

## **Communication does not only Imply Speaking**

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**Abstract:** This research article aims to show that communication does not only suggest speaking. In fact, in addition to speaking, people also communicate through various other ways, including: writing, gestures, body movements, sign language, eye contact, the way we look, the way we walk, the way we behave or react in every situation, etc. All these aspects are encompassed in two main categories of communication which are verbal communication and non-verbal communication.

Verbal communication combines both spoken and written skills, whereas non-verbal communication deals with body language, that is, the physical behaviour of our bodies, eye contact, postures, gestures, dressing style (clothing and adornment), environmental factors, and so on. Therefore, this article is going to explain the different kinds of communication through some illustrations and detailed elements.

**Keywords:** Communication, verbal, non-verbal, message, transmit, receive.

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**Résumé:** Cet article de recherche vise à montrer que la communication ne signifie pas seulement parler. En effet, en plus du parler, les gens communiquent également par diverses autres façons, notamment: l'écriture, les gestes, les mouvements du corps, la langue des signes, le contact visuel, notre apparence, notre façon de marcher, la façon dont nous nous comportons ou réagissons dans chaque situation, etc. Tous ces aspects sont englobés dans deux principales catégories de communication qui sont: La Communication Verbale Et La Communication Non Verbale.

La communication verbale combine à la fois les compétences orales et écrites, tandis que la communication non verbale use le langage corporel, c'est-à-dire le comportement physique, le contact visuel, les postures, les gestes, le style d'habillement et la parure (l'ornement), les facteurs environnementaux, etc. Ainsi donc, cet article va expliquer tous ces différents types de communication à travers quelques illustrations et éléments détaillés.

**Mots-clés:** Communication, verbale, non verbale, message, transmettre, recevoir.

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### **1. Introduction**

#### **a) Meaning of Communication**

Communication is broadly understood as an exchange of ideas, messages and information between two or more persons, through a certain medium, in a way that the sender and the receiver understand the message in the common sense, that is, they develop common understanding of the message.

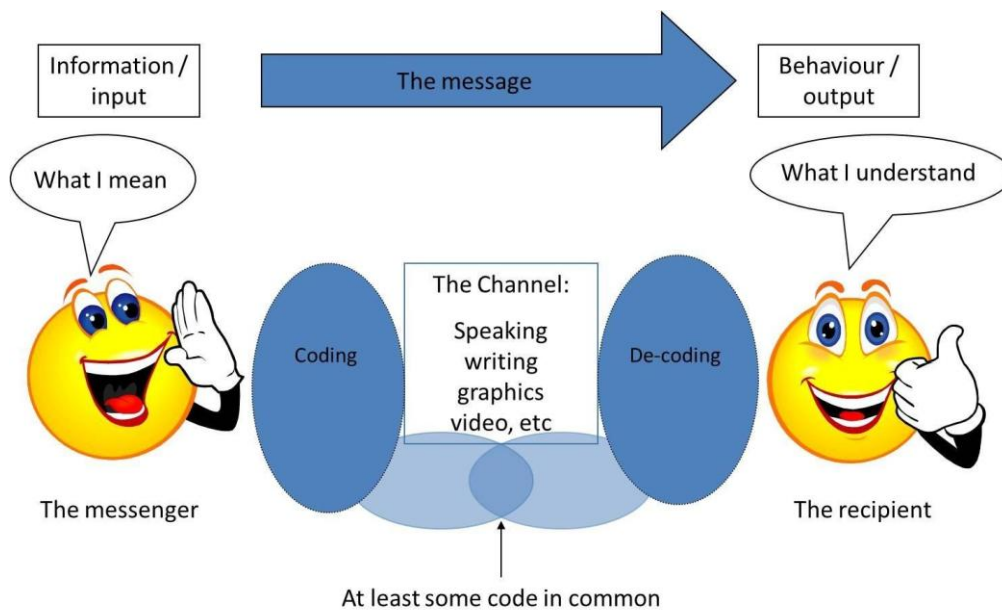
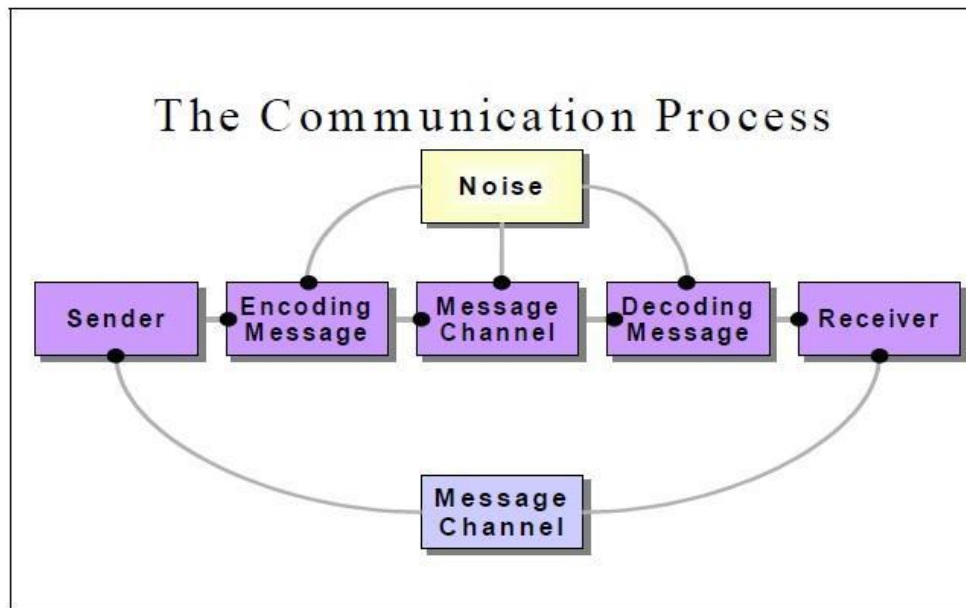
The word communication is derived from the Latin word 'communicare', which means to share, impart, participate, exchange, transmit or to make common. It emphasizes on the sharing of common information, ideas and messages. It is not merely issuing orders and instructions.

