

Meaning of the non-verbal communication in the forming of the relation of the enterprise with surroundings

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Abstract. The body language is arousing the more and more great interest of researchers of the interpersonal communication. Sent information in the non-verbal way often provides such data to us, which in other way would be for us unavailable. Thanks to deciphering the body language we are discovering true contents of the transmission. The non-verbal communication is becoming a basic tool used in the foreign and internal politics of the enterprise. The article is discussing principles of operation of the non-verbal communication in the enterprise in different contexts - cultural, economic and social.

Keywords: non-verbal communication, body language, process of the communication

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1. Introduction

Sent information in the non-verbal way often provides such data to us, which in other way would be for us unavailable. Norms and cultural values can be a cause of such a situation. We are sending a lot of non-verbal information in the form so-called of "body language" which the more and more great interest of researchers of the interpersonal communication attracts. Words constitute one of manners of the message passing, however the non-verbal communication is equally important. As the name itself indicates, this technology doesn't require using words, and for her the weight depends on, how strongly the sender is associated with the announcement and with the recipient. Thanks to deciphering the body language we are discovering true contents of the transmission. Power and the significance of the transport non-verbal all the time he grows, and thanks to extended research tools we can effectively define her.

2. The meaning and elements of the process of the communication

In order can effectively describe the non-verbal communication and her meaning one should explain what the process of the communication consists well in is his meaning.

Issues of the interpersonal communication constitute a focus of interest of many fields of study. This interest results from the deficit of interpersonal close contacts which are disappearing along with the development of the civilization. The build-up of acts of the interpersonal communication and deepening the quality for her are essential to carry feeling the alienation of the contemporary man. [Wajda, 2003, p. 221]. In etymological meaning the word is leading announcing out oneself from Latin *communicare* - to be in the relation, to participate, to form a union [Goban – Klas, 2006, p. 41].

One of the oldest definitions of the communication is the one introduced in 1909 through Cooley, overfilled with the idealistic concept brotherhoods and justices in the human intercourse, she is reading as follows: *We understand the communication as the mechanism, thanks to which human reports can exist and develop, that is all symbols of the mind, including means of handing over of them in the space and of keeping in the time. It includes facial expression, attitude and gesticulation, ton of the voice, words, letter, press, railways, telegraphs, phones and it what else can be an achievement in the conquest of the space and the time* [Cooley, 1999, p. 147]. Gradually comprehending the communication became more and more precise, separating means of transport from means of communication of symbolic contents.

A communication is an exchange of meanings. Kiezik-Kordzińska stated that communicating was a process, during which people are sharing information via symbolic announcements [Kiezik-Kordzińska, 2004, p. 5]. Z. Nęcki is defining communicating as taking the exchange of verbal, vocal and non-verbal signals in the determined context in order to reach the better level of the cooperation [Nęcki, 1995, p. 109]. It is supposed to concern both communicating right messages and grasping their meanings. Communications company with the environment, especially with customers, is the essence of the system's promotional activities, and determines their effectiveness [Szwajca, 2005; Gorczyńska, 2010].

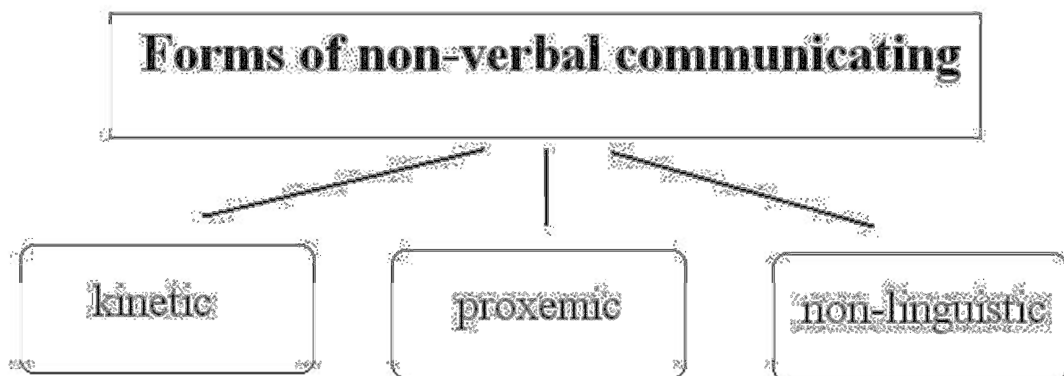
Not always the recipient reads the communicated announcement out in the same meaning, in which a sender sent it. Communication is effective, if the recipient read out and interpreted the meaning of the announcement according to intention for the sender [Szwajca, Gorczyńska, 2013, p. 4]. We are calling the entire mechanism of communicating the announcement the process of the communication. We distinguish two types of such processes: one-way and two-way communication. In one-way the sender is passing the announcement on to communicating without expecting or keeping the feedback with the recipient. Arrangements of superiors can here be an example in relation to rules of conduct during e.g. of evacuation of the enterprise.

