



Items	Description of Module
<b>Subject Name</b>	Management
<b>Paper Name</b>	Business Communication
<b>Module Title</b>	Kinesics or Body Language
<b>Module Id</b>	Module no- 33
<b>Pre-Requisites</b>	Non verbal Communication: Introduction & Basics
<b>Objectives</b>	To understand what kinesics actually is and why it is important. To know various postures, gestures, expressions and their significance. To learn how kinesics play the vital role in personal & professional life.
<b>Keywords</b>	Posture, gesture, facial expressions, eye contact

## QUADRANT-I

<b>1. Module 33: Kinesics or Body Language</b>
2. Learning Outcomes
3. Introduction of Kinesics
4. Facial Expressions
5. Posture
6. Gesture
7. Oculesics
8. Haptics
9. Appearance
10. Effective use of Kinesics or Body language
11. Summary

### 1. Module 33: Kinesics or Body Language

#### 2. Learning Outcomes:

By the end of this module, students will be able to

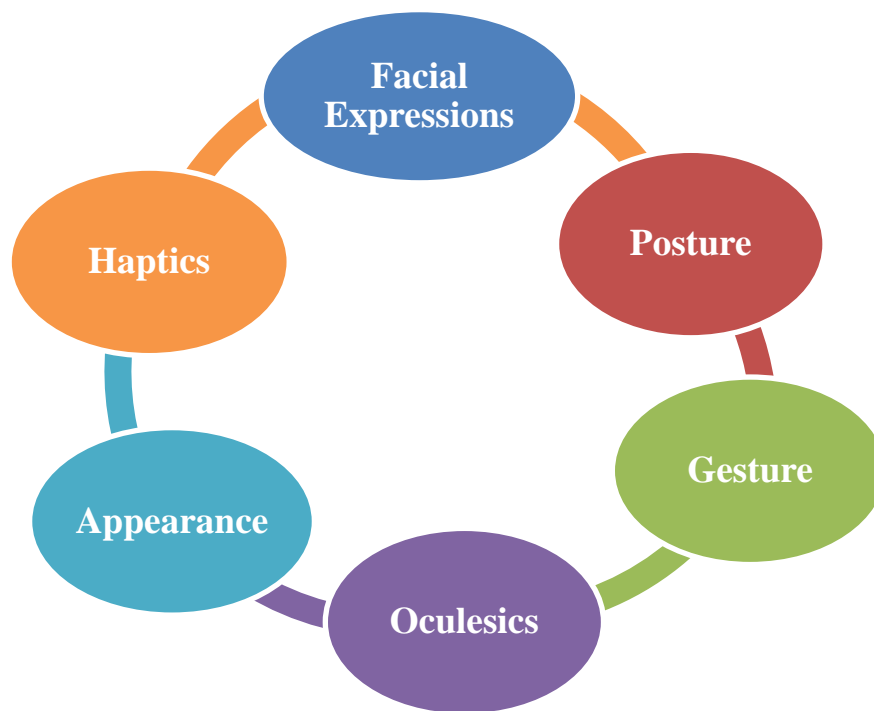
- Understand what kinesics actually is and why it is important.
- Know various postures, gestures, expressions and their significance.
- Learn how kinesics plays the vital role in personal & professional life.

#### 3. Introduction

Kinesics or body language is the expressive communication which results from various physical actions, like changing postures, gestures, different facial expressions and appearances. The role of Kinesics is very important in non verbal communication, because sometimes it acts as a substitute to words or oral language sometimes it may accompany the words to make them more effective, or to modify it.

It is truly said that, ‘actions speak louder than words’, thus the body movement can reflect the attitudes, feelings, emotions, confidence, respect, happiness, nervousness, comfortable, uncomfortable, friendly, joyful, anger and a lot.

**Kinesics or body language includes:**



**4. Facial Expressions**

The face is the most important aspect of body language. Changing Facial expressions can change the person’s personality and it also has the influential impact on others. The smile on the face of your near one makes you feel happy, but the fierce look on their face will leave you with discomfort. This is the power of facial expressions that it affects all those who are involve in conversation.

Facial expressions are the strong medium to convey the emotions it also helps in providing the information about the conversationalist thinking process. The face has the capability to construct eminent messages of superior quality where the expressions convey the meaning of thoughts.