Communication is a two-way process of exchanging ideas or information. One person alone cannot carry out communication. When you communicate, there has to be a receiver or an audience that would reciprocate. It is only then that your communication can be complete. This implies that communication, as a process of transmitting and receiving verbal and non-verbal messages, is considered effective only when it achieves the desired reaction or response from the receiver. In case of absence of any response, communication is incomplete.

#### **b) Further definitions**

"Communication is the transfer of information from a sender to a receiver, with the information being understood by the receiver". (Koontz and Weihrich).

The Oxford dictionary defines communication as 'the imparting or exchange of information by speaking, writing, or using some other medium.'



## 2. Types of Communication

There are two types of communication: Verbal communication and Non-Verbal communication

### a) Verbal communication

**Definition:** The Verbal communication is referring to the form of communication in which message is transmitted verbally.

Verbal communication is done by words, mouth or a piece of writing. Remember that the key Objective of every communication is to have people understood what we are trying to say.

#### ✓ Oral or spoken communication

In oral communication, spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. Communication is influence by volume, speed and clarity of speaking.

Oral communication that takes place **face-to-face** is regarded as most common and recognized type of communication. When the individuals are communicating with each other face-to-face, they aim that through

words, they are able to express directly to others. This communication can be formal as well as informal. The individuals communicate face-to-face within the organizations with other members and outside the organizations, it takes place with family members, friends, relatives, community members etc.

Oral Communication (**Distance**) can take place among the individuals in an appropriate manner, when they are located at a distance. This communication is common and is an integral part of the lives of the individuals. In communicating orally with individuals, who are located at a distance, there are number of methods and technologies, which are utilized. These include, mobile phones, video-conferencing and so forth. These are regarded as modern and innovative methods, through which oral communication can be promoted among individuals, when they are located at a distance.

In the effective implementation of this type of communication, tone of voice and pace of delivery are regarded as crucial. The important factors that need to be taken into account in promoting oral communication at a distance are, listening, speaking slowly, reiterating the information that is understood and keeping the tone of voice open and receptive. In some cases, when the individuals are unable to understand the concepts and other information clearly through oral communication, they may ask to send them through email.

#### □ **Written communication**

In written communication, written signs or symbols are used to communicate.

- In written communication message can be transmitted via email, letter, report, memo etc.
- In written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

#### **b) Non-verbal communication**

##### **What is non-verbal communication?**

Non-verbal communication can be a very powerful tool in understanding ourselves and others. Are *nonverbal communication* and *body language* the same? No, they are not. Body language involves the physical behaviour of our bodies — eye contact, posture, gesture, orientation and so forth — while nonverbal communication embraces all body language communication, and also includes clothing and adornment, environmental factors and even the manner in which we use time.

