Unit 3 Journal

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Author Note

The Importance of non-Verbal Communication

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 Non-verbal communication is about shared cues between people that are often considered the backbone of public speaking. This type of communication includes a variety of tools like gestures, facial expressions, eye contact, and numerous other things, to name a few.

 The important thing that we can take from our experiences in non-verbal communication is the art of appearance. One does not go in a sloppy and crinkly dress, unkempt and haphazard hair to deliver a message anywhere. This appearance often “speaks” negatively for the speaker and drowns the message, as well as the importance of the messenger.

 According to a study, the people that dress smartly are likely to get cooperation from their peers and superiors in their everyday business and social dealings (Rob M.A.Nelissen, 2011). Not only that, they often receive appreciation from their superiors, in the form of promotion recommendations and higher salaries and perks. They are often seriously by their families as well and always have their say in numerous personal and professional decision-making processes.

 This aspect of communication can help everyone in their other aspects of communication as well. A person dressed smartly often finds oneself confident and calm in even the tensest situations. Maintaining one's appearance in a dignified and presentable manner helps oneself to improve other aspects of non-verbal communication such as eye contact, facial expressions, body language, tone of voice, posture and much more. Last and most importantly, appearance can often help the speaker to develop clarity, trust, and interest to the message that she intends to convey, with the caveat that the message is specifically tailored to the requirement of the audience.

# References

Rob M.A.Nelissen, M. H. (2011, September). Social benefits of luxury brands as costly signals of wealth and status. *Evolution and Human Behavior, 32*(5), 343-355.