



Nakhon Pathom Rajabhat University

Unit 4

Verbal and Nonverbal Communication

1554400

Intercultural Communication in the Business World

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**Learning
Outcome**

Identify the concept and principle of verbal and nonverbal communication.

Explain why it is important to understand cultural spaces in Business context.

Introduction

“We send and receive
wordless messages through
body language”





01

Verbal Communication

Language and thought

N P R U

Taboo language



Be aware of conversational taboos

All cultures have taboos related to the use of language



It is generally relate “to sex, supernatural, excretion, and death”.

Language and thought

N P R U



02

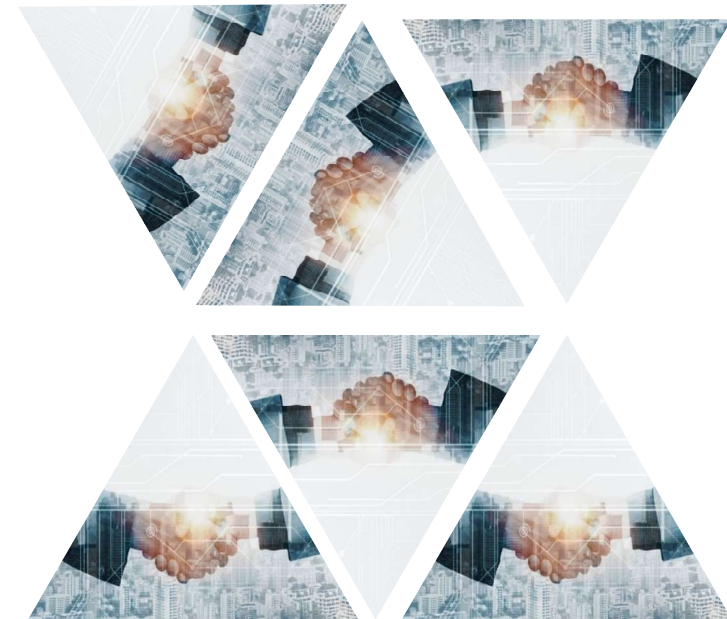
Nonverbal Communication

Nonverbal Communication in Business

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Verbal and nonverbal communication have the ability to enhance or damage relationships because the meaning and message are often closely integrated with the identities of the communicators.

Martin, J.N. (2018). *Intercultural Communication in Contexts*. New York: McGraw Hill

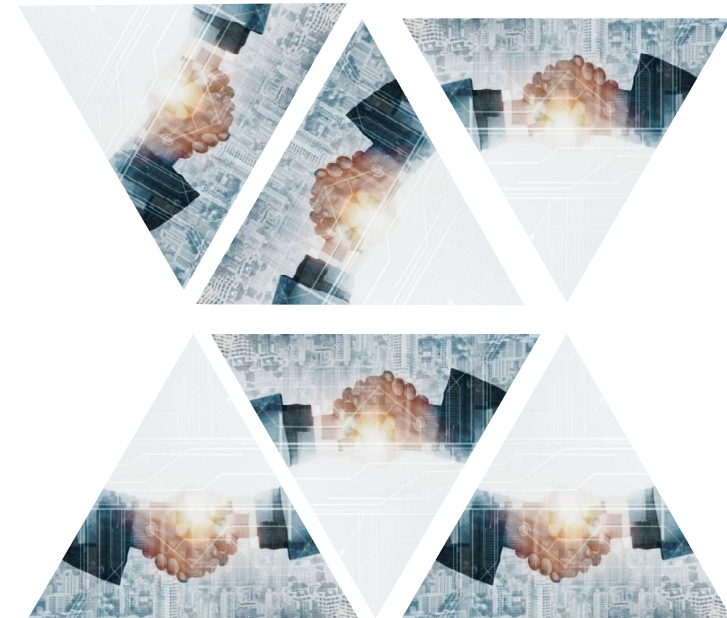


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When you communicate with other members of your own culture, you do so with relative ease. Your experiential backgrounds are similar enough that you share approximately the same meanings for most of the words and actions used in everyday living.

