



Hochschule Kempten
University of Applied Sciences

Body language





„You can't not communicate“

Paul Watzlawick (1921-2007)



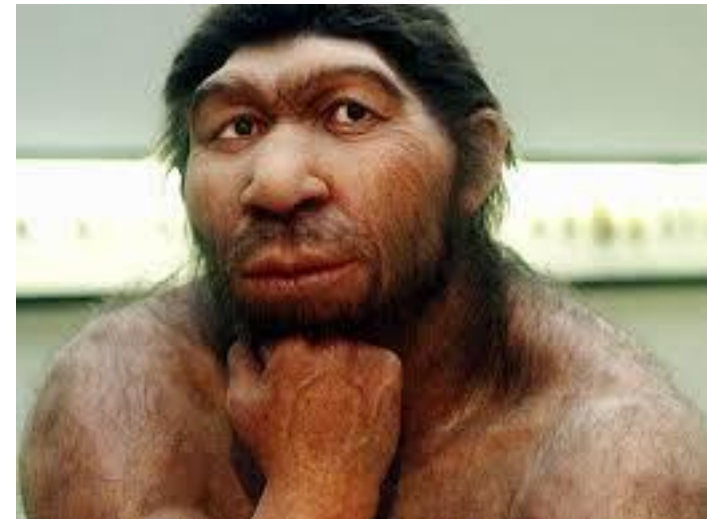
You will get to know the most important elements of body language
and can apply your knowledge in a targeted manner



	Direct contact	Phone call	
Content	7%	16%	verbally
Voice	38%	84%	Paraverbal
Body language	55%		nonverbal



- Skills to read body language when there was no language
- Distinction between friend and enemy
- Automatic processing of sensory impressions
- Influence on body language and actions
- Feeling is faster than rational thinking

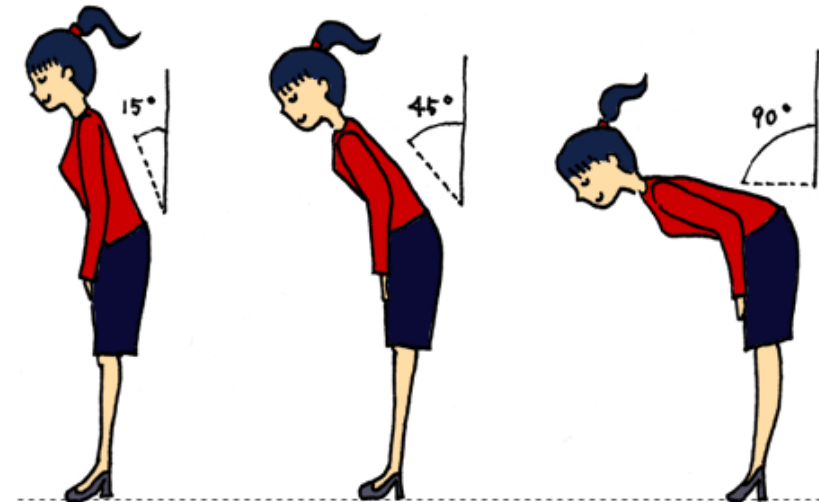




- Part of interpersonal communication
- without verbal means of expression
- result of genetically predetermined and culturally determined, learned behavioural patterns

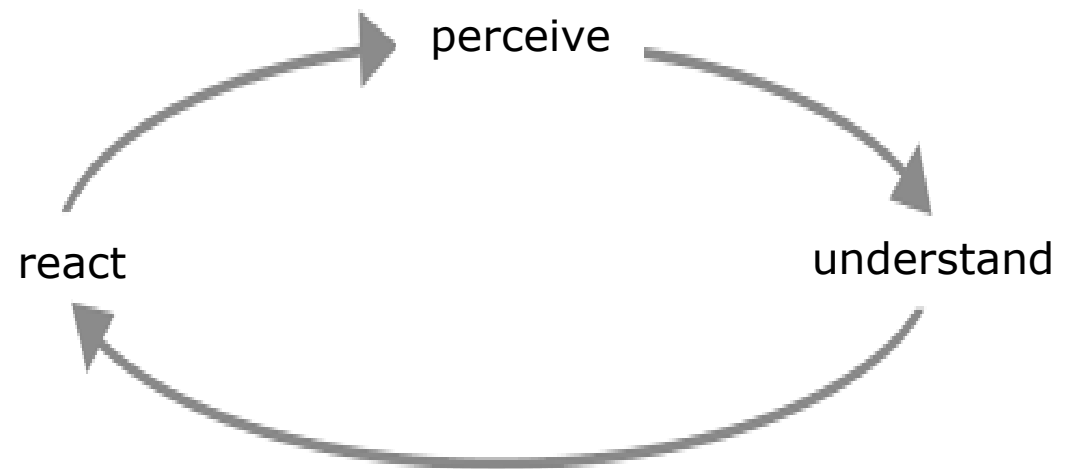


- traditional code
- Regulation of human relationships
- Maintaining power structures
- Consolidation of social order





