. Korektnosť, teda správny výber slov, znakov, gest, či iných prostriedkov a ich správne načasovanie pozitívne vplýva na celý proces. Správa musí byť tiež jasne a zreteľne sformulovaná, aby sa tak predišlo možným nejasnostiam a nedorozumeniam. Keďže prijímateľ správy nikdy nie je ten istý, treba ju zvyčajne prispôbiť veku, schopnostiam, vzdelaniu, potrebám či záujmom účastníkov komunikácie. Aby sme zvýšili efektívnosť komunikácie, je potrebné vyjadriť sa čo najstručnejšie, ale tak, aby sme zabezpečili prenos všetkých dôležitých informácií. Správa by teda nemala byť ani príliš dlhá, ani príliš krátka. Rešpektovanie a aplikovanie týchto základných princípov môže dopomôcť k dosiahnutiu lepších celkových výsledkov.

Druhá kapitola teoretickej časti sa zaoberá kategorizáciou komunikácie, pretože je potrebné vymedziť jednotlivé typy a formy komunikácie, rozdeliť ich do skupín a určiť tie, ktoré budú hlavným predmetom ďalšieho skúmania. Pre toto rozdelenie sme si zvolili dva rôzne druhy kritérií. Najprv sme komunikáciu rozdelili na dva základné typy podľa vzťahu medzi jej účastníkmi, spôsobu a účelu komunikácie, a to na formálnu a neformálnu komunikáciu. Vo formálnej komunikácii sú striktné vymedzené jednotlivé úlohy a roly jej účastníkov ako aj kanál, cez ktorý táto interakcia prebieha. Formálna komunikácia sa používa najmä v oblasti businessu a pri rôznych oficiálnych príležitostiach a charakterizuje sa ako výmena oficialít, ktorá je väčšinou podporená aj písomnou formou. Neformálna komunikácia prebieha v uvoľnenejšom prostredí a atmosfére, medzi priateľmi, partnermi či známymi, môže obsahovať klebety, small-talk, vyjadrenie pocitov atď. a označuje sa ako spontánna forma

komunikácie, kde nie sú potrebné žiadne pravidlá či predpisy, nie je limitovaná a prenos informácií nasleduje veľmi rýchlo. Podľa komunikačného kanálu alebo média, prostredníctvom ktorého komunikácia prebieha, ju delíme na verbálnu a neverbálnu. Oba typy komunikácie sú dôležité, pretože sa navzájom dopĺňajú. Štúdie však ukazujú, že neverbálna komunikácia, najmä reč tela, tvorí viac ako polovicu celého komunikačného procesu, používa sa omnoho viac a preto sa jej pripisuje väčší význam ako tej verbálnej. Každá z nich vykazuje svoje výhody a nevýhody čo sa týka rýchlosti prenosu informácií, spoľahlivosti, časovej náročnosti, pochopenia významu či možnosti spätnej väzby. Verbálnu komunikáciu ďalej klasifikujeme na orálnu, ktorá na prenos správ používa hovorené slovo, väčšinou vyžaduje priamy kontakt, je vysoko cenená v rôznych oblastiach, ponúka možnosť promptnej odpovede a riešenia nedorozumení za pochodu; a písomnú, ktorá na prenos informácií využíva písané slovo alebo symboly, používa sa najmä vo formálnom prostredí, zahŕňa písanie listov, e-mailov, reportov a iných dokumentov, je možné ju zaznamenať a považuje sa za dôveryhodnejšiu. Je však pomalšia a časovo náročnejšia ako tá orálna. Po vyčlenení a charakterizovaní jednotlivých typov verbálnej komunikácie sme sa v ďalšej časti tejto kapitoly sústredili na definovanie neverbálnej komunikácie, keďže tá tvorí hlavnú oblasť nášho záujmu. Definuje sa ako komunikácia bez použitia slov. Napriek tomu, že tento pojem poznáme už po stáročia, naďalej sa skúma, je oveľa širší ako si myslíme a zahŕňa všetky správy, ktoré sú vyjadrené inými než lingvistickými prostriedkami. Mnohé definície, ktoré uvádzame, vyzdvihujú použitie gest, symbolov a skúmajú iné vzory správania, ktoré prenášajú určitý význam a podčiarkujú zámernosť takéhoto konania. V skratke, neverbálna komunikácia je všetko to, čo robíme, okrem slov. Prebieha neustále, mnohokrát bez toho aby si to človek uvedomoval, a teda nie je možné nekomunikovať, aj keď napr. človek pokojne sedí na stoličke. Neverbálna komunikácia plní množstvo funkcií a jej význam je obrovský. To, akým spôsobom človek sedí, stojí, či sa pohybuje, môže o ňom prezradiť veľa informácií. Jednotlivé formy nonverbálnej komunikácie sa často používajú na zopakovanie či zdôraznenie významu konkrétnej verbálnej správy, môžu doplniť či nahradiť slová, slúžiť ako vhodná alternatíva a tak pomôcť lepšie porozumieť celkovému komunikačnému zámeru a zabezpečiť plynulý a hladký priebeh komunikácie.