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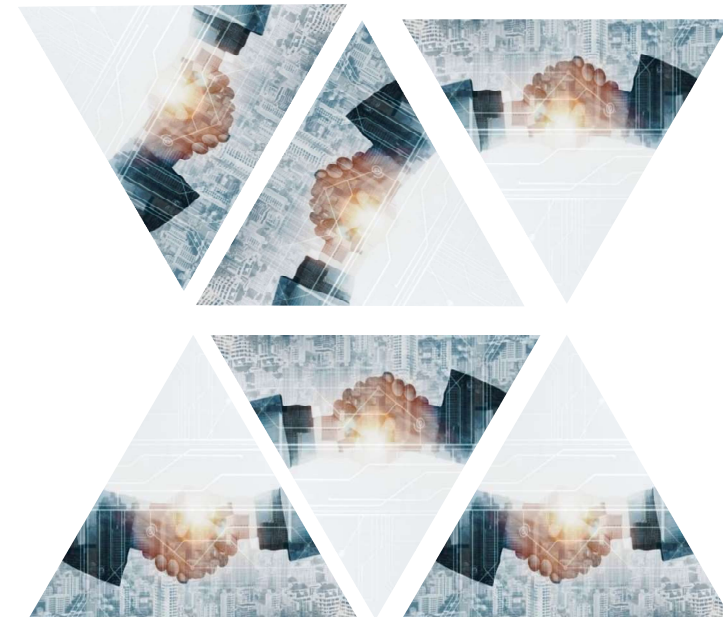
SHAKE HANDS? OR BOW?

Handshakes and bows are important nonverbal greetings around the world. In many Asian countries, the traditional greeting is a bow. It does not signal subservience, but rather humility and respect. The most important guideline here is to observe the other's bow carefully and try to bow to the same depth. The depth of the bow signals the status relationship of the two individuals. Too deep a bow will be seen as ingratiating, too shallow a bow will seem arrogant. In many countries now, particularly in a business context, people may combine the bow and handshake: a slight bow or nod accompanied with a handshake.

Handshakes can vary in frequency and firmness. Some Europeans shake hands at each encounter during the day and may spend as much as 30 minutes a day shaking hands. Here are some guidelines:

Germans:	Firm, brisk, and frequent
French:	Light, quick, and frequent
Latin American:	Firm and frequent
North America:	Firm and infrequent, compared to France and Latin America
Arabs:	Gentle, repeated and lingering (may place hand over heart after)
Koreans:	Moderately firm
Most other Asians:	Very gentle and infrequent

Sources: From R. E. Axtell, *Essential Do's and Taboos: Complete Guide to International Business and Leisure Travel* (Hoboken, NJ: John Wiley & Sons, 2007), p. 20; T. Morrison and W. A. Conaway, *Kiss, Bow, Shake Hands* (Avon, MA: Adams Media, 2006).