“Researchers estimate that the human face can display over 250,000 different expressions, although a few can control these emotions and maintain a ‘poker face’ when they want to hide their feelings ” (Raman & Singh, 2006).

The number of facial expression is too huge, however here we divide these among five broader descriptions, i.e.:

**4.1 Tranquil:** this expression results in pleasure, calmness, relaxed, peace of mind, satisfaction

**4.2 Stressed:** it may result due to fear, tension, over burdened, disapproval etc.

**4.3 Neutral:** neutral facial expressions talk about thoughtfulness or attention. It also gives the signs of disinterest or lack of passion and even reflects unbiased attitude i.e. not taking the side of any single person.

**4.4 Boosted:** boost is all about energy, amazement, anxiety and attention. The boosted expression of boss also leads the employees to work more effectively.

**4.5 Droopy:** it is the feeling of misery, sorrow, distress and pain.



Source: Arellano, J. (2003) “Determining facial expressions from a distance” available online at <https://ttunonverbalcoms.wordpress.com/2013/10/07/determining-facial-expressions-from-a-distances/>

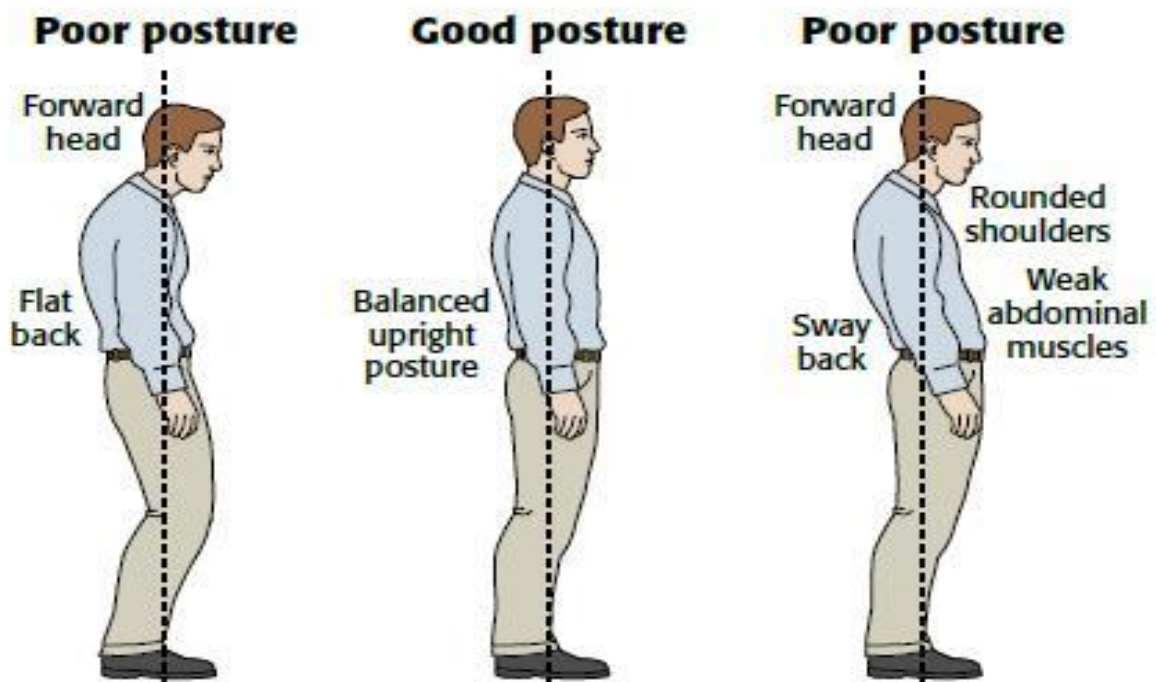
Face also communicates feelings and thoughts more than any other means of expressions. For example eyes communicate the gladness and melancholy and even surprise, Smile, for instance reveal kindness, understanding or cooperation. The eyebrows and forehead may show annoyance and rage. And therefore, the overall face communicates various messages through thousands of different expressions. This is how the facial expressions speaks a lot and conveys the ideas, emotions, thoughts and many more to the receiver.

Hence the overall Facial expression as a form of non verbal communication is vital in human interactions, it is also important for receiver’s perception for sender.