V poslednej časti druhej kapitoly sa zaoberáme klasifikáciou neverbálnej komunikácie a uvádzame jej osem základných typov, ktoré podrobne charakterizujeme. Každý z nich sa vyznačuje inými typickými črtami a plní iné úlohy, ktorými sa odlišuje od ostatných. Kinezika, označovaná aj ako reč tela, patrí pravdepodobne k najrozšírenejším formám neverbálnej komunikácie a predstavuje základný predpoklad na jej pochopenie. Pôvodne pochádza

z gréckeho jazyka a znamená pohyb. Skúma teda najmä pohyb celého tela, rúk, dlaní, nôh, či tváre a v podstate zastrešuje všetky jednotlivé formy neverbálnej komunikácie. Pohyby tela celkovo plnia značné množstvo funkcií, vo veľkej miere prispievajú k efektívnosti celej komunikácie, podporujú, doplňujú, zdôrazňujú, ale aj sledujú, regulujú či nahrádzajú verbálne správy a tak môžu zabezpečiť lepšie vyjadrenie emócií či pocitov a tiež lepšie porozumenie. Pohyby hlavy sa často používajú na prejavenie záujmu, uznania či odpovede. Medzi dva základné pohyby hlavy patria prikývnutie na znak súhlasu a pozitívnej odpovede, a pokrútenie hlavou zo strany na stranu na znak jasného „nie“. Naklonenie hlavy na stranu väčšinou signalizuje zvýšený záujem, zatiaľ čo hlava spustená dolu naznačuje nedostatok záujmu, agresiu, či iné negatívne emócie. Postoje sa charakterizujú ako pozície tela, ktoré sa vyjadrujú s určitým zámerom. Medzi štyri základné pozície tela patria: sed, stoj, ľah a kľak alebo drep. Každá z nich disponuje rôznymi kombináciami a tak nesie viacero významov. Väčšina komunikácie sa však uskutočňuje v pozícii sedu alebo stoja, a preto patria tieto dve pozície tela k tým najvýznamnejším. Výrazy tváre, alebo mimika, sa definujú ako rôzne pohyby a pozície tváre a patria k najaktívnejším častiam tela čo sa týka vyjadrovania pocitov. Niektoré z nich sú univerzálne a akceptujú sa po celom svete, napr. smútok, hnev či radosť. Niektoré emócie a najmä dôvody ich vyjadrenia sa však naprieč kultúrami môžu líšiť. Človek je schopný túto mimiku kontrolovať a pri určitej snahe skryť niektoré emócie a zachovať si tak nehybnú tvár. Úsmev patrí k najčastejšie aplikovaným výrazom tváre a existuje veľa jeho druhov. Najviac sa však používa zámerne, a nie spontánne. Takýto typ úsmevu sa nazýva spoločenský, alebo aj umelý či vynútený a líši sa od toho naozaj úprimného, ktorý je veľmi ťažké, ak nie nemožné predstierať. Mimika tváre môže navodiť pozitívnu atmosféru, ale môže ju aj prostredníctvom negatívnych emócií zhoršiť. Očný kontakt rovnako patrí k najdôležitejším formám neverbálnej komunikácie, pretože sa všeobecne hovorí, že oči sú oknom do duše a môžu toho teda veľa prezradiť. Očný kontakt plní v komunikácii množstvo podstatných úloh, ako napríklad prenos informácií o pocitoch, usmerňuje konverzáciu, ukazuje pripravenosť komunikovať, dokáže vytvoriť spojenie s ostatnými ľuďmi a umožňuje zistiť, či majú záujem alebo sa nudia, a tak prispôbiť správanie tejto situácii. Proxemika študuje fyzický priestor a odstup medzi viacerými osobami a skúma ako to ovplyvňuje celú komunikáciu. Všeobecne rozlišujeme medzi štyrmi základnými typmi vzdialenosti: intímna, osobná, sociálna a verejná alebo oficiálna. Platí, že čím menšia vzdialenosť, tým osobnejší vzťah. Haptika je disciplína, ktorá sa venuje asi najprimitívnejšej forme komunikácie, a to dotykom. Tie sa považujú za vôbec prvý typ neverbálnej komunikácie, ktorý sa kedy používal. Celkovo poznáme päť primárnych funkcií dotyku: vyjadrenie pozitívnych a negatívnych emócií, zámer hrať sa, monitorovanie a