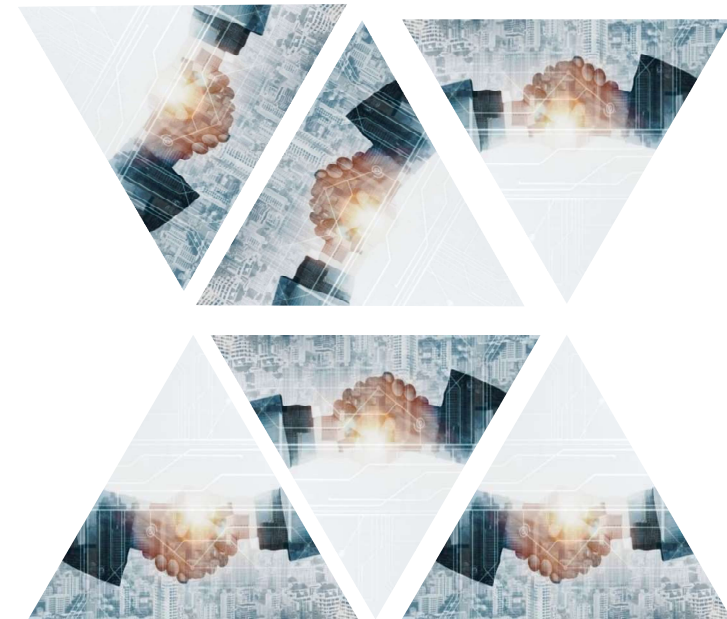


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Language, communication, and culture are intricately intertwined with one another. Language is a symbolic system in which meaning is shared among people who identify with one another. Both verbal and nonverbal aspects of language exist.

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Nonverbal Communication

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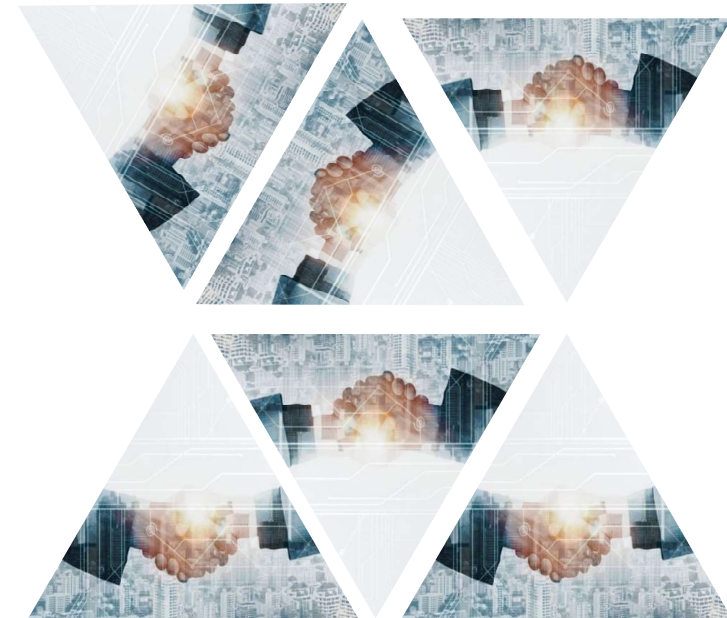


kinetic, vocal, and verbal cues



vocal, and verbal cues, decisions

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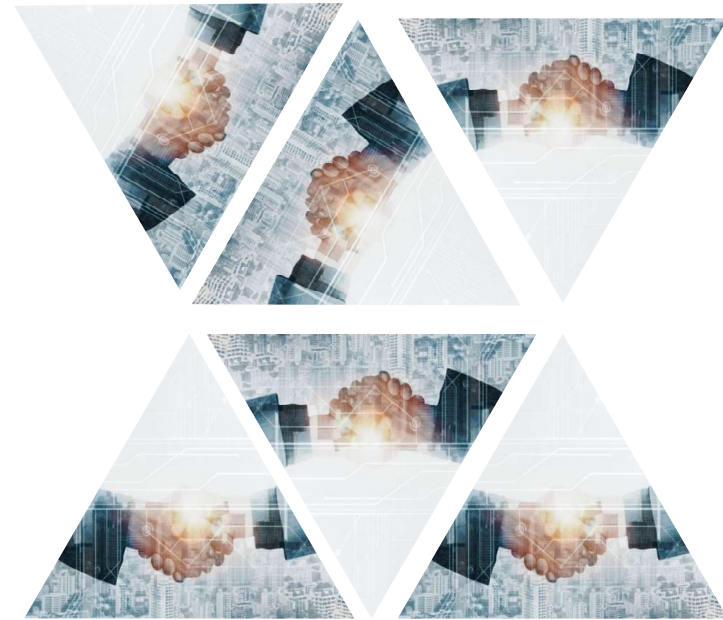