So what does nonverbal communication do for us that verbal communication and good old-fashioned words cannot do? Dickson and Hargie (2003, p. 50) suggest that we use nonverbal communication in order to:

1. replace verbal communication in situations where it may be impossible or inappropriate to talk;
2. complement verbal communication, thereby enhancing the overall message
3. modify the spoken word
4. contradict, either intentionally or unintentionally, what is said
5. regulate conversation by helping to mark speech turns
6. express emotions and interpersonal attitudes
7. negotiate relationships in respect of, for instance, dominance, control and liking
8. convey personal and social identity through such features as dress and adornments
9. contextualise interaction by creating a particular social setting.

Non-verbal behaviours (e.g. a gesture or eye movements) are sometimes referred to as **tells** because they tell us about a person's true state of mind (Navarro 2008, 2011).

Nevertheless, nonverbal communication can be very ambiguous: we should not presume that we can 'read other people's minds' because of what we think they are 'saying' nonverbally. We may be right, but equally we may be wrong. To be more right than wrong, we should not seize upon one gesture or posture in isolation; rather, we need to recognise entire groups or **clusters** of non-verbal behaviour that suggest the same internal state of mind.

We should also not presume, as some do, that nonverbal communication is more important than verbal communication. It has become commonplace, for example, to hear that nonverbal communication comprises 70 to 90 per cent of our communication and that spoken words comprise only a small proportion of the totality of communication. This percentage approach is generally attributed to Mehrabian (1971), who based it on word-ambiguity experiments he conducted using US college students in the late 1960s. From this research he developed the idea that only about 7 per cent of meaning in communication could be extracted from the actual words spoken, while tone of voice accounted for about 38 per cent and body language about 55 per cent of conveyed meaning. This conjecture, based on experimental data that has often been challenged (Oestreich 1999), has wrongly been established in some minds as irrefutable fact relevant to all situations in all cultures.

✓ **Different kinds of Non Verbal Communication**

**Facial expressions**

The face reveals much of our emotional disposition, and there are strong cultural and social messages involved in suppressing or expressing those emotions. In Japanese culture, and to a lesser extent British culture, great value is placed on not revealing emotions, thereby demonstrating the desired characteristics of self-control (Morris 2002).

In cultures characterised by more mobility of expression, such as the North American or Australian cultures, facial immobility is a clue to high-status individuals, whose behaviour contrasts with that of others, who have more plasticity in their expressions (traditionally, this was the case with individuals accorded lower status, such as children, slaves and women). High-status people thus rarely smile, but are smiled at by lower-status people or subordinates; their voices tend to be pitched lower, while those of their subordinates are pitched higher; they are looked at by but rarely look at their subordinates; and touch, but are rarely touched by, their subordinates (Henley 1986, 2002).


There may be some relationship between these behaviours and those, first noted by Darwin, of apes in the wild: in a confrontation, the loser tends to smile, to propitiate or appease the winner (Darwin 2002 [1872]).

Illustration here below:

**FACIAL EXPRESSION**

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- Face is the index of mind. Think how much information can be conveyed with a smile or a frown. By facial expressions we can show or we can understand happiness, sadness, anger and fear and much more



**Eye Contact**

Eyes, the ‘portals of the soul’, communicate fundamental messages, sometimes consciously, sometimes unconsciously. There are numerous messages in western culture relating to eye contact.

‘Look me in the eye and say that!’

‘It’s rude to stare.’

‘You can’t hide your lyin’ eyes.’

Eye contact, or direct gaze, means different things to different people. Euro-American, Saudi Arabian, Korean and Thai people tend to regard a direct gaze as a desirable characteristic indicating openness and honesty. Conversely, an averted gaze can be construed as suggesting dishonesty or shiftiness. In other cultures, however, such as Japanese, Mexican, West African and Puerto Rican, direct eye contact may be considered rude, while an averted gaze indicates respect (Morris 2002). There is obvious potential for misunderstanding here.