kontrola správania druhých, vyjadrenie hierarchie a dotyk ako forma pozdravu. Paralingvistika je ďalšou formou neverbálnej komunikácie a zaoberá sa rôznymi aspektami hlasu, ako napr. tempo, rytmus, intonácia, hlasitosť a pod. Niekedy to nie sú samotné slová, ale spôsob ich vyslovenia, ktorý hrá významnejšiu úlohu a môže tak úplne zmeniť význam celej správy, takisto ako ticho, ktoré tiež patrí k paralingvistickým prostriedkom. Chronemika skúma časové hľadisko komunikácie. Čas plní v komunikačnom procese dôležitú funkciu a väčšinou sa delí na osobný, biologický, fyzický a kultúrny. Podľa času tiež poznáme dva prístupy ku komunikácii, a to monochrónny, kde činnosti nasledujú jedna po druhej; a polychrónny, v ktorom viaceré činnosti prebiehajú súčasne. Chromatika je časť neverbálnej komunikácie zaoberajúca sa skúmaním farieb, ich významov a vplyvov na komunikáciu. Ku každej farbe je obvykle priradený iný význam a interpretácia farieb sa líši od kultúry ku kultúre. Neverbálna komunikácia v neposlednom rade pozostáva tiež z artefaktov, predmetov, oblečenia či prostredia, v ktorom sa ľudia nachádzajú, keď práve komunikujú.

Avšak pravdepodobne najdôležitejšou formou neverbálnej komunikácie spomedzi všetkých typov je gestikulácia. Preto sme sa rozhodli venovať jej samostatnú kapitolu. Je najviac viditeľným elementom, plní množstvo funkcií a zjednodušuje celú konverzáciu. Ak medzi dvomi ľuďmi existuje jazyková bariéra, môže práve gestikulácia slúžiť ako vhodný prostriedok dorozumenia sa. Gestá sa definujú ako pohyby tela a to najmä rúk a dlaní, za účelom vyjadriť nejaký postoj alebo poslať správu. Rozlišujeme medzi tromi základnými typmi gest: adaptory, emblémy a ilustrátory. Adaptory sa považujú za pohyby, ktoré súvisia s dotykmi, prejavmi nervozity, pociťovaním a následným vyjadrovaním určitej potreby. Patrí sem napríklad kývanie alebo trasenie nohou, klikanie pera, hranie sa s vlasmi, prstami, rôznymi predmetmi, škrabanie hlavy atď. Môžu byť prejavom napätia, ktoré človek pociťuje a nejakým spôsobom sa túto energiu snaží uvoľniť, ale aj prejavom nezáujmu či iných situácií. Emblémy sa charakterizujú ako gestá s presne definovaným významom a zvyčajne nahrádzajú slová alebo celé frázy. Ich význam sa však v rôznych kultúrach môže líšiť. Existujú však aj emblémy, ktoré sú univerzálne, ich význam je všade rovnaký a používajú sa po celom svete. Medzi také patrí napr. zdvihnutie palca pri stopovaní auta na krajnici. Emblémy sa delia na statické a dynamické. Posledným typom sú ilustrátory, ktoré patria k najpoužívanejším formám gest a plnia funkciu ilustrovania a znázorňovania verbálnej správy. Napríklad, slovo „veľký“ možno ilustrovať pohybom rúk smerom od seba a znázorniť veľkosť a tvar daného objektu. Ilustrátory zväčša nie sú spojené s konkrétnym významom, ale závisia od kontextu, sú vrodené, človek sa ich teda nemusí učiť, ale robí ich automaticky bez rozmýšľania. Existuje niekoľko dobrých

