

CHAPTER II

LITERATURE REVIEW

2.1 Communication

Wiryanto (2014, p.5) states that communication comes from the latin language, communication means a notification or exchange and the adjective word, communist means public or together. While Candra (2006, p.1) says that communication is the process of delivering the message of the communicator to the communicant through certain media to produce effect / purpose to expect feedback

Lunenberg (2010, p.1) also mentions that Communication is the process of transmitting information and common understanding from one person to another. Dwi (2012, p.2) says that communication is any form of the word. Eyes contact, head moving, hand moving, posture which result the acceptance of the same meaning, attitude or feeling.

In the line with Lazuardi (2008, p.2) explains communication in three parts. Those are:

- Communications involving people, how to in touch
- Communication includes shared meaning
- Communication is as a symbol such as gestures, sounds, number and words

From the definition above, the writer can conclude that communication is a process of delivering message by saying or giving any form of the word in order to get information and mutual understanding.

2.2 Types Of Communication

According to Dwi (2012, p.7) there are two kinds of communication; verbal and non verbal communication.

2.2.1 Verbal Communication

Herlina (2014, p.1) states that verbal communication is communication that uses verbal symbols, both orally and in writing. Symbols or verbal messages are all kinds of symbols that use one or more words. Almost all speech stimuli that is included in the category of intentional verbal message, which the efforts are made consciously to in touch to others verbally.

On the other hand, Scott (2012, p.6) mentions that there are two types of verbal communication.

- **Formal Verbal Communication:**
This type of communication is usually used in offices and social gathering.
- **Informal Verbal Communication:**
This type of communication is usually used for informal situation, such as commnication among family or friends.

Dwi (2012, p.7) says that the process of verbal communication includes some aspects. Those are vocabulary, racing, intonation, humor, efficiency and timing.

- **Vocabulary** : Using and selecting proper words in communications
- **Racing** : Properly set the speaking rate, not too slow and too fast
- **Intonation** : Tone of voice that is not proportional would be a barrier in communication
- **Humor** : Humor is the only interlude in communication

- Efficiency : Communication presented briefly and clearly so easy to understand
- Timing : Willing to communicate so take the time to hear what is conveyed

The verbal communication is using language as a communication tool so this verbal communication has the same meaning as linguistic communication. Verbal communication refers to the use of sounds and language to relay a message. It serves as a vehicle for expressing desires, ideas and concepts. Moreover, it is vital in the processes of learning and teaching. From the definition above, the writer can conclude that verbal communication is an act of conveying messages, ideas, or feelings orally. Verbal communication is the main way of communicating face-to-face. Among the key components of the verbal communication are words, sound, speaking, and language.

2.2.2 Non Verbal Communication

According to Dwi (2012, p.8) non verbal communication is the process of delivering the message without words. Non verbal communication gives the value for verbal communication. She also mentions that there are two types of non verbal communication; Body Language and Paralanguage.

- Body Language : Include facial expressions, eye movement, foot and hand
- Paralanguage : Include everything such as tone of voice, rate of speech, laughter and expressions

Scott (2012, p.4) says that non verbal communication is kind of communication through signs and symbols and it is able used without verbal communication. In simply terms, nonverbal communication can be defined as follows: non means no, the verbal meaning of words (words), so that nonverbal

communication is defined as communication without words. The ability to understand and use nonverbal communication, or body language, is a powerful tool that can help someone connects to others, express what she or he really means, and builds better relationships.

When someone interacts to others, she or he continuously gives and receives wordless signals. All of nonverbal behaviors, the gestures, the way of sitting, how fast or how loud the talking, how close the stand and how much eye contact. These messages don't stop when someone stops speaking either. Even when she or he is silent, she or he is still communicating nonverbally. Oftentimes, what comes out of her or his mouths and what she or he communicates through her or his body language are two totally different things. When faced with these mixed signals, the listener has to choose whether to believe her or his verbal or nonverbal message, and, in most cases, they're going to choose the nonverbal because it's a natural, unconscious language that broadcasts our true feelings and intentions in any given moment.

Based on the description above, the writer can describes that non verbal communication is the process of sending and receiving messages without using words, either spoken or written. Nonverbal behavior may emphasize parts of a verbal message. Nonverbal communication includes gestures, facial, expressions, and body positions (known collective as “body language”), as well as unspoken understanding and presuppositions and cultural and enviromental conditions that may affect any people.