Gaze behaviour may also be linked to ‘love at first sight’, although Fisher takes a somewhat unromantic view of this phenomenon:

Could this human ability to adore one another within moments of meeting come out of nature? I think it does. In fact, love at first sight may have a critical adaptive function among animals. During the mating season, a female squirrel, for example, needs to breed. It is not to her advantage to copulate with a porcupine. But if she sees a healthy squirrel, she should waste no time. She should size him up. And if he looks suitable, she should grab her chance to copulate. Perhaps love at first sight is no more than an inborn tendency in many creatures that

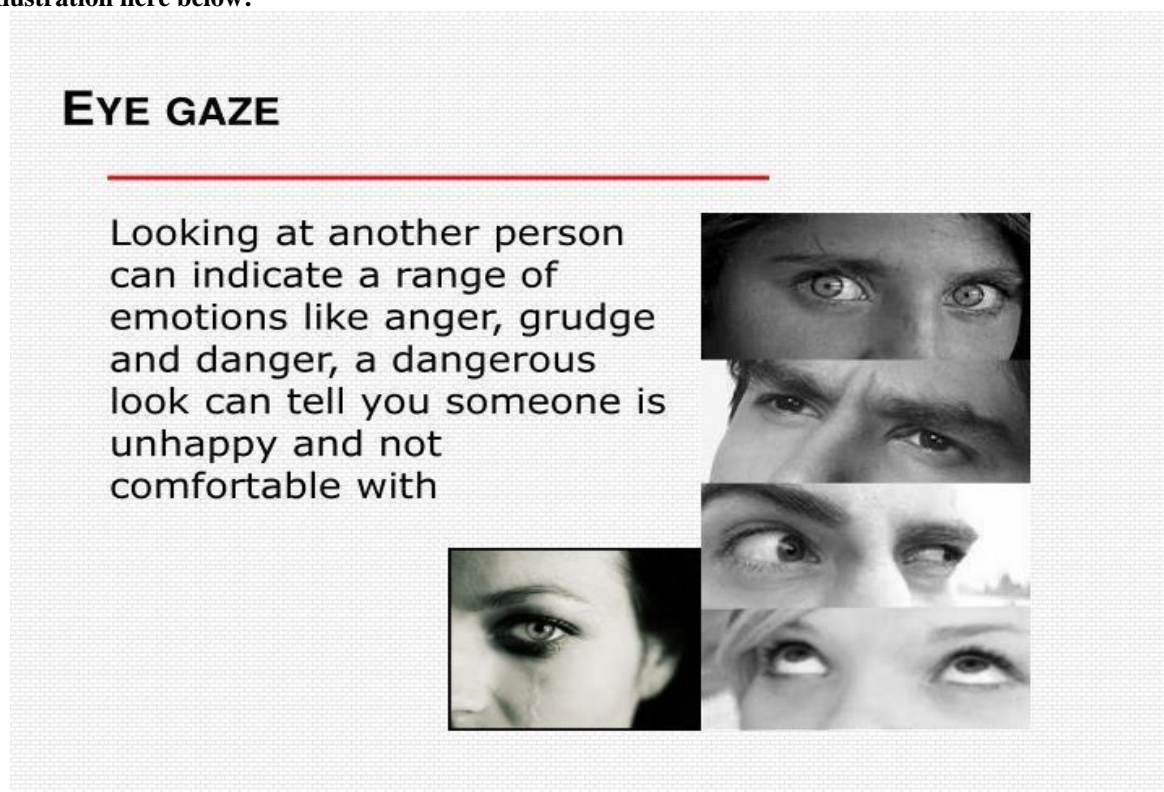
evolved to spur the mating process. Then among our human ancestors, what had been animal attraction evolved into the human sensation of infatuation at a glance. (Fisher 1992, p. 51)

In many cultures, direct eye contact is the preserve of dominant individuals, while subordinates tend to avert their gaze and blink more frequently. In western groups eye contact is used to regulate conversation: a person who is speaking in a group may break eye contact with others while talking, refocusing on a person making 'bidding' signals only when ready to yield the floor (Argyle 1999). Similarly, listeners tend to look at speakers more than speakers look at listeners, but speakers will tend to re-establish eye contact at critical points while talking to seek reinforcement, feedback or approval from listeners; when each is looking at the other, a 'gaze window' is established (Bavalas, Coates & Johnson 2002).

In some cultures, direct eye contact implies the listener is concentrating on what is being said, while in others (e.g. Japanese) concentration is indicated by an averted gaze, or closed or half-closed eyes (Axtell 1998). An apparently universal phenomenon is the 'eyebrow flash' a lifting of the eyebrows when meeting or acknowledging someone (Eibl-Eibesfeldt 2007).