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Nonverbal Communication

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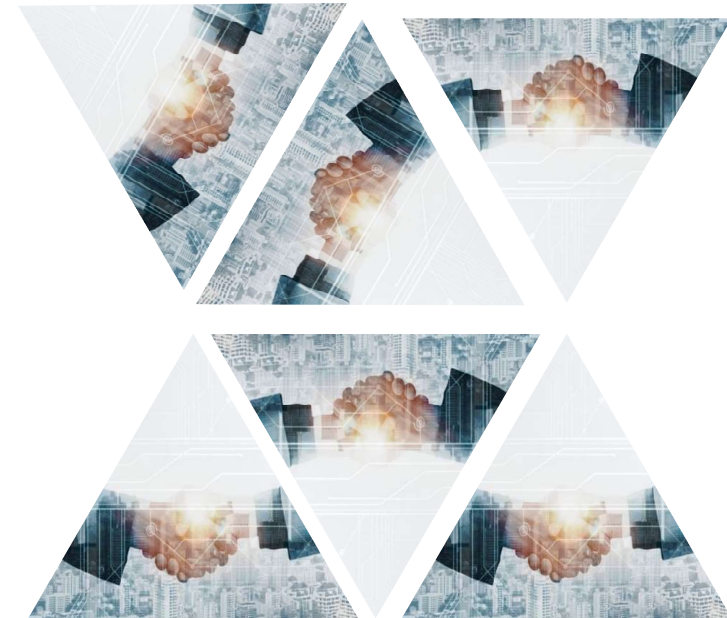


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Verbal and Nonverbal Communication in Business

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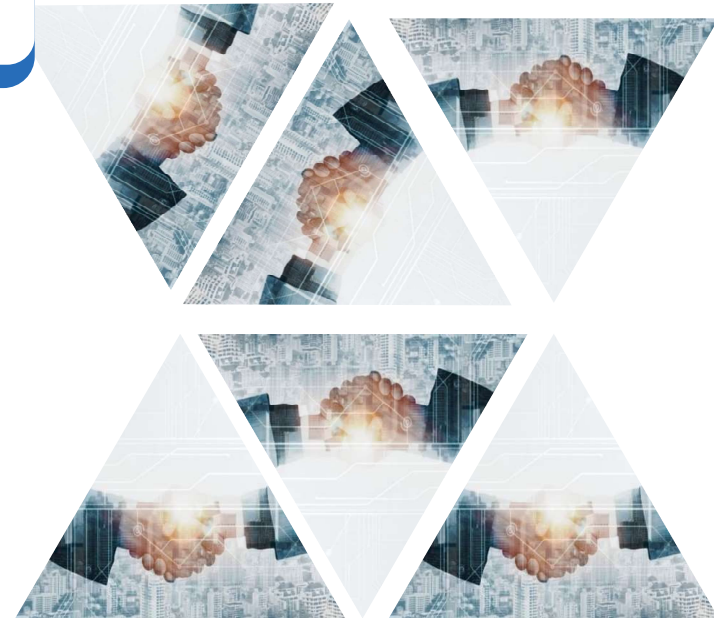


to argue or agree, to laugh or blush, to relax or resist



to continue or cut off conversation

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Verbal and Nonverbal Communication in Business

