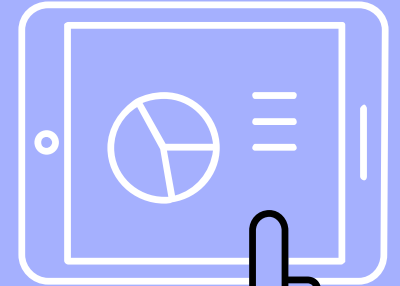
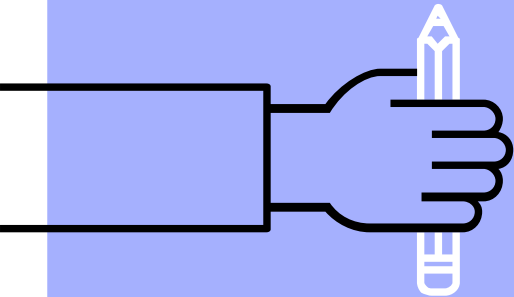
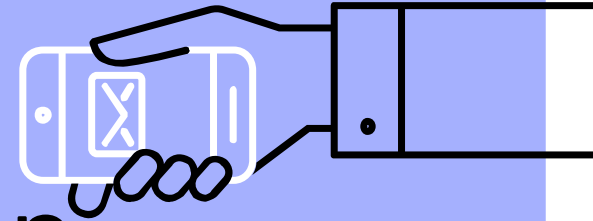
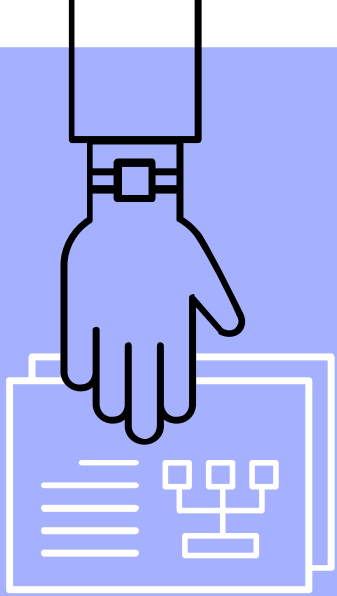


# Non-Verbal Communication in Latin American, Asian and American Cultures



By Angelina Jones

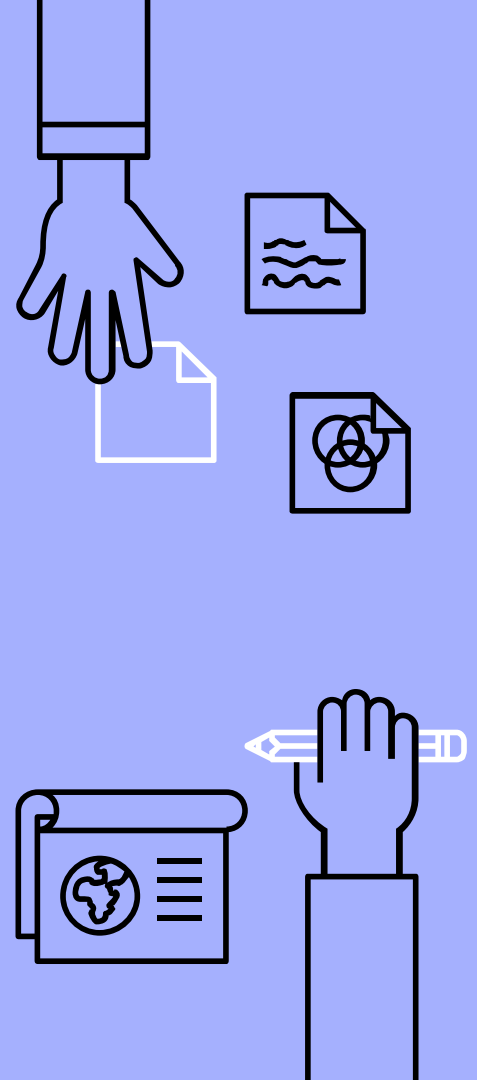
# What is Non-Verbal Communication and Why is it Important?

## Definition:

Non-Verbal Communication, "Generally refers to eye contact, body and extremity movement, posture, facial expressions, voice tone, gestures, etc."

## Non-Verbal Communication is important because....

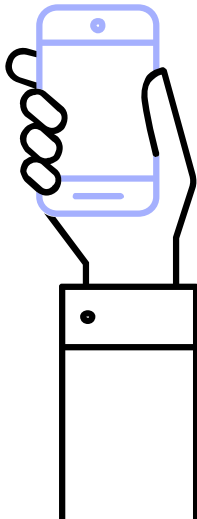
Accounts for 93% of all communication and can be used to repeat or re-emphasize a verbal message. It can also be used instead of verbal messages



What does non-verbal communication look like in Latin American, Asian, and American cultures?



