

CHAPTER II

LITERATURE REVIEW

This chapter presents the definition of non-verbal communication, the characteristic of non-verbal communication, the function of non-verbal communication in verbal communication message, and types of non-verbal communication

2.1. Definition of Nonverbal Communication

Human as the social creatures will always be faced with interaction between human in social life. This interaction can be called as communication. A human cannot avoid communication. Watzlawick and Beavin in (Liliweri: 1994, P.v) stated in their theory that human cannot avoid communication. If people chatting it means communication, even if someone is silent, in some condition it can be called as communication.

Nonverbal as one of the kinds of communication can be defined as the communication without using words. Nonverbal communication includes most of the aspects of human communication except the verbal aspect. Doi (2009, P.1) states that nonverbal communication is the process of communication through sending and receiving wordless (mostly visual) cues between people. It is sometimes mistakenly referred to as body language (kinesics), but nonverbal communication encompasses much more, such as use of voice (paralanguage), touch (haptic), distance (proxemics), and physical environments/appearance. Below are the characteristics of non-verbal communication and how non-verbal influence the meaning of the message.

2.2. The Characteristics of Non-verbal Communication

Non-verbal communication has some characteristics that should be recognized to help people do the appropriate non-verbal signs in

communication. Based on Liliweri (1994, P.98-100), there are 4 main characteristics of non-verbal communication. They are,

1. Every people cannot avoid communication especially non-verbal communication
2. Non-verbal communication express feeling and emotion
3. Non-verbal communication conveys more explanation of verbal communication
4. Sometime non-verbal communication is more reliant than verbal communication in human relations

2.3. The Influence of Non-verbal Signs in Communication

Most of non-verbal communication cannot stand alone. It also occurs in verbal communication. Both verbal and non-verbal communication influences each other in the process of communication.

Based on Verdeber in Liliweri (1994, P.106-107), there are 3 steps to show that nonverbal communication influences verbal communication in delivering message. They are,

1. Non-Verbal Communication as Complement

In delivering message, gestures or signs are very useful to empower what the speaker want to say. Speaker can show how the thing is look like by gesturing his/her hand. Non-verbal signs can be also used to give direction while verbal communication explains about the cognitive information. This non-verbal signs strengthen the message that speaker want to deliver to the receiver.

2. Non-verbal Communication as Independent Sign

In some condition of communication, non-verbal communication has its own power to be independent in delivering message. For example, after football match, the result of the match can be seen from the players' expression or gesture. The players do not need to say if they were winning or not. They just need to express it through non-verbal signs.

3. Non-verbal Communication as the Opposite Message

In this case, non-verbal message is not only become the complement of verbal communication. Non-verbal takes the control of the message by change its meaning. For example, when someone is angry, even he/she say “I’m not angry” verbally, but if his/her non-verbal message sends different message, such as slamming the door. It is enough to say that the person is angry.

2.4. Types of Non-verbal Communication

Non-verbal communication has a very wide range in the process of communication between humans. Different with verbal communication that very dependent with the use of word as the code to transfer message, non-verbal communication has more channel as the medium to transfer the message.

The medium of non-verbal communication can be called as types of non-verbal communication. There are so many opinions about the types of non-verbal communication. Knapp and Tubbs in (Liliweri: 1994, P.112-113) stated that there are 7 types of non-verbal communication. They are kinesics, physical characteristic, body contact, paralinguistic, proxemics, artifacts, and environment factors. In more simple point, Barker and Collins in (Liliweri: 1994, P. 113-114) divide non-verbal communication into 4 types. They are communication atmosphere, self-expression elements, gesture, and paralinguistic. In the other point of view, Sugiarto (2013, P.1) says that non-verbal in public speaking can divided into 8 types. They are body, visual aids, silence, sounds, reaction, listening and the stage.

2.4.1 Kinesics

Kinesics is a form of non-verbal communication in which visible bodily actions communicate particular messages, either in place of, or in conjunction with, speech. Gestures include movement of the hands, face, or other parts of the body. Gestures

allow individuals to communicate a variety of feelings and thoughts, from contempt and hostility to approval and affection, often together with body language in addition to words when they speak.

Furthermore, Ekman and Friesen in Liliweri (1994, P.148-152) divide the function of kinesics into 5 types. They are emblem, illustrator, affect display, regulator and adaptor.