## 5. Posture

In each field of life whatever it is, like in drama, in movies, in circus, even in organizations and institutes we find the great presentators which makes the audience, laugh, cry, and even motivates to work better than before. The people are led away with the talks of these great presentators, as they are different, they carry some unique attribute with them and that is their posture. They never stand still at one place rather they keep moving and use open posture which influences the audience.

It is vital to use the right posture while communicating. The posture includes head, hands, legs, back, and for the right posture it is essential to make the body movements perfect.



Source: Instagram (2015) "Non Verbal Communication" available online at <https://infoqr.am/NON-VERBAL-COMMUNICATION>

### Correct posture

The self assessment is required at this stage, which may be done by introspecting. Whenever a person is feeling low it is vital to check the sitting/ standing position, this may facilitates in being aware of the posture. And as soon as we sit/ stand straight it leads to the high spirits and individuals are motivated to work more effectively.

## ***5.1 Head***

The position of Head can provide you the confidence and even make you dull showing lack of confidence. It is essential to know that how to use the head. While having a business meet, or delivering a presentation it is significant to keep the head upright vertically and even horizontally. It boosts the confidence of the speaker and is of great aid in convincing people. If the position of head is down looking again and again to the floor will leads to decline of self-belief. Tilting the head from left to right while listening to all other speakers is a good way of communicating non - verbally as gives the speaker the satisfaction that someone is listening and even makes the discussions healthier.

## ***5.2 Hands / Arms***

Open hands and arms spread outside is what required in today's activities. If a person stands with closed arms he/she will be called as not interested and will reveal the closed personality of individuals. Closed arms will show the defensive body posture. The closed body will reveal the closed attitude, where people do not prefer to get mix up with others. The arms should be open and spread outside, which reveals open body posture, and considered ideal for business perspectives.

## ***5.3 Legs***

It is said that, 'Legs can talk too', which is actually true. Legs move around a lot, especially in those situations when people are nervous, stressed and even when they are lost in some thoughts. So it is essential to keep them in control and at a standstill particularly while facing an interview or in business meetings/ discussions.

### ***5.3.1 Feet on Floor:***

While standing, stand on both the legs, i.e. keep the feet's on the floor as the body weight is balanced on both legs.

### ***5.3.2 Stand on feet's not on toes:***

Many people have been noticed that while delivering the speech they turn their standing position again and again on toes, which depicts that they are unable to convey their message effectively, and are searching for words or recalling the message.