dôvodov, prečo používať gestá. Počas svojich prezentácií či vystúpení ich aplikujú všetci dobrí speakri, a to je práve to, čo ich robí úspešnými. Gestá podporujú a zjednodušujú komunikáciu, robia ju zrozumiteľnejšou, umožňujú lepšiu predstavivosť, môžu tiež vyjadriť emócie, postoje, znížiť napätie, motivovať či upútať pozornosť. Gestá podľa iných kritérií delíme do nasledujúcich skupín: opisné, zdôrazňujúce, sugestívne a promptné, ktoré slúžia na získanie alebo doručenie rýchlej odpovede. Význam jednotlivých gest tiež môže závisieť od miesta alebo úrovne tela, okolo ktorej sa vyjadrujú, napr. úroveň hlavy, ramien či bokov a takisto od orientácie dlane, a to smerom dopredu, dozadu, hore alebo dolu. Nie všetci ľudia prirodzene radi gestikulujú, nie je to však nič, čo by sa nedalo naučiť. Existuje preto niekoľko tipov ako používať gestá efektívne. Každé gesto musí mať určitý zámer, byť prirodzené, viditeľné, presvedčivé a zrozumiteľné pre všetkých, malo by súvisieť s hovoreným slovom a odzrkadľovať osobnosť a záujem gestikulujúceho o danú tématiku. Gestikulácia by tiež mala prebiehať za vhodných podmienok, prispôbiť sa konkrétnej situácii, príležitosti či obecnstvu a mala by mať to správne načasovanie.

Keďže je gestikulácia úzko prepojená s kultúrami a význam niektorých gest sa môže od kultúry ku kultúre líšiť, v ďalšej kapitole sme sa zamerali na jednotlivé kultúry, podľa Lewisovho modelu kultúr ich rozdelili do troch skupín na lineárne-aktívne, multi-aktívne a reaktívne a venovali sa ich charakteristickým črtám a vzájomným odlišnostiam. K typickým multi-aktívnym kultúram patria Taliansko, Španielsko, Brazília, Čile, Argentína či Mexiko, k lineárne-aktívnym najmä Nemecko, Švajčiarsko a Luxembursko. Vietnam, Čína a iné ázijské krajiny sa zase zaraďujú k reaktívnym kultúram. Multi-aktívne kultúry vnímajú čas flexibilne a preto často nie sú schopní dodržať termíny či prísť načas, robia väčšinou viac činností naraz, nemajú potrebu dopredu plánovať a striktné sa držať nejakého harmonogramu. Čas pre nich nehrá významnú úlohu, radšej sa prispôbia realite a konkrétnej situácii, v ktorej sa nachádzajú, ako by mali sledovať agendu. Nenechávajú veci otvorené a nedoriešené, pretože si vysoko cenia medziľudské vzťahy a vždy dokončia konverzáciu. Typickou formou komunikácie pre tento typ kultúry je dialóg, preto netolerujú ticho a hneď iniciujú ďalšiu konverzáciu, keď náhodou jedna skončí. Sú považovaní za extrovertov, radi konverzujú, gestikulujú a socializujú sa s inými ľuďmi. Vyjadrovanie pocitov, emócií či postojov prostredníctvom gest a iných neverbálnych prostriedkov patrí k prirodzenej súčasťi ich komunikácie. Multi-aktívne kultúry sa spoliehajú na informácie z prvej ruky, preferujú osobný kontakt, sú veľmi výreční a schopní komunikovať o čomkoľvek. Vzájomné vzťahy sú pre nich oveľa dôležitejšie ako jednotlivé úlohy, a preto často neoddeľujú pracovný život od

