

EMPLOYABILITY SKILLS

(Class IX)

Common to All Sectors



PSS Central Institute of Vocational Education
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UNIT 1 : COMMUNICATION SKILLS

Session 3 : Non-Verbal Communication

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Session Objectives

The students will be able to:

- ❑ Explain the importance of non-verbal and visual communication;
- ❑ Identify different types of non-verbal communication;
- ❑ Use the non-verbal communication correctly; and
- ❑ Avoid common mistakes in non-verbal communication.

Meaning of Non-Verbal Communication

Non-verbal communication is the message we send to others, without using any words.

We send signals and messages to others, through expressions, gestures and body postures.

For example, placing a finger on the lips to indicate the need for silence.



Importance of Non-Verbal Communication

- ❑ Using the right gestures, while speaking makes our message more effective.
- ❑ Non-verbal communication helps us in understanding our audience's reaction and adjust our behaviour or communication accordingly.
- ❑ Non-verbal communication helps us in being professional at work.

Types of Non-verbal Communication

□ Hand movements (gestures) and body language

Example: Raising a hand to greet and pointing your finger in anger.



□ Expressions

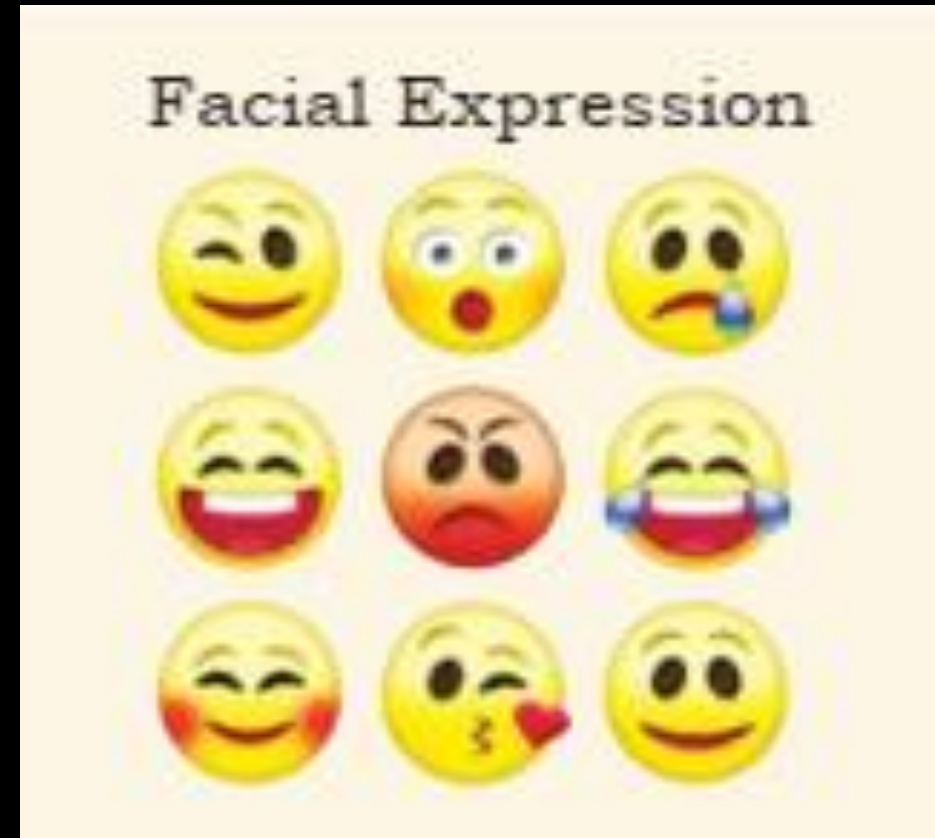
Example: Smiling to show happiness and making a sad face when you are upset.

Types of Non-verbal Communication

Facial Expressions

A facial expression shows the feelings of a person.

For example, when we are happy, we express it through a smile and when we are sad we show a gloomy face.