Appearing of the bidirectional communication is conditioned with existence of the feedback with the recipient. This type of the communication most often appears, because every conversation with the second person is forcing links into existing. One and the other type of the communication has an advantages and disadvantages. The unidirectionality is saving time for the sender, whereas communicating is two-way more accurate than one-way, because the feedback lets the sender for improving the announcement in this way he is more thorough. Two-way communication allows organizations to build stronger relationships with theirs partners and stakeholders [Szwajca, 2009, pp. 157-164].

3. Forms of the non-verbal communication

Within non-verbal announcing the following forms which the picture is showing are distinguished (fig. 1).

Fig. 1. Forms of non-verbal communicating



Source: J. Stankiewicz, Komunikowanie się w organizacji, Wrocław, 2006, s. 90.

Kinetic form is characterized by a way of sending information. It is largely taught, passed on from the generation to the generation. Here gestures, a facial expression, eye contact, the change of the posture and the touch are being used.

It is worthwhile marking, that such elements as: the physical appearance, the build, clothes, the hairstyle, make-up or worn accessories are sending a lot of information to the sender and sometimes to begin with are already exaggerating about communications reports. Tilting towards the interviewed person means the greater commitment, positive emotions and with subordinating the status in the event that participants in the conversation not very will know each other well. The attitude is of theses with key indicator of intensity of some emotional states - slump joined sadly bodies or with stiff and stretched position of the body is being associated with anger.

The richness of non-verbal announcements can provide with the face. With eighty muscles of the face we can create over seven thousand different announcements.

It is possible to read a lot of information from the move of the eyebrow: entirely raised - disbelief, up to the half lowered - embarrassment, entirely lowered - annoy. A place is also essential around the mouth, the raised corners of the mouth up - are spelling satisfying, unwitting directing into the bottom - means dissatisfaction [Jasiakiewicz, Soroka, 1999, p. 27].

With one of more important means of intercommunication non-verbal is eye contact. People are fixing their eyes on one place if are trying to remember something or when want to invent something. The time of looking for the face of the person or the thing of theses are information, looking by the longer time can trigger the nervousness and discomfort at the

observed person. Eye contact is very important in communicating since is announcing about: maneuverable reaction, opened channel of communicating, symptoms of the membership or ruling out [Stankiewicz, 2006, p. 91-92].

Gestures of hands above all are regulating the conversation and are filling it up. With left hand we most often highlight gestures, whereas we are supporting what was said verbally, right we are appointing the object or the person about which we are talking. The way of arranging the hand is also implying the hint - extended hand, opened hand presenting with information means, inviting to communicate the evaluation. Towards the centre bodies, clenching one's fist, raising bars and the face taken down are informing twisting hands of growing aggression. Wreathed hands and for them higher are being held in this setting, with it the man is expressing stronger negation, hostility or anxiety.

Proxemic (theory about spatial relations), is talking about announcements which are hiding in the way of using the space by us. The near distance between people is appearing the most in the intimate conversation. Then they are staying used such evocative channels as the touch and the smell, and to a lesser degree eyesight. They think that he/she will melt or they are sitting down close the ones which are felt the sympathy. Manipulating things is one of forms of spatial behaviors - placing the desk in this way so that it dominates into printing, or creating such places which would support the intimate conversation.

Reducing or increasing personal distance causes determined reactions of the partner, of which the private zone was disturbed. Reducing distance is evoking the disapproval of keeping the person, worsening mutual positive relations between close friends and family. One-way shortening distance is recognized as the invasion. She can trigger reactions of avoiding, surprises or even an aggression. However increasing distance is increasing intensity of the contact with other centres, causes intensifying of eye contact.