súkromného. Pre lineárne-altívne kultúry majú projekty, analýzy a plánovanie obrovský význam, snažia sa všetko urobiť do najmenších detailov. Preto vykonávajú iba jednu činnosť alebo úlohu naraz, aby jej tak mohli venovať všetku svoju pozornosť a urobiť ju dôsledne. Až keď je jedna aktivita úplne dokončená, začnú sa zaoberať ďalšou. Čas hrá pre tento typ kultúry veľmi dôležitú úlohu. Väčšinou si tieto kultúry všetko plánujú dopredu, striktne sa držia stanoveného harmonogramu, plánov a faktov, k úlohám pristupujú zodpovedne a snažia sa ich vykonať čo najefektívnejšie. Sú presní ako hodinky, vždy prídu načas, čo je vysoko cenené v pracovnej, ako aj v súkromnej oblasti. Typickou formou komunikácie pre lineárne-aktívne kultúry je taktiež dialóg. Monológ sa vyskytuje iba zriedkavo a úplné ticho bez akejkoľvek konverzácie či odpovede sa považuje za neslušné. Zástupcovia týchto kultúr sú obyčajne tichí, uzavretí a trezliví individualisti, starajú sa najmä o svoje problémy, neobľubujú siahodlhé konverzácie, ale radšej sa vyjadrujú stručne a priamo k veci, aby tak ušetrili čas. Keďže preferujú a snažia sa zachovať harmóniu, neukazujú svoje emócie navonok a neverbálnu komunikáciu aplikujú iba v malom množstve. Reaktívne kultúry iba zriedka iniciujú komunikáciu, zväčša iba čakajú na druhých, zatiaľ čo pozorne počúvajú a potichu si pripravujú svoj postoj či odpoveď. Sú považovaní za najlepších poslucháčov, dokážu sa stále plne koncentrovať na danú vec, nikdy neprerušujú konverzáciu a neskáču do reči, pretože sa snažia byť slušní a úctiví, zachovať harmóniu a preukázať rešpekt voči druhým. Ticho hrá pre nich významnú úlohu a tvorí dôležitú súčasť ich komunikácie. Často preto trvá dlhšiu dobu, kým konečne vyslovia svoju odpoveď, pretože sa všetko snažia robiť precízne, do najmenších detailov, aby sa tak vyhli nedorozumeniam. Typickou formou komunikácie je monológ, prerušovaný pauzami ticha. Reaktívne kultúry sa považujú za nepredvídateľných introvertov, pri komunikovaní šetria slovami, povedia vždy iba to, čo je naozaj nevyhnutné, a preto radšej využívajú neverbálne formy komunikácie, v ktorých sú majstrami. Ani s ich používaním to však neprehánajú, negestikujú tak veľmi ako multi-aktívne kultúry, zvyčajne neudržia očný kontakt, pretože sa tak cítia nekomfortne a radšej sklopia zrak. Sú veľmi šetrní aj vzhľadom na pohyby tela, neurobia žiadny pohyb navyše, ale snažia sa zachovať si pokojnú tvár. Konfliktom sa teda vyhýbajú za každú cenu. Sú zodpovední aj čo sa týka vnímania času, veľmi presní, vždy chodia načas, dokážu pracovať dlhé hodiny, a tak sú ideálnymi pracovnými partnermi. Členovia reaktívnych kultúr dodržia stanovené plány, sú flexibilní, vedú sa prispôbiť druhým ľuďom, dbajú na medzilidské vzťahy a investujú do nich značné množstvo času, pretože veria, že im to môže pomôcť v dosiahnutí lepších výsledkov.