When we are interested in something, our pupils dilate, or expand. Although this is something western behavioural scientists have discovered only in the past few decades, elsewhere it has been known for centuries: Chinese and Arab traders have always watched for telltale dilations to reveal the motivations of their opponents during negotiations. Wearing dark glasses is a common strategy among modern hagglers.

**Illustration here below:**



### **Gesture**

Gestures are movements of the body, especially the hands or arms, that express an idea or emotion. Again, there is considerable cultural variation in the repertoire, frequency and expressive range of gestures — some cultures are physically more expressive, while others are more subdued (Morris 2002; Kendon 2005; Hostetter & Alibali 2007).

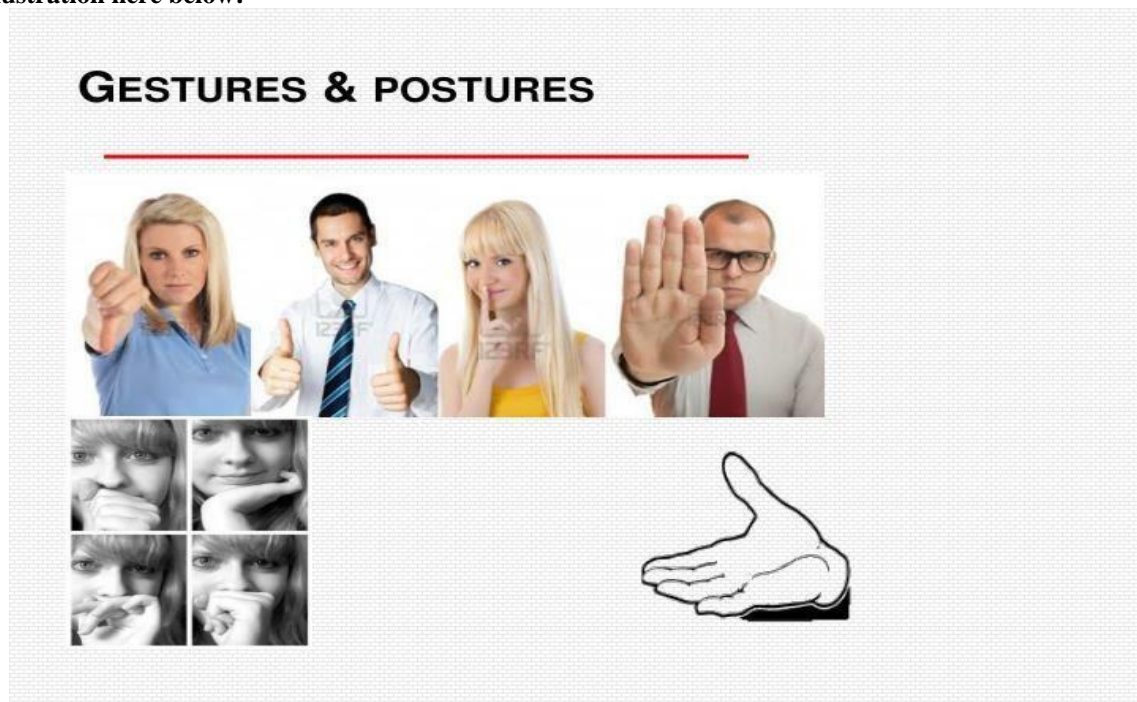
Gestures are powerful tools of communication. When in conversation we rephrase others' words, we may find that we are also 'rephrasing' their gestures (Tabensky 2002).

### **Posture**

Posture relates to body movements and to height. Height, or tallness, still carries powerful messages of dominance. There is some evidence of height being positively correlated with success in leadership positions (Knapp & Hall 2010). Just as people are often unhappy with their overall body image, some are unhappy with

their height and may try to compensate (very tall people may stoop, while short people may hold their bodies more erect to appear taller).

**Illustration here below:**



### **Haptics (Touch language)**

The study of touch, or **haptics**, reveals much about human behaviour. It links gesture, posture and territory, or personal space. Touch is recognised as a basic human need, but the degree to which individuals touch one another varies considerably from culture to culture, as well as within cultures. Touch is critically allied to sensory integration and perhaps even psychological wellbeing: we probably need some degree of touching to survive and thrive, but for a variety of reasons we may not get enough of it (Field 2002). For example, displays of maternal warmth (touching, gaze) towards children may make those children develop a greater sense of internal control — that is, feelings that they can influence their surroundings and destiny, rather than feel powerless (Carton & Carton 1998).