1. Emblem

Emblems are nonverbal signals that can generally be translated directly into words. For example, the British sign for Victory (forefinger and middle finger erect) symbolizes the letter V. Another example is the “ok” sign made by forming a circle with thumb and forefinger and stretching out the rest of the three fingers.

2. Illustrator

Illustrators are movements that complement verbal communication by describing or accenting or reinforcing what the speaker is saying. Illustrators are used more consistently to illustrate what is being said. People use illustrators to indicate the size of an object or to draw a picture in the air or to emphasize a key word in what they are saying. These might include pointing to an object in the room or pounding on the table.

3. Affect Display

Affect displays are nonverbal displays of the body or face that carry an emotional meaning or display affective states.

4. Regulator

Regulator is nonverbal message that accompany speech to control or regulate what the speaker is saying. These can be both kinesics, such as the nodding of a head, as well as non-

kinesics, such as eye movements. They are often used as feedback to find out if one is clear of the instructions given or if the audience is interested in the speech.

5. Adaptor

Adaptors are forms of nonverbal communication that often occur at a low level of personal awareness. Adaptors occur to fulfill the psychological needs. For example, tipping pen while waiting for someone.

2.4.2 Describing kinesics

Describing the kinds of kinesics can be done by analyzing the facial expression and gesture, because those are the variable of the kinesics.

1. Facial Expression

Facial expressions include the influences of expression through face that is used to communicate emotionally or to react about a message.

There are 10 common facial expressions in communication. They are confusion, shame, surprise, focus, exhaustion, seduction, anger, fear, sadness and happiness.

- **Confusion**

An expression of confusion is often determined by the nose and forehead scrunched up, sometimes with one eyebrow rose higher than the other. Lips are typically pursed together as well, although the expression of confusion tends to be most accentuated around the eyes and nose. Confusion represents a lack of understanding, and the expression itself is created by one increasing their efforts to understand something.



Figure 2.1. Expression of confusion, www.listverse.com (2013)

- **Shame**

A look of shame is an easily and universally recognized expression. It typically includes eyes averted downward with a saddened or worried appearance. The head is also often positioned to face down with a frowning or neutral mouth. Shame is closely related to submission.



Figure 2.2. Expression of shame, www.listverse.com (2013)

- **Surprise**

A look of surprise is easily identified by its widened eyes and gaping mouth. The emotion of surprise or shock is a close relative of fear. The surprised face is one of the most instinctual faces that humans make. When something unexpected occurs, humans' eyes widen and the pupils grow in order to take in the surroundings more fully and react more quickly.

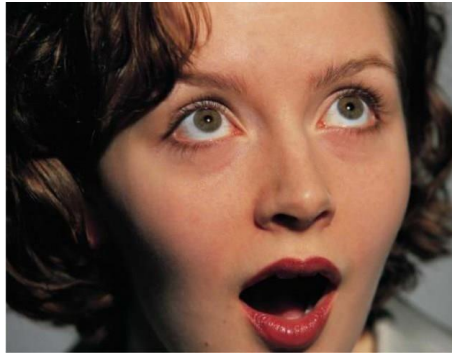


Figure 2.3. Expression of surprise, www.listverse.com (2013)

- **Focus**

A focused or concentrated facial expression can vary based on the situation. If the person is focused on a particular task, their eyes will be fixed on it. If one is focused on a thought or idea on the other hand, they may be looking upward or with eyes averted to the side. There is also typically less blinking. Interestingly, when someone is focusing on accomplishing a task either cognitive or physical, their tongue will twist and move from side to side. The phenomenon is not limited to the tongue, the eyes may blink less for the same reason.



Figure 2.4. Expression of focus, www.listverse.com (2013)

- **Exhaustion**

An obvious factor indicating that someone is exhausted are half-open eyelids. Eyebrows are also frequently raised in an attempt to stay awake. Fatigue is a weariness caused by a lot of exertion without

sufficient rest. Humans indicate the level of functionality with face. By roughly indicating the amount of energy we have, others can also be aware of our capabilities.