Charakterizovanie týchto kultúr bolo dôležité z hľadiska predmetu našej analýzy. V úvode praktickej časti sme sa zamerali na konkrétne vybrané gestá, podrobne ich opísali, analyzovali sme ich význam, frekvenciu používania, tvar, prevedenie či pôvod. Tento výskum sme zasadili do interkultúrneho prostredia a skúmali sme, či sú tieto gestá a ich jednotlivé znaky vrámci rôznych kultúr rovnaké, alebo či vykazujú isté odlišnosti, ktoré sú podmienené kultúrnou diverzitou. Pre túto analýzu sme si vybrali nasledujúce gestá, ktoré sú dobre známe a používajú sa naprieč mnohými krajinami: OK gesto, gesto v tvare písmena „V“, palec hore alebo dolu, gesto znázorňujúce rohy, gesto figa, prekrížené prsty, lusknutie prstami, privolávacie gesto „pod’ sem“, ukazovanie prstom, gesto „stop“ a tiež typické talianske gesto v tvare mušle. Po dôkladnej analýze sme zistili, že skúmané atribúty jednotlivých gest nie sú všade rovnaké, a teda sa v jednotlivých krajinách líšia. Každá kultúra, v ktorej sa dané gesto používa, má zvyčajne svoj vlastný príbeh o tom, ako určité gesto vzniklo a odkiaľ vlastne pochádza. Prevedenie či konkrétny tvar gesta sa takisto odlišujú v závislosti od jednotlivých krajín, prispôbujú sa danej situácii, tradíciám, zvyklostiam či normám uplatňovaným v tej ktorej krajine. Mení sa orientácia a smer ruky, dlane, či prstov. Skúmané gestá sa v niektorých krajinách používajú na dennej báze a sú pevnou súčasťou komunikácie, v iných sa zase používajú len zriedka či vôbec, alebo sú dokonca zakázané, pretože patria k všeobecne známym a rešpektovaným tabu. Najväčšie rozdiely alebo nezrovnalosti sme však zaznamenali v oblasti významu jednotlivých gest a ich následnej interpretácie. Prišli sme na to, že význam týchto gest sa väčšinou líši od kultúry ku kultúre, niekde je spojený s pozitívnou asociáciou a inde zase s negatívnou. Dospeli sme teda k záveru, že jednoznačne existuje spojenie medzi gestikuláciou a kultúrami, a že tieto dve oblasti sú vzájomne prepojené. Z toho vychádza, že zistené odlišnosti medzi jednotlivými gestami, ich významami a používaním v rôznych krajinách sú primárne spôsobené kultúrnou diverzitou. Je to najmä preto, že každá kultúra je jedinečná, má svoje charakteristické črty, udržiava svoje vlastné tradície, zvyklosti a normy, aby sa tak odlišila od ostatných a preto má aj svoje vlastné zaužívané pravidlá čo sa týka používania a interpretácie neverbálnych prostriedkov. Je veľmi dôležité tieto osobitosti vnímať a rešpektovať ich. Z tohto dôvodu slúži naša analýza aj ako určitá forma varovania pre ľudí činných v medzinárodnom prostredí, pracujúcich v tímoch zložených z rôznych národností, aby upriamili pozornosť na tieto odlišnosti, poznali ich, akceptovali, a tak predišli možným nedorozumeniam, faux pas, či konfliktom spôsobených nevedomosťou a ignoranciou. Tieto nadobudnuté poznatky o gestách a variáciách ich významov naprieč kultúrami sú kľúčovým predpokladom pre efektívnu komunikáciu medzi ľuďmi rôznych národností a odrážajú ich zrelosť, všeobecný prehľad, solidaritu a najmä ich interkultúrnú kompetenciu.

Ďalej sme sa rozhodli venovať sa viac podnikateľskému prostrediu. V druhej časti našej analýzy sme sa sústredili na vytvorenie manuálu na efektívnu obchodnú komunikáciu v interkultúrnom prostredí s použitím gestikulácie a iných neverbálnych prostriedkov. Vybrali si sme šesť rôznych situácií a skúmali sme aké techniky použiť, aby sa tieto situácie a ciele naplnili čo najefektívnejšie. Porovnávali sme efekt rôznych typov gest na konkrétne situácie, zdôraznili tie, na ktoré sa treba zamerať a upozornili na také, ktorým sa treba vyhnúť. Analyzovali sme, ktoré gestá pozitívne vplyvajú na vytvorenie sebavedomého dojmu, a naopak, ktoré tento dojem výrazne znižujú. Ako ďalšie sme sa koncentrovali na gestá zvyšujúce dôveryhodnosť danej osoby. Poukázali sme tiež na to, ako odhaliť klamstvo prostredníctvom neverbálnych prostriedkov, ktorými sa klamár väčšinou prezentuje. Gestikulácia tiež môže o človeku prezradiť, že sa niečoho obáva, a tak zaujme defenzívny postoj. Dávame preto do pozornosti aj techniky, ktoré slúžia na identifikovanie takejto situácie u druhých ľudí. Uvádzame postupy, ako prostredníctvom gest ukázať záujem, či prejaviť nezáujem. V neposlednom rade sa venujeme otázke vyjadrenia súhlasu a nesúhlasu bez vyslovenia čo i len jediného slova. Všetky tieto techniky uvádzame z obidvoch uhlov pohľadu, teda ako tieto situácie rozpoznať u druhých ľudí, ale aj ako môže človek sám zaujať daný postoj, či vytvoriť určitý dojem. Zistili sme, že gestá, ktoré všeobecne pozitívne vplyvajú na zmienené situácie, sú predovšetkým otvorené dlane rúk, uvoľnený a otvorený postoj celého tela, ramien a nôh, imitácia gestikulácie druhej osoby, či stály očný kontakt. Naopak, ku gestám s negatívnym vplyvom patria najmä tie uzavreté, ako napr. prekríženie rúk, prstov, nôh, odvrátenie hlavy či tela a všetky gestá vyplývajúce z nervozity, či obranného postoja. Tento manuál má veľmi široké použitie, môže pomôcť ľuďom pretransformovať gestikuláciu z ich slabšej stránky na tú silnú, je využiteľný v oblasti businessu, politiky, učiteľstva, umenia či iných sfér, v ktorých človek určitým spôsobom vystupuje pred inými ľuďmi. Taktiež ponúka tipy ako prekonať strach z vystupovania či iných nepríjemných situácií, tým že sa táto negatívna energia prostredníctvom gestikulácie vyplaví a odstráni. Aplikovanie tých správnych gest a ich správne načasovanie je skutočným kľúčom k úspechu, môže zefektívniť celý proces komunikácie a tým pomôcť ľuďom jednoduchšie a rýchlejšie dosiahnuť ich ciele.