N P R U

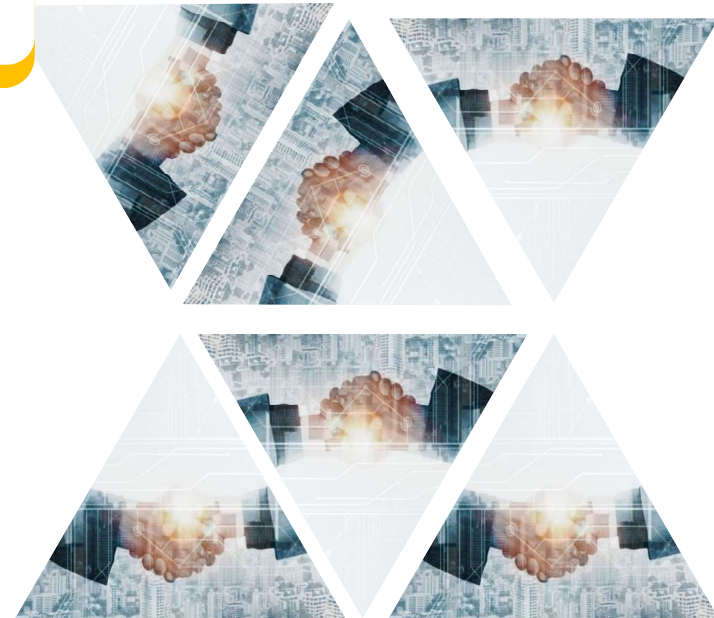


Every harmony or disharmony of signals guides the interpretation of passing mood



OR enduring attribute

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Verbal and Nonverbal Communication in Business

N P R U

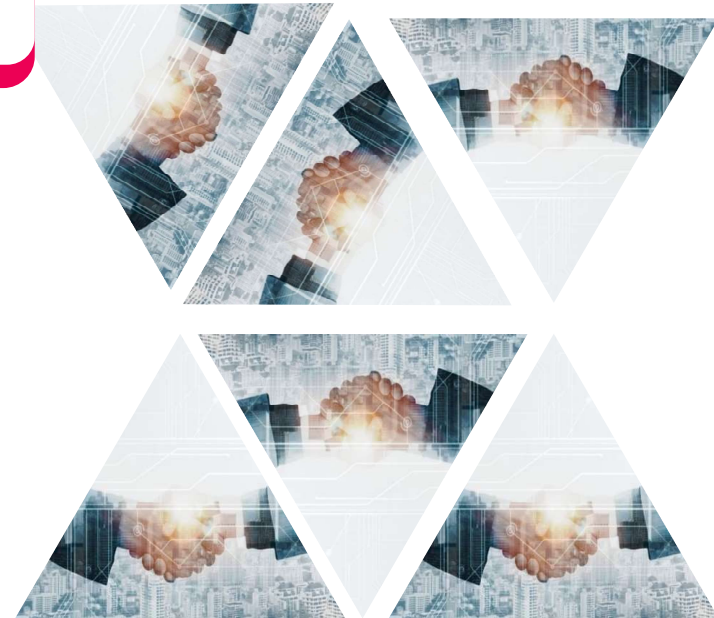


Cultures vary in how they perceive punctuality, the amount of time they set aside for socializing



Whether they value a fast or slow pace of life, and the importance of work versus leisure time.

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03

Unit Summary



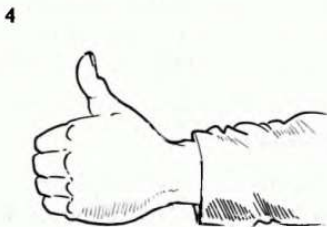
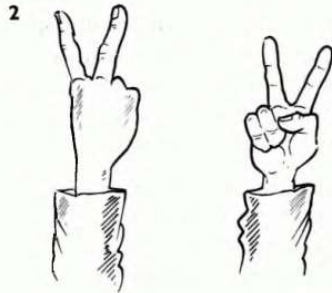
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Exercise

Exercise

N P R U

Look at the pictures below and say what each of the gestures means to you.



Exercise

N P R U

Critical incident 1

What do you think is happening here?

Sales representatives from Germany and Britain are in a difficult negotiation. Things are getting tense. Franz Bauer sits upright and is disturbed as Jim Banks relaxes in his chair. Franz Bauer feels that Jim is not taking the negotiation seriously. Jim feels that Herr Bauer is getting more and more aggressive.



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Thank you