- Perception of body signals
- Understanding the signals sent
- Responding to the signals
- Perceiving the changed situation





1. Posture
2. Mime
3. Gesticulation
4. Voice and tone of voice
5. Personal distance



Interaction of muscles, ligaments and bones
expresses emotional state and inner attitude

Basic rule:

The straighter you stand, the more upright your inner posture is

Bent forward = uncertainty

Tilted backwards = arrogance



Attitude	Effect
spans	tense, anxious, under pressure
understretched	disinterested, driveless
relaxed	interested, persistent
closed	disinterested, suspicious
open	open-minded, confident, self-confident, competent



Facial expressions are easy to influence

Looking into the eyes to make contact





Mime	Effect
Can't hold your eyes	insecure, disingenuous
Pinch your eyes	suspicious (wants to see sharper)
Widen your eyes	is frightened (wants overview)
Blink	excited, under stress
False smile	only the mouth smiles: disingenuous
Close your mouth by hand	withholding something
Forehead in wrinkles	intensive reflection



most important control instrument in conversation and presentation

Intensity and duration determine the interpretation

Direction of view indicates what is happening in a person's brain



Pupils	Action
to the top right	Remembering pictures
to the right center	Remembering sounds
to the top left	designing Images
to the left center	designing sounds
to the bottom right	inner dialogue
to the bottom left	remembering feelings

3 Gesticulation



Accompaniment of the spoken language

Reviving communication

Underlining what has been said





Gesture	Meaning
Short hand rubbing	Silent anticipation
Folded hands	Skepticism
Supportive gesture	Conviction
Defensive gesture	Rejection, innocence, ignorance
Relaxed hands	Sovereignty, tranquility
Grab your ear/nose	bored/insecure
Index finger gesture	Arrogance, arrogance

Positive gestures



Negative gestures





Gesture	Meaning
Floppy hand	shy, reserved
Glove printing	warm, friendly
Tense hand	suspicious, keeping a distance
Bone crusher	dominant

It reflects the relationship of two people.

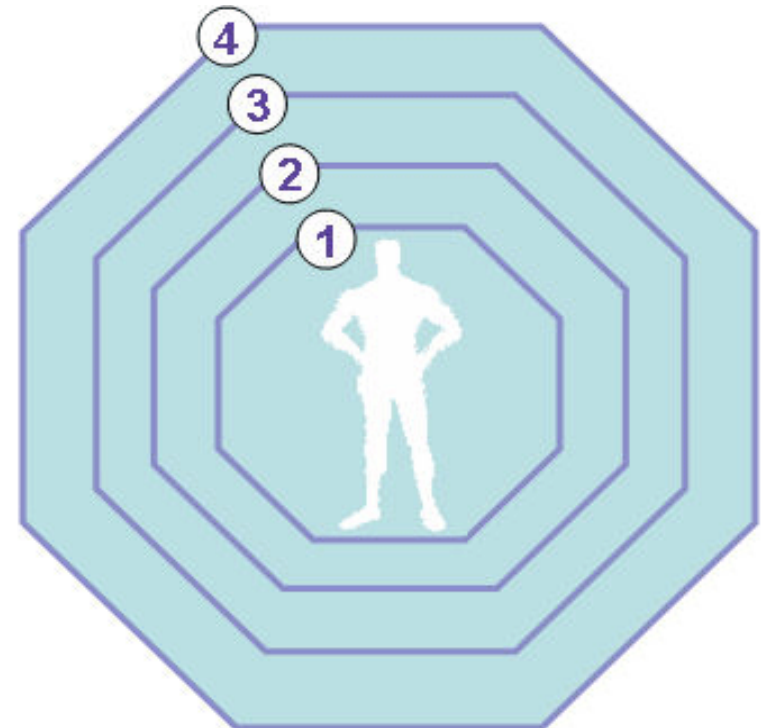


Voice	Effect
quiet	lack of conviction, uncertainty
loud	Inner tension, dominance
quiet	Sovereignty and clear position
vivid	by changing the volume and emphasizing: evoking emotions
too high pitch	Overstretched and daunting
brittle	lack of conviction, uncertainty