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Appendices

Appendix number 1 – Gestures of confidence



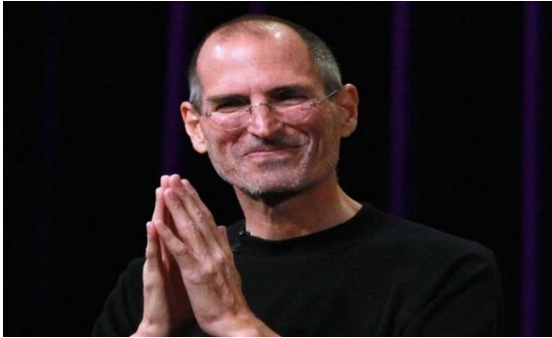
Steeple



Open palms



Superiority position



Palms together



Finger counting



Hand on heart



One more thing

Appendix number 2 – Gestures to look trustworthy



Smile



Leaning forward



Mirroring the body language

Appendix number 3 – Gestures used when lying



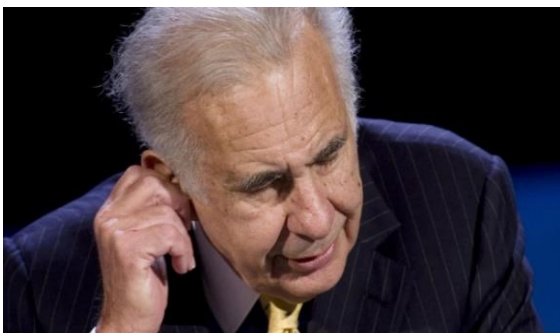
Hand on mouth



Nose touch



Rubbing of eye



Grabbing of ear



Neck touching



Pulling of a collar



Poker face



Feet shuffling

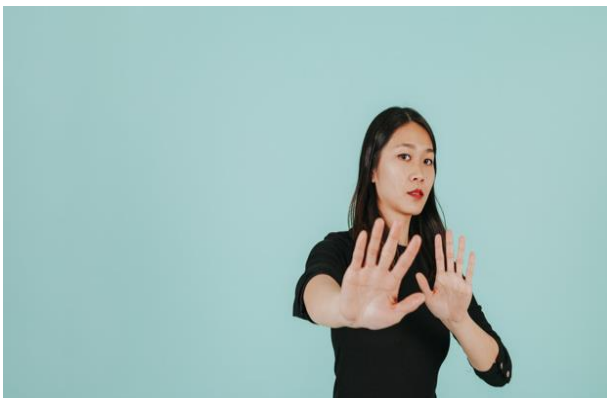
Appendix number 4 – Defensive gestures



Crossed arms



Crossed legs



Defensive gesture

Appendix number 5 – Gestures of interest and boredom



Tilted head

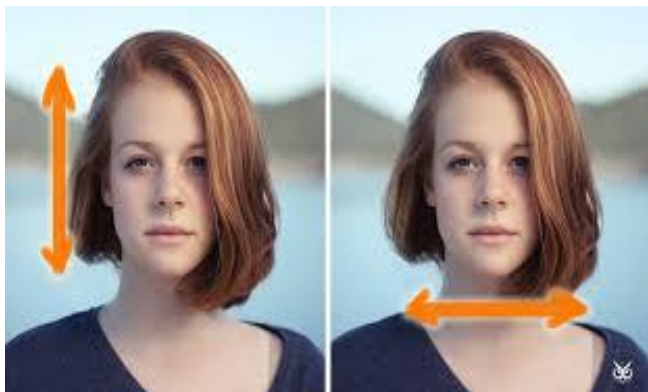


Yawning



Boredom

Appendix number 6 – Gestures of agreement and disagreement



Head nod and head shaking



Hand chop



Lips strictly put together