

Bridging the Communication Gap

Strategies for Large Classes

Dealing with Non-Verbal Communication

1. Four Areas of Non-Verbal Communication
 - a. Proxemics
 - b. Movement and Stance
 - c. Facial Expression
 - d. Gesture

Proxemics

Means: use of the space

- Layout of the room
 - a. Objects in the room set the speaker apart
 - b. Is physical and psychological
 - c. Informal style: reduce barriers
 - d. Formal style: maintain objects
 - e. Distance also a factor
 - f. "Public Distance is 12 feet or more from audience
 - g. Requires a more animated speaking style

Movement and Stance

1. Movement includes shifts in stance
2. Posture is also a factor: how you stand and your relaxation level
3. Moving towards your audience (leaning or walking) can indicate interest in them and/or an important point
4. Beware of aimless moving/walking

Facial Expression

1. Audience scans your face to determine how you feel about yourself
2. Helps audience interpret content of your message
3. Are you sure of what you are saying?
4. Is message harsh or pleasant?
5. Eyes establish visual bond
6. Eye contact important for credibility
7. Emotional impact of speaker's message is: words 7%; vocal 38%; facial expression 55%

Gestures

1. Support or illustrate your ideas
2. Avoid fidgeting (distracting)
3. Three kinds of Gesture
4. **Conventional**
5. Symbols with specific meanings
6. Condense ideas (raised hand for "stop")
7. **Descriptive**
8. Describe ideas; draw a picture for listener
9. Must be purposeful
10. Size; shape; location
11. **Indicators**
12. Movements that express feelings
13. Eg. Pounding the podium when angry (Kruschev)
14. Encourage arousal of feelings in listener

Effective Gestures

1. Relaxed/natural: executed with ease
2. Vigorous and definite
3. Properly timed

Non-verbal Communication Summary

Three general points to remember:

1. Communicate your feelings through the non-verbal
 1. Facial expression
 2. The way you stand and walk
 3. What you do with your head, arms, shoulders, and hands

Three general points to remember

2. Non verbal clues enrich or elaborate the message

Taking a few steps can tell an audience that you are changing topics

Three general points to remember

3. Non-verbal messages create a reciprocal interaction

The Motivated Sequence

1. Get their attention
2. Create a need: describe the problem or goal
3. Satisfaction: present solution or means to reach the goal
4. Visualisation: create a picture of the results
5. Action: request action or approval (close the deal)

That's all folks

- Questions/discussion