Non-linguistic communication is undergoing oneself by the modulation, intonation or pausing. Pronunciations are being combined with all aspects - of articulation of the voice. A volume, a key, a pace, a rhythm and a timbre rank among main features of the articulation. They can show emotions of the partner, deciphering the timbre is a consecutive element serving identifying to feel truths. Non-linguistic announcing is inquiring of us about it, as something is said, rather than about what is said. Vocal highlighting, heightening the accent on the given word, can grant the special significance the statement. The vocal accent can indeed change literal meaning of the message. When on purpose the rhythm or the level of sounds are being changed in order to accentuate something or we are adding the special verbal modifier - we are saying meta-announcements. They are adding the shade of meaning to the sentence, often about the negative overtone. A word is an example "of course", sentences often added at the end or statements what diametrically is changing the significance for her.

4. Non-verbal communication in the context of cultural differences

The non-verbal communication in the enterprise often used is effective in the cross-cultural presentation. So he belongs demands carefully us to read the communications style accepted in the given culture which under many important accounts can turn out to be completely different from the style which is dominating in our country. Talented culturally adviser it so which is conscious and sensitized to one's own cultural luggage. It means that we

must start by rejecting the ethnocentric propagating view that the communications style of our own culture is best.

The intense influence of non-verbal signals or communications behaviours on the effective cross-cultural communication is becoming obvious if we admit that the culture is a non-verbal phenomenon above all, since the majority of aspects of the given culture is formed rather by observation and imitating than ahead of the direct verbal instruction or specific lyrics.

The majority of essential cultural differences in the non-verbal behaviour is regarding five dimensions: of the directness and the expressiveness, the individualism, the maleness, distance, the power and the high and low context. If we will distinguish one culture than remaining based on these five dimensions, should show it oneself the most important signals and non-verbal behaviours which are contributing to the style of the non-verbal communication accepted in this culture [Leathers, 2007]. It is worthwhile discussing the most popular applied outlines of using the non-verbal communication.

Saying about the way of communicating in Germany it is worthwhile paying attention to the certain circumspection. At greeting and saying goodbye it is worthwhile keeping an eye on a strong handshake and keeping direct eye contact. A delicate handshake is a sign of weaknesses for Germans, and a changeability of character or a dishonesty are implying the lack of eye contact. Raising the eyebrow in the course of holding talks is a word of the interest and a type of the compliment.

France is presenting other type. They are these are behaviours attesting to the directness and are signalling desire for establishing the close contact with the second man, for example through signs of the cordiality, to the closeness and the availability. What important, cultures which are detecting the highest level of the behaviours associated with the directness are known as "cultures getting in touch", since members of such cultures are standing up more close oneself and often touch. Frenchmen are gesticulating with hands and hands considerable more than Asians and Anglo-Saxons.

A non-verbal communication used in Great Britain is much more complicated. During meetings and welcomes a slight handshake is typical. During meetings on business the majority of Englishmen will melt or is sitting down before his interviewed persons of shoulders from a distance stretched out. Eye contact is usually less direct than amongst residents of cultures as expressive as Italians or Greeks. Very much direct eye contact can be regarded rude and intrusive.

If we are talking about Asian countries we are dealing from still other culture non-verbal. In the case of Japan we can talk about the so-called high context. Transmissions to a large extent connected with the high context it so, in which a lot of communicate from of information he comes from the context or isn't being announced verbally (interviewed persons assume that everyone know this context, so doesn't have a need of explaining it). Japanese men during meetings and welcomes lightly are clenching the hand. They are avoiding also strong and direct eye contact, he can be badly understood, get back from the hostility as the attempt to make shy or the indication opened. The smile can be a mask for disapproval or anger. The body language is very much reduced, formal with the small amount of gestures. One should avoid waving one's arms and other energetic gestures. Japan ranks among cultures about the bottom stair of the close contact.