2.3 Public Speaking

According to Olii (2008, p.2) public speaking begins with the rhetoricians who have the same opinion about it that it is the art or skill of speaking or speech that has been developed since centuries. Lucas (2007, p.4) also states that people have used public speaking as a vital means of communication. Public speaking is as important as the ability to have dialogue with other individuals effectively.

Steele (2010, p.1) says that public speaking is the art, act and skill of using the gift of speech to address a group of people in a structured manner with the purpose of informing, influencing or entertaining the listeners. While Lamerton (2001, p.120) says that some forms of public speaking have a special structure. In addition he suggests that to be clear about what to say and to be logic while expressing the message.

In everyday language, public speaking refers to the communication practice of a speaker sharing ideas with an audience primarily through speech. Sukadji (2011, p.5) states that speaking in front of the public or society or a group of people is a kind of activity which is essentially in the framework of communication. Then Slagell (2009, p.1) also says that public speaking is a form of communication that seeks an outcome; public speakers seek not simply to express themselves but to have an effect on their listeners. It is as a means for sharing ideas and motivating others. Moreover, she (2009, p.3) mentions that today the majority of public speaking textbooks concentrates on the same three central goals of public speaking to inform, to entertain and to persuade the audience.

From the explanation above, the writer concludes that public speaking is a part of communication and it is a process of speaking to the audience structurally which the purposes are to inform, entertain or persuade the audience. A good public speakers need skill of public speaking so she or he can motivate and give a clear message to the audience in every speech.

2.4 Body Language

Body language is a simpler matter that requires observation than with a book containing the rules. On the other hand if the speaker has problems with body language, the materials which explained will also not affect anything in speaker's speech. According to Dwi (2012, p.8) body language is a part of non verbal communication. She also mentions that body language Include facial

expressions, eye movement, foot and hand. While Lucas (2007, p.313) says that body language includes personal appearance, movement, gestures and eye contact of a speaker's body that used during deliver the speech.

Wahyudi (2013, p.192) says that body language is to deliver the thought and feeling of speaker to the audience by translating into body language. Speaker's body language reveals speaker's feelings and meanings to others. Other people's body language reveals their feelings and meanings to speaker. Seed (2008, p.5) says your body sends many different kinds of non-verbal signals: your postures, gestures, eye movements, the tone and volume of your voice, and even how you use time and the space around you add up to your unique dialect of body language. Experts divide the study of body language into six main categories: kinesics, eye contact, paralanguage, haptics, proxemics, and chronemics.

While Spring (2012, p.2) states how important body language and gives two principle reasons. There are:

- You have probably heard many times that people remember more of what they see than what they hear. Long after a meeting, we are likely to have forgotten the exact words someone used, but we may retain a vivid image of the same person's facial expression.
- Through life experience we have learned, perhaps unconsciously, that people often lie with words. (We're talking here about the little white lies and omissions that are part of many conversations.) But facial expressions and other body language tend to be more honest. When a person's words and body language are consistent, we believe that person. When their words and body language say different things, we tend to believe the body language and doubt the words.

The body can be an effective tool for adding emphasis and clarity to a speaker's words. It can also be a powerful instrument for convincing an audience of a speaker's sincerity, passion, and commitment. Body language goes both

ways: speaker's body language reveals speaker's feelings and meanings to others and other people's body language reveals their feelings and meanings to speaker.

2.4.1 Personal Appearance

Personal appearance plays an important role in speechmaking. Listeners always see before listening what someone says. Lucas (2007, p.314) states that just as you adapt your language to the audience and the occasion, so you should dress and groom appropriately. Although the force of your speech can sometimes overcome a poor impression created by personal appearance, the odds are against it. Regardless of the speaking situation, you should try to evoke a favorable first impression. An impression that is likely to make listeners more receptive to what you say.

Moreover Fanani (2013, p.52) says that one of fifteen things that should be avoided during a speech is do not wear clothes like going to the beach or a party. The audience likes to see speaker who wears professional, clean and tidy clothes. The speaker usually dresses clean, neat and in accordance with the surrounding situation. The type of clothing should be appropriate to the place, time and type of event. Olli (2008, p.45) describes that speaker with an expensive dress and excessive jewelry will impress the intention of showing off. Otherwise shabby dress will signify not appreciate the audience. Before the speech it is better for speaker to find out the information about the situation of speech which will be presented in order to be able to adjust clothing to be used.

Meanwhile, Steel (2013, p.1) explains that the choice of color, clothing, hairstyles and other factors affecting appearance are also considered a means of nonverbal communication. What people see when they first set their eyes on you, judgment about you personality and abilities are going to be concluded. It means that personal appearance is important for speaker.