5 Distance zones



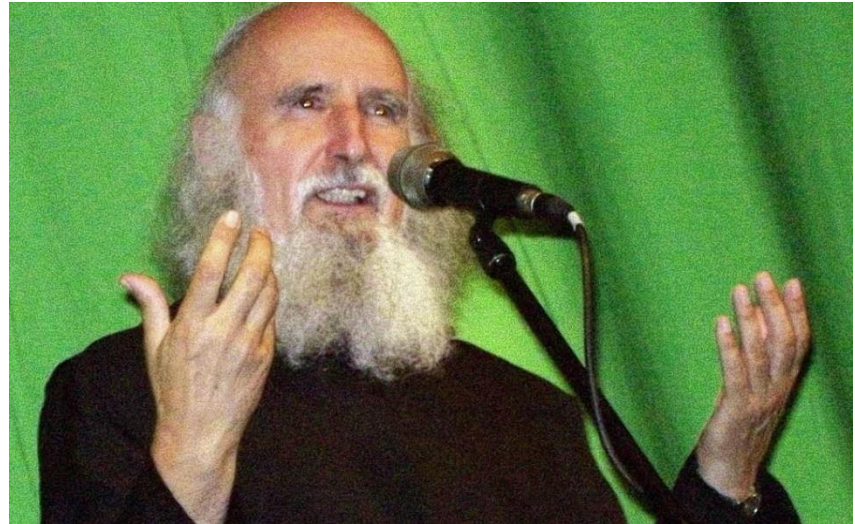
- Intimate zone (15 cm bis 46 cm)
- Personal Zone (46 cm bis 120 cm)
- Social zone (120 bis 360 cm)
- Public zone (über 360 cm)





How do the following images affect you?

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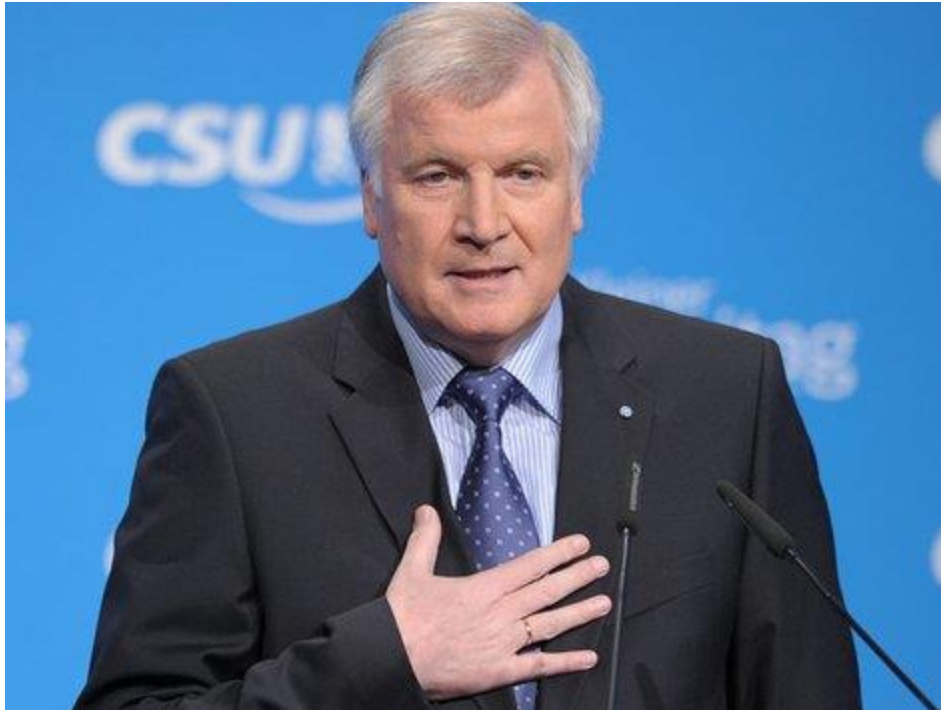


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Behaviour:

Group 1: dos

Group 2: dont´s

External appearance:

Group 3: dos

Group 4: dont´s