The touching involved in the grooming rituals of our pre-human ancestors may have been instrumental in developing conversation (in particular, gossip) and language (Dunbar 1998). Touch can be usefully classified into five types (Johnson 1998):

1. Functional/professional
2. Social/polite
3. Friendship/warmth
4. Love/intimacy
5. Sexual/arousal.

### **Clothing and adornment**

Clothes and bodily adornment are used primarily to protect us from the elements and to send social and sexual messages. 'Adornment' in this sense includes both physical decoration (hair styling, make-up, jewelry, wigs, suntans, shaving/not shaving, tattoos, body piercing) and body modification (plastic surgery, foot-binding), all social inventions by different cultures whose broad purpose is to emit messages of attractiveness, submission or dominance.

The ways we dress and adorn ourselves tell others whether we belong to a particular group, or which group or high-status individual we imitate out of admiration; they also carry messages about wealth, rank or class. Some clothing has a primarily functional purpose — say, to protect the wearer (e.g. a welder's gloves, apron and goggles; a mechanic's overalls; a diver's suit; underwear) or to protect the environment from the wearer (e.g. clean-room uniforms in computer chip manufacture; a surgeon's gown and gloves; cellophane

gloves, hair covering and apron worn by delicatessen assistant). In other cases, clothing and adornment send nonverbal messages by performing functions such as:

- *an indication of sexual modesty or purity*: a nun's habit; concealing clothing (high necks and low hemlines); veils, burkas, chadors, hijabs (Killian 2003; McLarney 2009)
- *a display of sexual immodesty*: codpieces, figure-hugging or revealing clothing (low necks and high hemlines); transparent materials
- *an indication of leisurely life (without need to work)*: delicate, light-coloured fabrics; long fingernails; suntan; tracksuits; sunglasses
- *a display of group identification*: uniforms; common clothing styles or bodily adornments; judges' gowns and wigs; sporting team insignia
- *a display of wealth/status*: brand-name clothes, jewelry; accessories; rank insignia
- *displays of dominance/threat/physical toughness*: shoulder pads, body piercing, tattoos, leather clothing, tight clothing, sunglasses, heavy boots, chewing gum, smoking
- *displays of compensation*: elevator/platform shoes, hair transplants, cosmetic surgery
- *displays of religious affiliation*: yarmulkes, crosses, clerical collars, turbans, beards.

### **Proxemics (Space language) Personal space/territoriality**

**Proxemics** is the study of personal space or territoriality, or the way we create and cross spaces between ourselves and others.

Like animals, human beings exist within an invisible 'bubble' of personal space or territory, where we feel secure. We tend to feel anxious if others invade this space; for example, by standing too close or by touching us. The four zones identified are:

1. **The intimate.** Within this zone we will be comfortable only with people we like and know very well — for example, family members and lovers.
2. **The personal.** Within this zone we will also be comfortable with people we know quite well — for example, friends and close colleagues.
3. **The social– consultative.** Within this zone we will also be comfortable with people we know only moderately well — for example, work colleagues in a meeting.
4. **The public.** Within this zone we will also be comfortable with people we know only slightly or not at all — for example, people in public places.

### **3. Forms of Communication**

#### **a) Interpersonal communication**

Communication between two or more people is called interpersonal communication. Examples are when you are talking to your friends. A teacher and student/s discussing an assignment.

#### **b) One-to-group communication**

It involves a speaker who seeks to inform, or motivate an audience.

- ✓ Example is a teacher and a class of students.

#### **c) Small group communication**

It is communication within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organization. Examples would be a group planning a surprise birthday party for someone. A team working together on a project.

#### **d) Intrapersonal communication**

This is communication that occurs in your own mind. It is the basis of your feelings, and beliefs. Examples are when you make any kind of decision – what to eat or wear. When you think about something – what you want to do on the weekend or when you think about another person.

#### **e) Mass communication**

This is communication through electronic gadgets (mass media) like books, journals, TV, newspapers, etc.

## **4. Conclusion**

A retrospective glance through the content of this research work shows that the paper demonstrates that communication does not only suggest speaking. Communication consists of two main aspects, which are **verbal**

**and non-verbal communication:** Verbal communication combines both spoken and written skills, whereas non-verbal communication involves body language, that is, the physical behaviour of our bodies, eye contact, postures, gestures, clothing style and adornment, environmental factors, and so on. This article therefore explains the different kinds of communication through illustrations and it shows the different forms of communication through some detailed elements.

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