Figure 2.5. Expression of exhaustion, www.listverse.com (2013)

- **Seduction**

The art of seduction is classified as someone enticing a person to engage in some sort of behavior, typically sexual. A seductive facial expression tends to vary greatly, yet there are still some features that remain relatively constant for everyone: Eyes are fixed with a look of intensity at the other person, occasionally narrowed slightly as if to focus on a particular object. Lips are either pursed together or slightly apart. The head is frequently tilted slightly to one side, exposing the neck more. This expression more than others is self-explanatory in its origins: One's eyes are the attention-grabbers in any given situation. Adding a look of intensity is typically attractive to the opposite party. Accentuating the lips and neck highlight areas that most find attractive and sensual. When combined with increased blinking and the occasional faint smile, a seductive appearance and demeanor is achieved.



Figure 2.6. Expression of seduction, www.listverse.com (2013)

- **Anger**

Anger, more so than other emotions, is thought to be universal across cultures. The look and demeanor is unmistakable. Eyebrows are squeezed together to form a crease and eyelids are tight and straight. The head is often slightly lowered as the eyes look through a lowered brow. Anger is associated with unpleasant, irritating, or frustrating situations. The tenseness of the face is usually coupled with similar body language to send a clear indicator of the emotion to surrounding people.



Figure 2.7. Expression of anger, www.listverse.com (2013)

- **Fear**

The facial expression of fear is characterized by widened eyes and eyebrows slanted upward. The mouth is usually open to some degree as well. Fear, like surprise, is closely rooted to instinct and indicates a desire to avoid or escape something. Researchers discovered that those who displayed fear breathed in more air and could track targets more quickly because

of their widened eyes. Overall, the facial expression increased sensory perception. Outwardly displaying fear is actually quite practical and aids the individual in avoiding a situation by increasing the capacity of the senses.



Figure 2.8. Expression of fear, www.listverse.com (2013)

- **Sadness**

Sad expressions usually display upwardly slanted eyebrows and a frown. Sadness is coupled with feelings of loss and helplessness. The face is often displayed by those who are withdrawn. The origin or reason for this expression is rather simple: The features that indicate sadness are reduced forms of one's facial features. All aspects droop downward, not necessarily accentuating any specific area. It is an indication of defeat as well, a sense of giving up or a lack of attempt to engage with others.

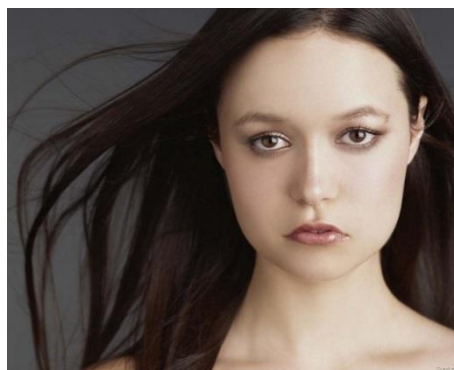


Figure 2.9. Expression of sad, www.listverse.com (2013)

- **Happiness**


Happiness is considered the most universal facial expression with virtually the same meaning across all cultures. Indicated by a smile and crescent-shaped eye, this face is even innate in infants. In complex social situations, the smile is typically inviting (perhaps because it shows some level of strength or self-sufficiency, either physically or emotionally), and people gain more acceptance when they display it genuinely.



Figure 2.10. Expression of happiness, www.listverse.com (2013, P.1)

2. **Gestures**

Gestures are non-verbal communication that includes the movements of hands, shoulders, and fingers. When communicate, people will always do gesture consciously or not. Lascuna (2011, P.1) says that some speakers do not avail themselves of the opportunity to express meaning through gestures. Below are the examples of gestures.

Name of Gesture	Explanation	Picture
A-ok or okay	Made by connecting the thumb and forefinger in a circle and holding the other fingers straight, may	



	signal the word <i>okay</i> ; especially as a diving signal	Figure 2.11. Okay sign, Wikipedia (2013)
Beckoning sign	Made with the index finger sticking out of the clenched fist, palm facing the gesturer. The finger moves repeatedly towards the gesturer (in a hook) as to draw something nearer. It has the general meaning of "come here"	 <p>Figure 2.12. Beckoning sign, Angerboy (2008)</p>
Blah-blah	The fingers are kept straight and together, held horizontal or upwards, while the thumb points downwards. The fingers and thumb then snap together repeatedly to suggest a mouth talking. The gesture can be used to indicate that someone talks too much, gossips, is saying nothing of any consequence, or is boring	 <p>Figure 2.13. "Blah-blah" sign, Brummet (2006)</p>

Table 2.1 The Examples of Gestures