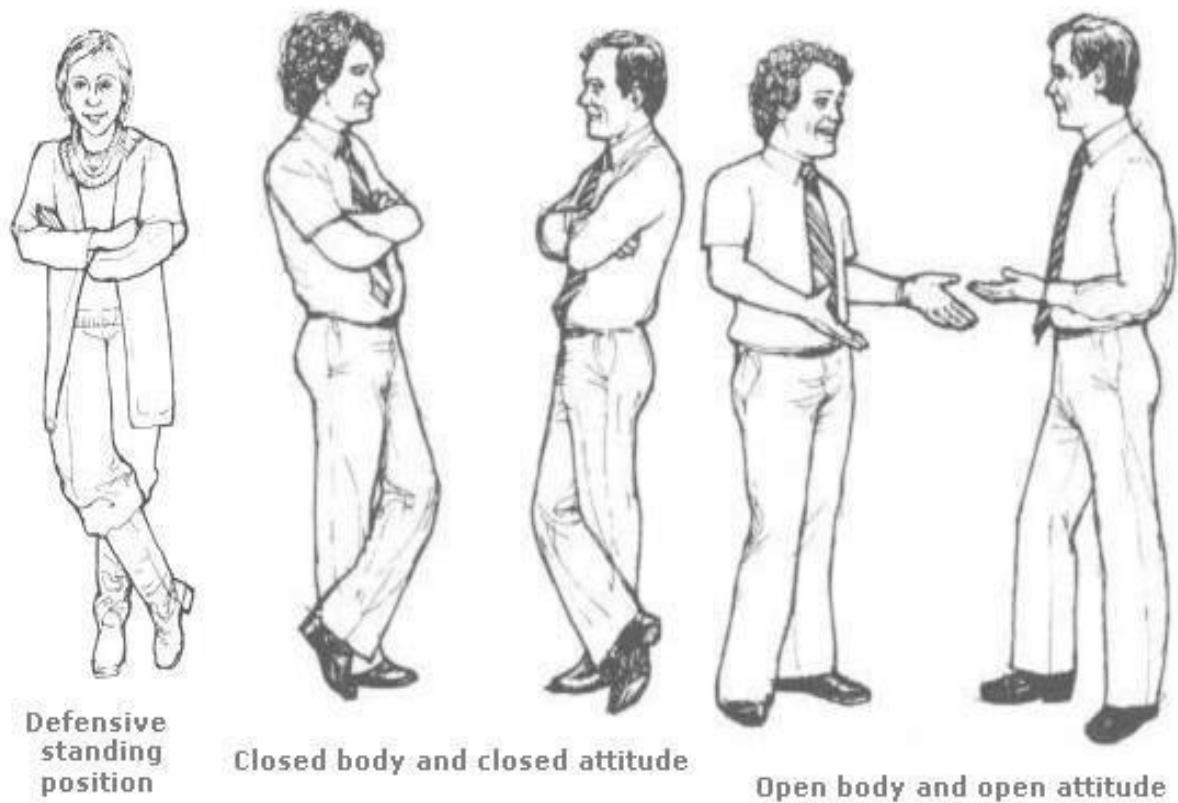
### ***5.3.3 Do not shake the legs:***

Lots of time it has been observed that people keep on shaking their legs while they are sitting, it may happen if they are thinking something or else with different reasons. Shaking of legs not only distracts the speaker but also disturbs the person sitting near to you. it's important to have control on it.

### ***5.3.4 Crossing the legs:***

Crossed legs for the long period of time will leave the person in uneasiness or discomfort, as due to crossed legs the problem of back ache can commence which show the way to other physical problems. Despite of this while sitting in group meeting if a person crosses legs he/she is likely to bent one side which depicts the negative aspect of avoidance to those people who are sitting on the other side.

Therefore controlling on legs is the essential for being faultless in communicating non- verbally.



Source: wordpress.com (2013) “Reading Body Language” available online at <https://mcburgess11.wordpress.com/tag/body-language/page/2/>

#### **5.4 Back**

As a part of body posture back also plays a vital role in communicating non- verbally. If the back is bent down or slumped it reflects the low spirits and low in confidence. But if the back is straight or erects it shows high spirits, energy and confidence. The position of back also speaks a lot more, while leaning the back forward during communication shows the openness and interest in the speaker at the same time leaning the back away from the speaker shows disinterest.

Thus to communicate positively with body language one should keep the back erect during conversations and also to lean forward to show the interest.

• <b>Slumped Posture:</b>	• <b>Erect Posture:</b>
- Low Spirits	- High Spirits
- Lack of Confidence	- Confident



Hence for making the body language effective it is also significant to keep the posture effective by forming an open posture; where the arms are open and legs in right position, and not to form the closed posture; with folded arms and crossed legs.

## 6. Gestures

Gestures are symbolized by moving the parts of body; they send some message which can be specific or general. Gestures are also used voluntarily and sometimes spontaneously, which may be clear or not clear at times. These body gestures can also facilitate many times, but if not used properly they may also be distracting. Below the different gestures are discussed in detail:

### 6.1 emblematic Gestures

Hand plays the role of symbols/emblem while depicting various things. The emblematic gestures communicate the specific messages depending on the situations.

#### 6.1.1 Wave of a hand:

While meeting to someone; to a friend, peer or colleagues at morning a wave of hand convey the message of 'hello' and the same wave of a hand in the evening while departing from workplace it convey the message 'goodbye'. At both the time we can see that the gesture was very specific conveying the particular message.

