

## Chapter 6

# Language and Nonverbal Communication

Modified from Harris & Wilson slides © 1998

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## Objectives

1. Explain verbal and nonverbal communication as a “package” of messages.
2. Describe how language creates reality and carries meaning.
3. Name and explain six ways to use language well.
4. Identify and explain four uses of nonverbal communication.

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## Objectives (cont'd.)

5. Describe the relationship between volume of space and status.
6. Suggest the kinds of messages a person conveys through use of time and space.
7. Explain the significance of touching, eye contact, and physical appearance.
8. Determine appropriate dress for various work situations.

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Explain verbal and nonverbal communication as a “package” of messages.

- Verbal messages = Language
- Nonverbal messages = Facial expression, gestures, posture, tone of voice, use of space and time, etc. We never send just one message. We send a “package” of verbal and nonverbal messages. We use the nonverbal part of the package to interpret the words.

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Describe how language creates reality and carries meaning.

We relate to the world outside ourselves by using language to create denotative, connotative, and relational meaning.

- Denotative meaning = Shared understanding.
- Connotative meaning = Affective, or emotional value of language.
- Relational meaning = How people orient toward one another when they talk.

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Six ways to use language well.

- Use appropriate language — Never offend.
- Avoid trite expressions — “Spring Chicken.”
- Use simple language — 5¢ words vs. 85¢ words.
- Use clear language — “A lot” vs. “\$50,000.”
- Use vivid language — Real names, numbers, color.
- Use action language — Let the subject do something.

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Identify and explain four uses of nonverbal communication.

- Reinforcement — To strengthen and support.
- Modification — Slightly change the meaning .
- Substitution — To take the place of words.
- Regulation — To control, direct, adjust.

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About 5-minutes. Can you think of at least three examples for each of these uses of nonverbal messages?

- Reinforcement — To strengthen and support
- Modification — Slightly change the meaning
- Substitution — To take the place of words
- Regulation — To control, direct, adjust

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Describe the relationship between volume of space and status.

Powerful individuals have larger personal spaces (offices and homes), and more freedom of movement in and control of other people's spaces. Plus, they get to choose positions that give them more prominence.

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How might a person use time and space to:

- reinforce an idea?
- modify a message?
- substitute for words?
- regulate, control, adjust, or direct?

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Suggest the kinds of messages a person conveys through use of time and space.

- relational messages (“We are intimates.” “You won’t mind if I’m early.”)
- cultural messages (“I know how close to stand in order to define our relationship.” “You are more important than I am, so I’ll show up early and wait for you.”)
- messages about power. (In 1950 Gen. MacArthur made President Truman wait for over an hour when they met on Wake Island to discuss the Korean War.)
- messages about who you are.

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Explain the significance of touching, eye contact, and physical appearance.

- Significant gender differences exist.
- All these codes “give off” powerful relationship messages
  - Reinforcement
  - Modification
  - Substitution
  - Regulation

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Can you find examples where touching, eye contact, and physical appearance have been used for:

- Reinforcement?
- Modification?
- Substitution?
- Regulation?



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### How to determine appropriate dress for various work situations.

- Look at what other people at your level are wearing.
- Examine the “dress code” of the individuals in positions just above your level.
- Use common sense.

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### Other Work Environment Considerations

- Describe the relationship between volume of space and status.
- Suggest the kinds of messages a person conveys through use of time and space.
- Explain the significance of touching, eye contact, and physical appearance.
- Determine appropriate dress for various work situations.

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## Key Objective

To understand the major message systems

- verbal
- nonverbal

Work together to create reality and convey meaning. How we use these message systems is a matter of choice. The greater the skill you develop in using these message systems the more likely the career success you will achieve.

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