From the definition above, the writer can conclude that the choice of color, clothing, hairstyles and other factors affecting appearance are also considered a means of nonverbal communication. Appearance can also alter physiological reactions, judgments and interpretations. This first impression is very important.

2.4.2 Gestures

When the speaker stands on the podium, there are many things that must be considered such as body work techniques or gestures. According to Lucas (2007, p.315) Gestures in delivering the speech is a motions of speaker's hands or arms during the speech. He also mentions about the primary rule in gesture that whatever gestures make should not draw attention to them selves and distract from the message. They should appear natural and spontaneous, help clarify and be suited to the audience and occasion. In the meantime, make sure the hands do not upstage the ideas. Avoid flailing them about, wringing them together, cracking the knuckles or toying with your rings and just thinking about communicating with listeners so the gestures will probably take care of them selves.

All things that the speakers have and do is considered and observed by the audience. Carnegie (2013, p.32) says that gestures in delivering the speech is an appearance of how the body of a speaker while standing. He mentions some gesture techniques in delivering speech. Those are:

- Do standing exercises properly. Speaker should be flexible and stand facing the audience.
- Avoid too much over acting but not too stiff. Avoid playing something like cables, paper or something near us
- Footwork and the hand must be set. do not overuse
- If the speaker should sit during the speech, the position of sitting should be set properly. Avoid bending forward and backward, right and left oblique, too rigid or too upright and too relaxed

In addition, Sethi and Adhikari (2010, p.219) claim that gestures may be classified as emphatic gestures, descriptive gesture, locative gesture and transitional gestures;

- Emphatic gestures are used to emphasize or lay stress on a word that is important in a message. For example, making a fist and bringing it strongly down on the palm of the hand
- Descriptive gestures are used to provide a visualization effect for the verbal message. For example, opening arm widely while talking something big
- Locative gestures indicate the direction that is being referred to in the oral presentation. For example, pointing a finger towards something.
- Transitional gestures may be used to list out or enumerate things. For example, counting on fingers to enumerate the three types of negotiation approaches.

Gestures are one of important aspects of body language for making sentences stronger. It can also give the big effect and influence to our speaking. Gestures are deliberately used to communicate meaning, containing and conveying information related to affective or emotional states. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. However, the meaning of gestures can be very different across cultures and regions, so it is important to be careful to avoid misinterpretation.

2.4.3 Eye Contact

Eye contact between the speaker and the audience is very important in the delivery of speech. Speaker's eye contact is vital to know that whether the audience sleepy, does not understand or does not seem interested. Lucas (2007, p.315) says that eye contact is direct visual contact with the eyes of another

person. Eye contact is influenced by cultural background but when it comes to public speaking, it appears to be fairly wide agreement across cultures on the importance of some degree of eye contact. When the speakers look at to listeners, be alert for their reactions. Can they hear, do they understand, are they wakeup and the speakers' eyes will help to answer these questions.

Olii (2008, p.46) suggested that try to make eye contact with the audience equally, both located on the left or right and other position so all the audience will feel cared for. Fanani (2013, p.52) says that in giving eyes contact to audience the speaker is not allowed to always see the note or presentation. Audience is more interested if the speaker communicates and does spontaneous improvisation. No matter what size of the audience, the speakers' eyes have to convey confidence, sincerity and conviction.

According to Wikihow.com (2013, p.1), there are two ways for making eye contact while having public speaking. Those are:

1. Look elsewhere. The best way is not actually to make eye contact but rather look at listeners' forehead or hair. It still looks like the speaker has making eye contact.
2. Look forward and above the crowd. When building up convidence in front of group start looking around but never look at someone too long as it could cause mocking.

The writer can conclude that since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way of looking at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's response

2.4.4 Movement

According to Lucas (2007, p.314) the speakers are often unsure about what to do with their body while giving a speech. Some pace nonstop back and forth across the podium, fearing that if they stop then they will forget everything. Others are bobbing their shoulders, fidgeting with their notes or jingling coins in their pockets. Still others turn into statues, standing rigid and expressionless from beginning to end.

Fanani (2013, p.38) explains more about how to move the speaker's body in delivering the speech. Those are:

- Be natural. Do not just stand rigid or make overacting movements
- Use hand movement and foot steps to strengthen the sense of speech
- Avoid making distance movement between speaker and audience. The speaker can walk close to the audience, walk and stand to whiteboard or power point slide and the movement is adjusted with the condition of speech.