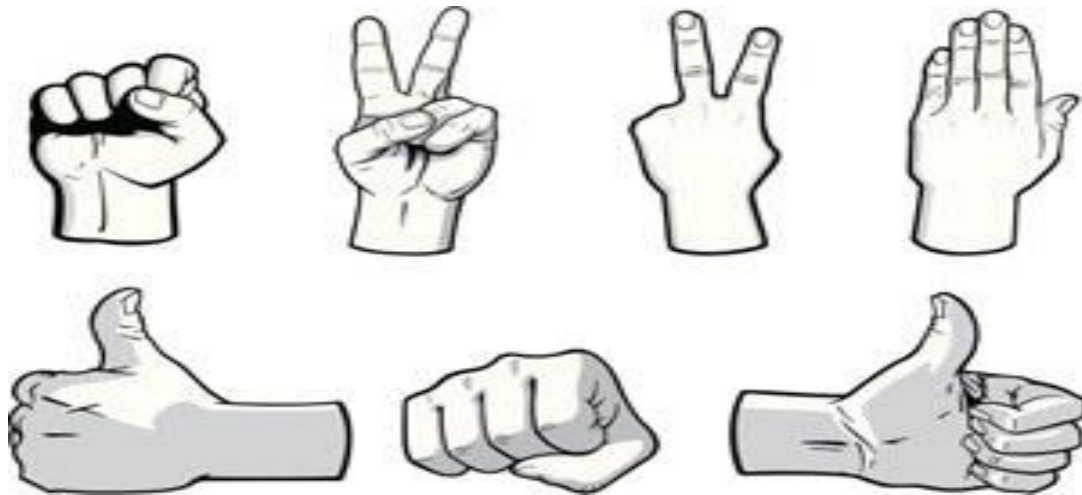
#### 6.1.2 Using for Signals

Signals can be used certain times. For example if the employee enters the boss cabin and he/she is busy talking on phone he/she may use emblem by moving hand and signalling to employee to sit down. It may also be known as spontaneous gesture as the activity took place spontaneously when the employee entered.



### **6.1.3 Symbolic gestures**

Some hand movements are known as the gestures about which we are aware and consciously use the symbols by hands to communicate something. Such as ‘Thumbs up’; depicting best of luck, Sign of ‘V’; which gives the feel that victory is yours, ‘Joining the hands together’; showcasing welcome or a respect in Indian culture that is known as ‘Namaste’.



Source: Image gallery, “Non verbal communication- hand gestures”, available online at <http://wallpaper222.com/explore/nonverbal-communication-hand-gestures/>

### **6.2 Confused and Clear Gesture**

Gestures can be clear or unclear. When the hands or other body parts are used rightly it conveys the clear message or else the message is distorted in the gestures are unclear.

For Example, if a person points to water and then points back to his mouth the meaning is clear that the individual is feeling thirsty and so he/she wants to drink water. With this there are many times the unclear gestures which leave the persons in confusion. For instance, if a teacher is teaching in the classroom and simultaneously asks the students that do they understand the topic. The student’s response by just nodding their heads is not at all clear to the teacher that things are clear or not clear to students. This leaves the teacher in a confusing state.

### **6.3 Unnatural Gestures**

These gestures are not natural and represent discomfort or lack of interest. The unnatural gestures convey unfavourable and negative image of a person. Touching the body parts again and again, like rubbing the nose, settling the hairs or playing with the objects like clothes, pen etc. all are the unnatural gestures and need to be avoided.

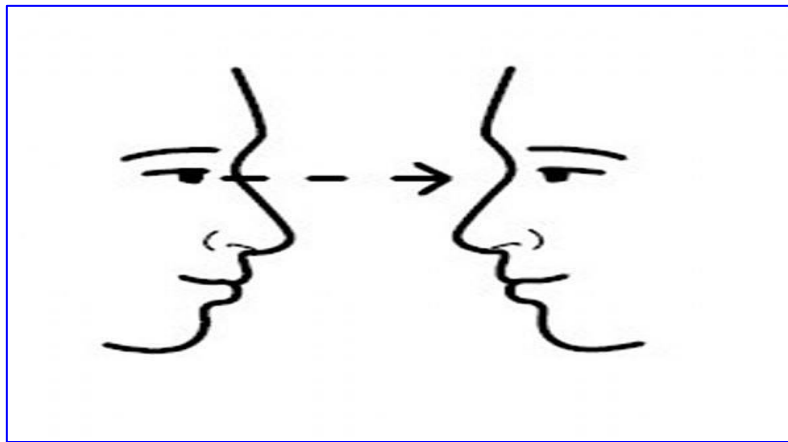
Raman & Singh says that, “There is no ‘correct’ gesture for any given situation, but one of the keys to using good gesture is the appearance of spontaneity and naturalness. In other words gestures should be performed without nervousness”

## 7. Oculesics

The manner in which eyes are used during conversation is known as Oculesics. It includes eye movements such as eye contact or escaping from eye contact. It conveys various feelings of happiness, sadness, surprise etc.