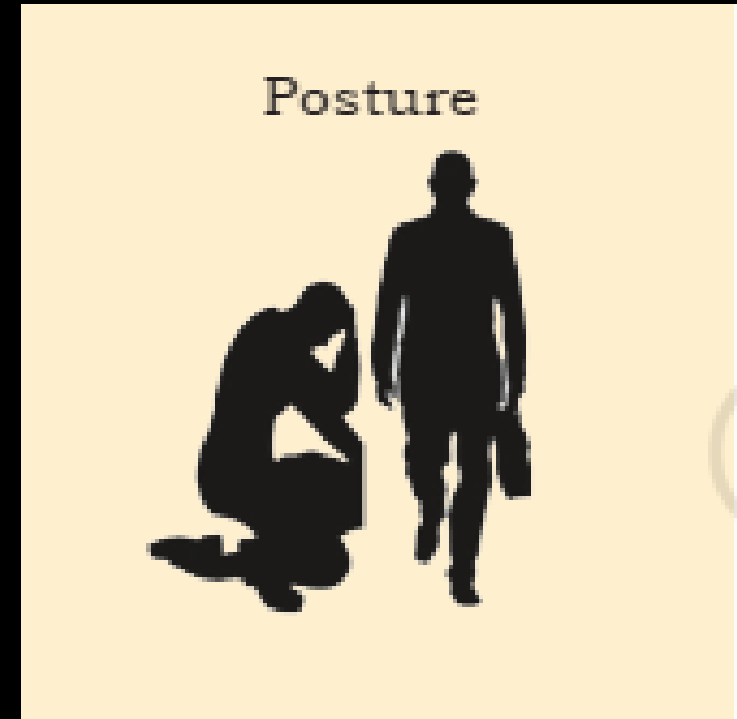


Types of Non-verbal Communication

Postures

Postures are positions of the body. They show our confidence and feelings.

For example, straight body posture is seen as confidence. Holding your head may be considered as tiredness.

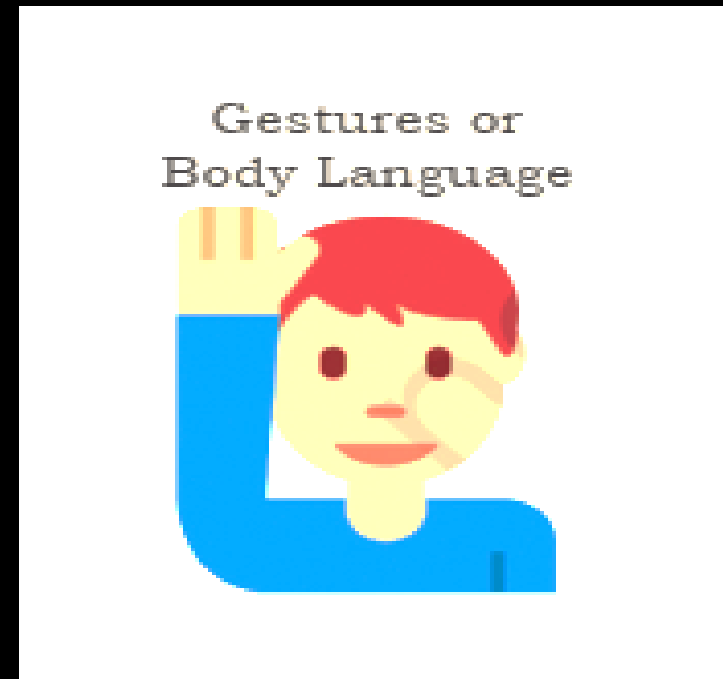


Types of Non-verbal Communication

Gestures

Gestures describe movements of parts of the body, especially hands or head, to express an idea or meaning. It includes waving, pointing and using our hands when speaking.

For example, raising a hand may mean asking a question.