It can be concluded that deliberate movements is an important way to communicate meaning without words. How speaker perceptions of people are affected by the way they sit, walk, stand up, or hold their head. The way of somebody moves and carries her or his self communicates a wealth of information to the world. The type of nonverbal communication includes posture, bearing, stance, and subtle movements.

2.4.5 Facial Expression

According to Matsumoto and Ekman (2013, p.1), facial expressions refer to movements of the mimetic musculature of the face. It makes a motor root that supplies somatic muscle fibers to the muscle of the face, scalp and outer area, enable the muscle movements that comprise facial expressions. It also involves

identifying the various facial muscles that individually or in groups cause changes in facial behaviors. The change in the face and the underlying (one or more) muscles that cause these changes are called Action Units (AU).

Meanwhile, Cherry (2013, p.1) states that facial expressions are responsible for a huge proportion of nonverbal communication. Information can be conveyed with a smile or a frown. It is also important to remember that the human face is extremely expressive. It is able to express countless emotions without saying a word.

Table 1. (Some of Upper Face Aus and their combinations)






































<i>NEUTRAL</i>	AU 1	AU 2	AU 4	AU 5
				
Eyes, brow, and cheek are relaxed.	Inner portion of the brows is raised.	Outer portion of the brows is raised.	Brows lowered and drawn together	Upper eyelids are raised.
AU 6	AU 7	AU 1+2	AU 1+4	AU 4+5
				
Cheeks are raised.	Lower eyelids are raised.	Inner and outer portions of the brows are raised.	Medial portion of the brows is raised and pulled together.	Brows lowered and drawn together and upper eyelids are raised.
AU 1+2+4	AU 1+2+5	AU 1+6	AU 6+7	AU 1+2+5+6+7
				
Brows are pulled together and upward.	Brows and upper eyelids are raised.	Inner portion of brows and cheeks are raised.	Lower eyelids cheeks are raised.	Brows, eyelids, and cheeks are raised.

Table 2. (Some of Lower Face AUs and their combinations)

<i>NEUTRAL</i>	AU 9	AU 10	AU 12	AU 20
				
Lips relaxed and closed.	The infraorbital triangle and center of the upper lip are pulled upwards. Nasal root wrinkling is present.	The infraorbital triangle is pushed upwards. Upper lip is raised. Causes angular bend in shape of upper lip. Nasal root wrinkle is absent.	Lip corners are pulled obliquely.	The lips and the lower portion of the nasolabial furrow are pulled back laterally. The mouth is elongated.
AU15	AU 17	AU 25	AU 26	AU 27
				
The corners of the lips are pulled down.	The chin boss is pushed upwards.	Lips are relaxed and parted.	Lips are relaxed and parted; mandible is lowered.	Mouth stretched open and the mandible pulled downwards.
AU 23+24	AU 9+17	AU9+25	AU9+17+23+24	AU10+17
				
Lips tightened, narrowed, and pressed together.				
AU 10+25	AU 10+15+17	AU 12+25	AU12+26	AU 15+17
				
AU 17+23+24	AU 20+25			
				

Facial expressions are responsible for a huge proportion of body language. Smile and frown can convey much information. The human face is extremely expressive. It is able to express countless emotions without saying a word. Unlike some forms of body language, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures

2.4.6 Haptics

According to Cherry (2013, p.8), haptics is communication through touch and it is another important nonverbal behaviour. People communicate a great deal through touch. In some ways, touch is the most basic form of communication. Seed (2008, p.7) also says that touch can be a symbol of status and control. For

need for personal space, which is also important type of nonverbal communication.

Moreover, Seed (2008, p.7) explains that personal space has four zones. Those are:

- Over twelve feet is the public zone. A person giving a speech might be this far away from the front row.
- Twelve feet to four feet: the social zone. In this space, the speakers converse with people need to talk to one-onone, but that speakers don't know personally, like store clerks or strangers who are asking directions.
- Four feet to one and a half feet: the personal zone. This is the most-used zone, used for friends and casual acquaintances. Most social conversation occurs within this space.
- 18 inches or less: the intimate zone. The speakers only allow those to whom are emotionally

While Spring (2012, p.9) describes the zone based on the distace. As present in the table:

Table 3. (Distance Zone)

0-0.5 meters	Intimate Zone
0.5-1.2 meters	Personal Zone
1.2-4.0 meters	Social Zone
4.0 meters-	Public Zone

Based on the description above, the writer can conclude that people often refer to their need for "personal space," which is also an important type of nonverbal communication. The amount of distance someone needs and the amount of space she or he perceives as belonging to her or him is influenced by a number of factors including social norms, situational factors, personality characteristics and level of familiarity.