Countries about the culture promoting the individualism are spreading through the United States, Canada, Belgium and Denmark; however countries about least individualistic

cultures these are Colombia, Pakistan, Taiwan and the Hong Kong. Many significant differences in non-verbal behaviours of members of these two types of cultures exist. For example, members of individualistic cultures prefer the great distance in the relation with the second person, but in turn more often use non-verbal behaviours to indicate the need of the contact. It isn't surprising, that moves of the body are more predictable and more synchronized in collectivist cultures [Rydel, 2001, pp. 236-258].

It is possible to increase the probability of being a success in the cross-cultural communication through the training aimed for developing this competence. They are crucial abilities: keeping direct eye contact, attentive listening (in the meaning the processing of information, rather than only passive listening) and smiling. These three non-verbal behaviours are in harmony taken hold as significant in creating the favourable impression in every culture.

5. Meaning of the non-verbal communication

A lot of information in the course of the process is being passed on to the communication not verbally using symbols. Even though the majority of persons isn't thinking too much about non-verbal announcements, it still the body language are playing an important role in the intercommunication. In broader meaning non-verbal announcing means all planned and unintentional transmission of information with the works of art nonliterary, of decor of rooms, site plans, objects which persons of the given social-demographic and professional category are using, static and dynamic properties bodies. Whereas in the greater understanding - non-verbal announcing means the communication without using the written word and with static and dynamic properties of the body [Stankiewicz, 2006, p. 87]. Since systems verbal and non-verbal are operating in combination as the generally comprehended process of the communication, efforts being aimed at separating them - aren't effective. A thesis that non-verbal behaviours are used for exclusively a message passing is one of essential false assumptions emotional, while verbal behaviours are being used for handing over to the idea [Knapp, Hall, 1997, pp. 32-33]. He is a fact, that it is hard to hand over some descriptions and notions of events not-verbally very often through facial expression, moves of the body and ton of the voice, it however emotions are being handed over the division into ideas and emotions doesn't seem to be competent to distinguish verbal behaviours than non-verbal. The non-verbal transmission is playing the particular role in direct contacts. With the help of the body language it is possible to tell information a lot, which verbal announcements they are able to strengthen or to supplement [Szczupaczyński, 1995, p. 112]. The expression of this information is more difficult than conscious of controlling, what is more real than verbal announcing by.

The Mehrabian anthropologist in 1971 established the schedule of meaning of the announcement which it results that the 7% of the all information which we receive only during the conversation comes from said words, from about we are reading the 38% out from the pitch of the voice and about 55% from the body language [Davis, Fanning, McKay, 2007, p. 59]. This information shows that for the achievement of good results in interpersonal contacts we should happen more sensitized for the behaviour than to what we can hear.

The body language is used incessantly and involuntarily is assisting verbal announcements, granting the legibility and the clarity them. Non-verbal announcements are

performing the substantial role very much in creating the first image about the man. We are taking into consideration all aspects of someone's appearance starting with personal features, and finishing on the behaviour and clothes.

Another reason for which it is worthwhile paying attention to the body language admittedly, that non-verbal SA signals more credible than verbal.. The base of the non-verbal communication is for her cohesion. Non-verbal signals often appear in cohesive groups of gestures and moves of the body, which with meaning are referring to words accompanying him. In the opposite situation we are talking about the inconsistency which can also appear between signals, for example: the seller can stand near us, to smile, and politely to greet us, however isn't looking us in the eyes. Such contradictory non-verbal signals very often can become an indication of mixed emotions and incomplete announcements.

Non-verbal communication I am replacing also words or is repeating them, so can repeat something what was already taken away with words. For example, if we are telling the way the tourist we are saying that he is supposed to go to the north, and then we show him with hand a direction is such a type of the report we are regarding as repeating [Knapp, Hall, 1997, p. 35]. All gestures and non-verbal acts which are easily translatable to words and read out by conventional cultural codes are serving as emblems.

6. Conclusions

The non-verbal communication was, is and will remain the significant success factor. Not everything will let manifest itself with words. Not always we are able to tell the second person something directly. Not in every situation we can say opening what we think. Delicate expressed suggestions can become words badly understood. At any time awareness of one's behaviour, of signals given off by our body, and with time control over them, he will let us better manage conversations, will give us the certain majority. However ability of the character recognition given us by other people will let more accurately on to ignore and will cause, that better we will be perceived by them.

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