Eye contact is direct and impactful form of body language. People generally maintain proper eye contact during communicating. The superior can maintain the eye contact for longer duration in comparison to the lower level worker.

Eye contact plays the crucial role in group discussions and interviews, it is essential to maintain the proper eye contact at business meetings and in other formal discussions as it gives more credibility to the message, and develop trust of the audience in the speaker.



Source: Gonzalez, R. “The power of eye contact”, available online at <https://www.citelighter.com/communications/communications/knowledgecards/eye-contact>

Eye behaviour can be divided into different categories:

### 7.1 Gaze

“Gaze is individuals looking behaviour” (Raman & Singh, 2006). The way an individual looks to other’s or to various things during communicating or sending the message is Gaze. Gaze talks about the way of looking to things of an individual person.

### 7.2 Mutual Gaze

This behaviour of eye contact is used during interpersonal communication, when two or more than two persons interact among each other. As they are communicating with each other in a mutual understanding way we call it as mutual gaze. This is used at the time of group discussions, meetings etc.

### 7.3 Monitoring

Monitoring again plays different roles; at one side it keeps the check on the individuals and on the other hand it also shows the care and concern.

For example, at the time of examination it is the duty of invigilator to keep the check on students. Therefore, the invigilator monitors the student and check that all the students are doing their own

work, without using the unethical practices. At the same time he/she is also concerned for students and make sure that everybody is in a comfortable situation, while performing the examination.

Monitoring also has another role to play, for instance, a mother while performing household works also monitor again and again the activities of her small kid so that the little one do not harm him/herself.

#### **7.4 Regulatory**

Regulatory is the eye behaviour in which the person keeps on looking to another person repeatedly due to the hesitation of putting his/her point. For instance, the employee requires a leave and if he has the notion in mind that the boss will not permit him to go, he must be hesitant in putting his point. But this kind of eye behaviour will leads to further communication when the boss may ask the employee that if he wants to say something. Thus regulatory in various situations ends with a conversation, these are the signals to facilitate that communication may take place.

### **8. Haptics**

Haptics (touch) is an important form of body language. Touch can convey many factors such as feelings of care, concern, respect, love, appreciation, support etc.

#### **8.1 Patting the back & shaking hands: A professional approach**

When the boss pat the back of an employee he feels appreciated and is motivated to work harder in future. Here the pat is more powerful in comparison to many words of appreciation. Just by this touch the employee feels self satisfaction of the task he/she is performing.



Shaking hands is also important part of haptics and is used frequently. When people meet they generally shake the hands. A proper hand shake reveals that the people are glad to meet and are interested in talking to each other. Handshake should be firm and not be like dead fish which conveys low spirit, disinterest or lack in confidence and even not the bone crusher which presses the hand too tightly.

“You cannot shake hands with the clenched fist”  
- Indira Gandhi

### **8.2 Touching feet: A social approach**

In the Indian culture it is very much prevalent almost in each society, that the younger persons touch the feet of the elder one's. This touch is a symbol of respect which we show for our elders, and in return we get their blessings when they touch our heads. It shows the respect and concern.

