

## Component 16- Professionalism/Customer Service in the Health Environment

### Unit 4-Key Elements of Effective Communication Lecture 4b-Nonverbal Communication

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## Objectives

- By the end of this lecture, learners will be able to:
  - Define nonverbal communication
  - Describe how nonverbal communication functions in the human communication process
  - Describe specific dimensions and give examples of nonverbal communication

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## Definition

Nonverbal communication is communication that occurs without words including messages created through body language and the use of space, sound or touch.

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals (3<sup>rd</sup> Ed.). Stamford, CT: Appleton and Lange: 1998; page 129.

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## Nonverbal Communication

- Vocal
  - Scream, sigh, groan, whistle
- Non vocal
  - Smile, gaze, frown
- Intentional or unintentional

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## Importance

- Study: Up to 93% of communication effectiveness determined by nonverbal cues
- To be most effective the verbal message and nonverbal message must match.

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## Functions of Nonverbal Communication

- During a face-to-face conversation, one or more of the following functions may occur through nonverbal measures:
  - Display emotions that support or contradict the spoken message
  - Shift the conversation in a different direction or even closure
  - Maintain one's self-image
  - Validate existing relationships

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## Functions of Nonverbal Communication

- At any time during an interaction, one or several of the following functions may occur:
  - **Display emotions that support or contradict the spoken message**
  - Shift the conversation in a different direction or even closure
  - Maintain one's self-image
  - Validate existing relationships

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  - Validate existing relationships

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## Functions of Nonverbal Communication

- At any time during an interaction, one or several of the following functions may occur:
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  - Maintain one's self-image
  - **Confirm relationships**

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## Dimensions of Nonverbal Communication

Nonverbal communication is commonly divided into five distinct categories:

1. Kinesics
2. Proxemics
3. Paralinguistics
4. Touch
5. Environmental and physical factors

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## Components of Kinesics

- Gestures
- Facial Expressions
- Gaze

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals (3<sup>rd</sup> Ed.). Stamford, CT: Appleton and Lange; 1998., page 135-142.

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## Components of Proxemics

- Personal space and the surrounding environment
- Distance
  - 1) Intimate
  - 2) Personal
  - 3) Social
  - 4) Public

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals (3<sup>rd</sup> Ed.). Stamford, CT: Appleton and Lange; 1998., pages143-145.

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## Components of Paralinguistics

- Intensity
- Pitch height
- Variations in tone

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## Sample Situation

Juan works for the IT department of a mid-sized hospital and has recently assumed a coveted, yet stressful, position as the project manager implementing wireless Point-of-Care (POC) devices. He meets with the hospital executive team each Friday to report on progress.

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## Guided Discussion Question

At the meeting Juan presents information that indicates the project is going well. However, his nonverbal communication is “saying” something very different. He seems to be slightly shaking his head “no” during the presentation. In addition, he is not making eye contact with any of the executive team members.

Question – What do you think the team will believe is happening to the project?

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## Summary

- Define nonverbal communication
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## Reference

Material in this presentation was adapted from:

Northouse, LL, & Northouse, PG. Health Communication: Strategies for health professionals. Third ed. Stamford, CT: Appleton and Lange; 1998.

The above text covers the material in significantly more detail and is listed as a Unit 4 optional source in the Instructors Manual.

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