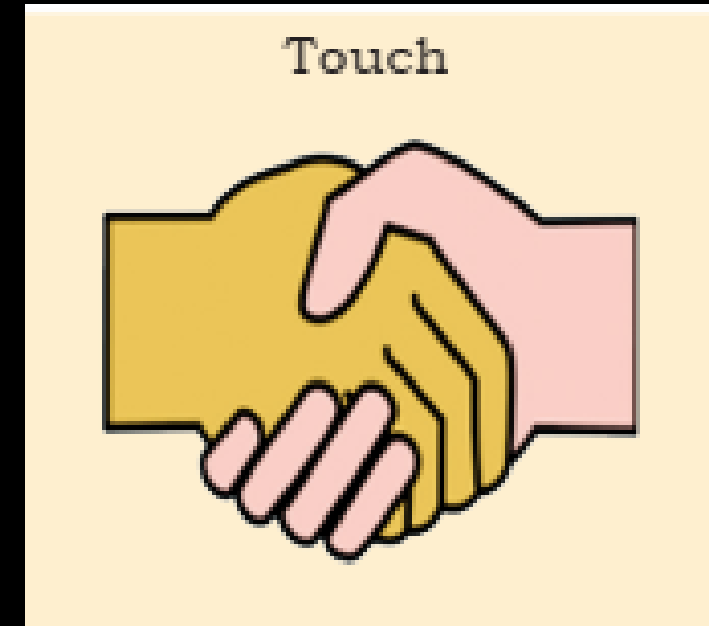
Types of Non-verbal Communication

Touch

Touch, such as shaking hands and patting on the back are examples of non-verbal communication.

A firm handshake shows confidence. However, handshake may be avoided as it may lead to spread of germs.

Sports coaches generally pat on the back of the players to encourage the players.

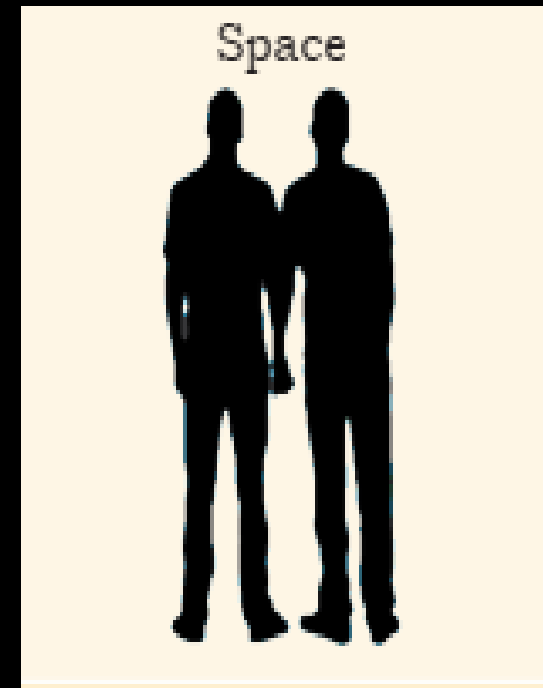


Formal or Informal Communication

Formal Communication refers to the communication that takes place through official channels in an organisation.

Informal communication is generally used between friends and acquaintances, for general conversation. At workplace, informal communication may take place without any official channel.

One of the factors that conveys whether the non-verbal communication is formal or informal, is the **space** between two persons during communication. The space between two persons generally depends on the intimacy or closeness.



Paralanguage

Paralanguage is the tone of our voice, speed and volume that makes a difference in the meaning of the communication. Speaking too fast may show excitement or nervousness. Speaking too slow may show seriousness, sadness or making a point.

Use a proper tone and volume while speaking.

Maintain a moderate rate (speed) of talking.



Visual Communication

- ❑ Visual communication involves sending and understanding messages only through images or pictures.
- ❑ The main advantage of this type of communication is that you do not need to know any particular language for understanding it.

Examples of Visual Communication

Visual Communication: Exchanging Information through Images

Traffic symbol which communicates not to blow horn



Traffic Lights—Red for Stop; Yellow for Wait and Green for Go



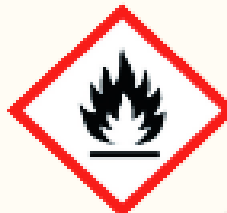
Sign for ladies and gents toilet



Sign showing railway crossing



Sign for flammable substances



Sign for slippery surface



Sign used to pause a video or audio file in smartphone or computer



Sign which communicates that the area is a no smoking zone



Summary

In this session, you have learnt about meaning and importance of non-verbal and visual communication. You have also learnt about the different types of non-verbal communication and the use of right non-verbal communication at work.

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