### **8.3 Hugging: An approach of friendship & warmth**

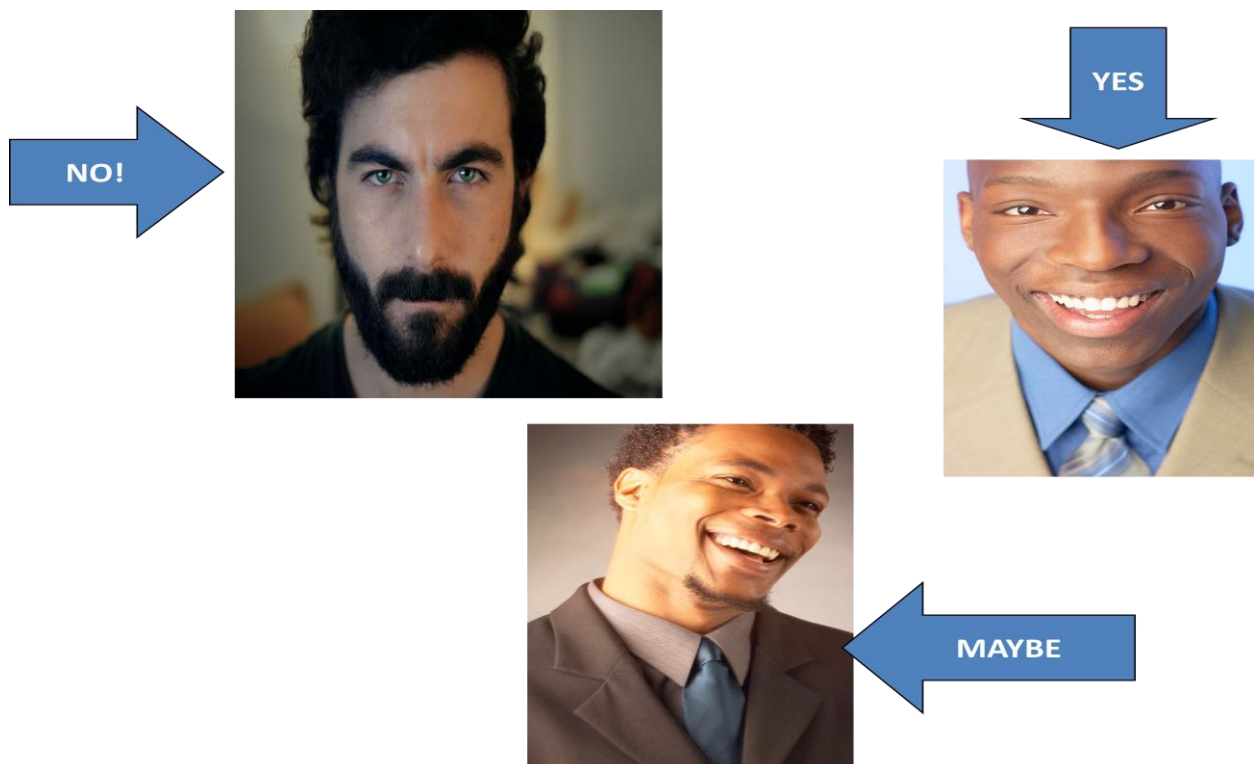
Hug is again the powerful source of touch mostly used in intimate relations. It gives the feeling of love and concern. This also conveys a feeling that someone is always there for your care.

## **9. Appearance**

Physical appearance is an imperative part of body language. It is said that the appearance of the person make the first impression in the mind of the viewer. The people who look attractive are considered to be more successful and persuasive in their careers. At the same time individuals who are not properly dressed up and carry poor clothing styles are considered unsuccessful. Clothing, shoes, hairstyles and other accessories which individuals wear matters a lot as it talks a lot about individuals before the person himself/herself starts speaking. It also reflects their job, personalities, lifestyles and also values.

Therefore it is essential to pay attention on good grooming, clothes, hairstyles, hygiene, polished shoes, clean nails etc. it is important to invest in good professional looking clothes and accessories, and avoid the strong perfumes, and over makeup. It is the key point to be comfortable in whatever the attire one carries.

Mukherjee,H (2013) gave a list for the proper appearance of individuals in organization. Thus the dress code of men & women in business scenario is given below:



### For Men

<ul style="list-style-type: none"> <li>• Moustache/ Beard</li> </ul>	<ul style="list-style-type: none"> <li>• Preferably clean shave</li> </ul>
<ul style="list-style-type: none"> <li>• Nails</li> </ul>	<ul style="list-style-type: none"> <li>• Trimmed and clean</li> </ul>
<ul style="list-style-type: none"> <li>• Shirt</li> </ul>	<ul style="list-style-type: none"> <li>• If possible light coloured and full sleeves</li> <li>• Should complement the trousers</li> <li>• If the shirt is light, choose dark trousers</li> </ul>
<ul style="list-style-type: none"> <li>• Suit</li> </ul>	<ul style="list-style-type: none"> <li>• Preferably a jacket</li> <li>• Match the jacket with the colour of trouser and shirt</li> </ul>
<ul style="list-style-type: none"> <li>• Tie</li> </ul>	<ul style="list-style-type: none"> <li>• Wear a tie with collar buttons closed</li> <li>• Should be formal looking</li> <li>• Must reach the belt</li> </ul>
<ul style="list-style-type: none"> <li>• Belt</li> </ul>	<ul style="list-style-type: none"> <li>• If black trousers, belt should be black, and brown belt for brown trousers</li> <li>• Avoid extra large buckles</li> </ul>
<ul style="list-style-type: none"> <li>• Socks</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid bright socks</li> <li>• If wearing black trousers, avoid white socks</li> <li>• Match the socks with the colour of trouser</li> </ul>
<ul style="list-style-type: none"> <li>• Shoes</li> </ul>	<ul style="list-style-type: none"> <li>• Black shoes with trousers of black color, and brown shoes with brown or light color trousers</li> <li>• Need to avoid sport shoes in formal occasions</li> <li>• Before wearing clean and polish the shoes</li> </ul>

### For Women

<ul style="list-style-type: none"> <li>• Hair</li> </ul>	<ul style="list-style-type: none"> <li>• Well tied up, and should not come in front of eyes</li> <li>• Ensure that there are no traces of Dandruff</li> </ul>
<ul style="list-style-type: none"> <li>• Nails</li> </ul>	<ul style="list-style-type: none"> <li>• Should be well trimmed and clean</li> </ul>
<ul style="list-style-type: none"> <li>• Shirt</li> </ul>	<ul style="list-style-type: none"> <li>• Appropriate in size</li> <li>• Should not be too loose or too tight</li> </ul>
<ul style="list-style-type: none"> <li>• Sari</li> </ul>	<ul style="list-style-type: none"> <li>• Should be well pleated, clean, and ironed</li> <li>• Needs to be simple and formal looking, not to be too catchy or gaudy</li> <li>• Avoid wearing a blazer over a sari</li> </ul>
<ul style="list-style-type: none"> <li>• Jewellery</li> </ul>	<ul style="list-style-type: none"> <li>• Keep it as minimum as possible</li> <li>• Not to be too extravagant or flashy</li> </ul>
<ul style="list-style-type: none"> <li>• Shoes</li> </ul>	<ul style="list-style-type: none"> <li>• Should complement the dress</li> <li>• And need to be comfortable</li> </ul>

<ul style="list-style-type: none"> <li>• Make up</li> </ul>	<ul style="list-style-type: none"> <li>• Should not be extreme</li> <li>• Mild make up or a touch up will work</li> </ul>
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## **10. Effective use of Kinesics or Body language**

Till now it is very much clear that kinesics are very crucial in non verbal communication and therefore it is important to make effective use of it in each part of life may it be personal or professional. Some vital points to care for are given below:

### ***10.1 Mind the body chat***

In our day to day communication we should carefully notice details about the way we speak; the way of standing needs to be erect, but we can always change the position and do the movements as we are the human beings and the robot. Actions of body are important as the stiff posture shows rigidity.

One should carefully identify small things, do not play with the lock of hairs or pen. Do not shake or jiggle the feet it gives the impression of being uninterested. Such behaviour or body language curbs the power of words and speech; therefore, we must mind our actions.

### ***10.2 Be careful with handshake***

Handshake conveys the message of power and concern. It's the important part of communication or greetings when people meet first time. Remember that with proper handshake it is important to check that the hands are clean and dry while shaking them.

### ***10.3 Establishing the eye contact***

Eye contact should be made in the best possible way. Proper eye contact forms the impression on others. Eye contact is specially used in interviews, group discussions etc.

“You must acquire the ability to sustain direct eye contact, if you want to be taken seriously”

- Austin

### ***10.4 Be Yourself:***

One must relax by avoiding all tensions and be what we are, instead of showing off those things which are not more of concern. The people who are self aware work with more relax manner and enjoy the task.

### ***10.5 Improving the environment at workplace:***

Pleasant looks, enthusiastic actions and dedicated workers make people interested on it.

Hence the body language plays the crucial part in making non verbal more effective.

## 11. Summary

Kinesics or body language includes facial expressions, posture, eye contact, and language of touch and the appearance of individuals. These all are important aspects of non verbal communication and needs to be worked positively.

Facial expression of an individual speaks a lot and impacts others too. If a person is happy and wears a smile on his face, it may also make others smile.. the right posture can have an impact on all other people watching you, just like an artist on screen who make thousands of people laugh and cry with him/her by making the correct posture. The proper eye contact is also essential to influence the listeners and is very crucial at the times of interviews and group discussions. Touch shows the feeling of respect, love, appreciation etc. and appearance is the first impression, it is even said that if your appearance is good than half of the battle is won. Therefore, using all these aspects of body language effectively leads individuals towards the ladder of success.