# Latin American Culture



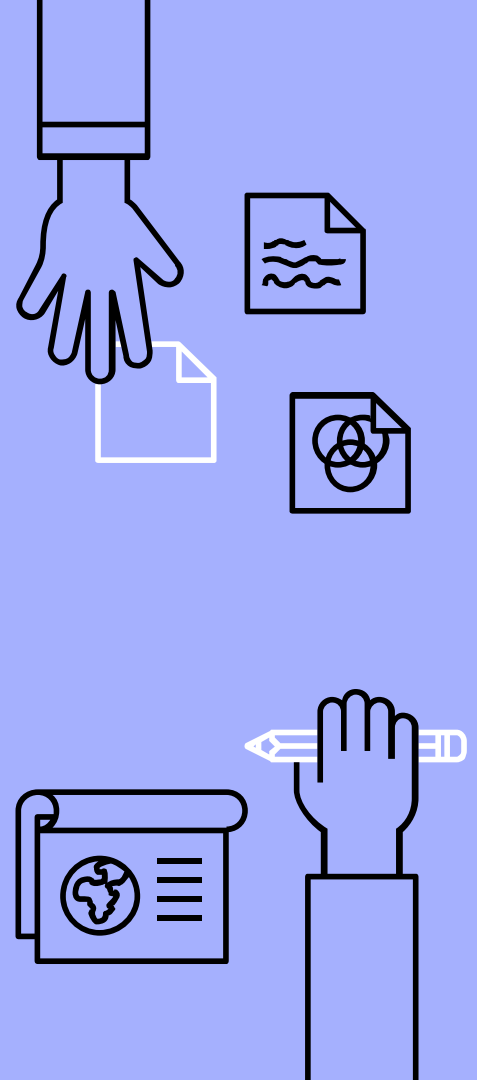
# Latin American vs. American

## Characteristics of Latin American Culture

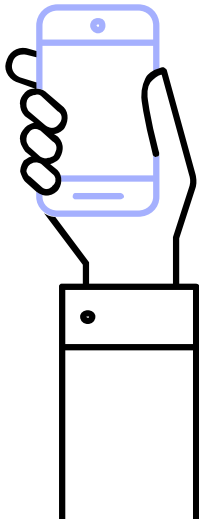
- Tend to shake hands more often, more vigorously, and for a longer amount of time
- Less physical distance between individuals
- More frequent use of hand gestures

## Characteristics of American Culture

- Males tend to hide or mask grief
- More physical distance between people
- Less tactile outside of familial relationships and friendships



# Asian and American Culture



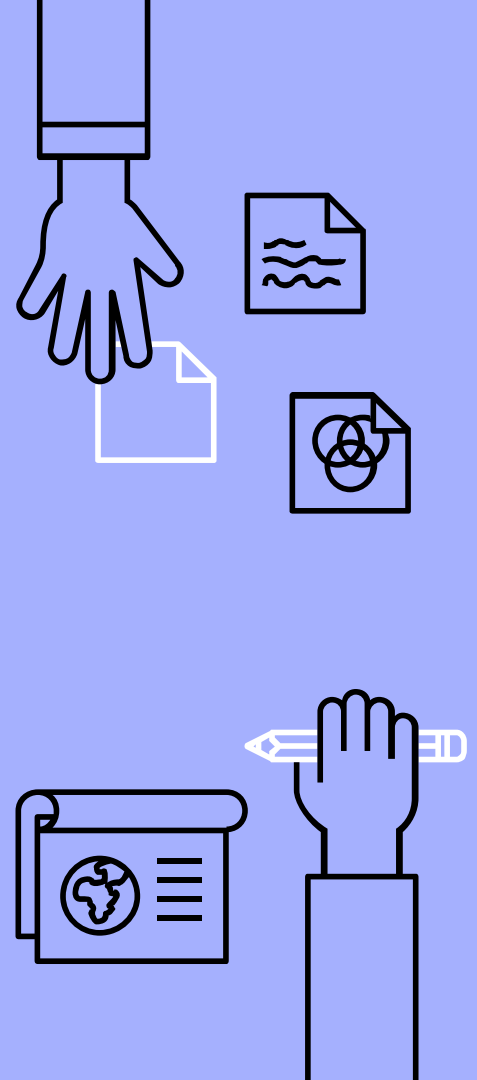
# Asian vs. American

## Asian

- considered rude to make direct eye contact with other people, especially if they are your superior.
- the gesture used to beckon someone is a downward facing hand and then bending of the fingers
- it is considered rude to point with one finger or one's head, and is better to use a fist and thumb if necessary

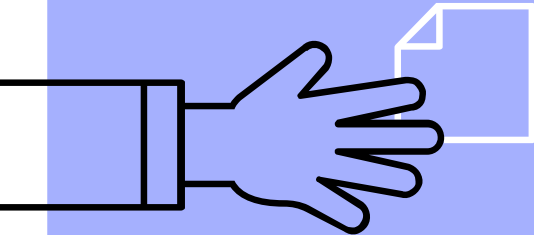
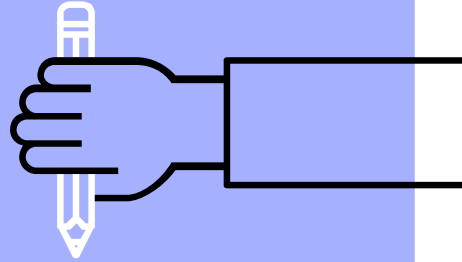
## American

- considered to be rude to avoid eye contact
- gesture used to call people over is to wave towards oneself or an upward facing hand and bending your finger towards yourself to call someone over.
- Pointing is also a common gesture



# Question...

How can differences in styles of non-verbal communication affect relationships across cultures?





# LET'S REVIEW SOME OF ASIA'S NON-VERBAL COMMUNICATION

## China

Chinese and other East Asian cultures are known to place the most emotional importance on the eyes when expressing and recognizing emotions.

## Indonesia

Indonesians are generally quite modest with regards to physical contact. Physical affection is usually only shown between close friends and family.

## Korea

Tend to rely less on words and are attentive to a speaker's posture to draw meaning.

## Cambodia

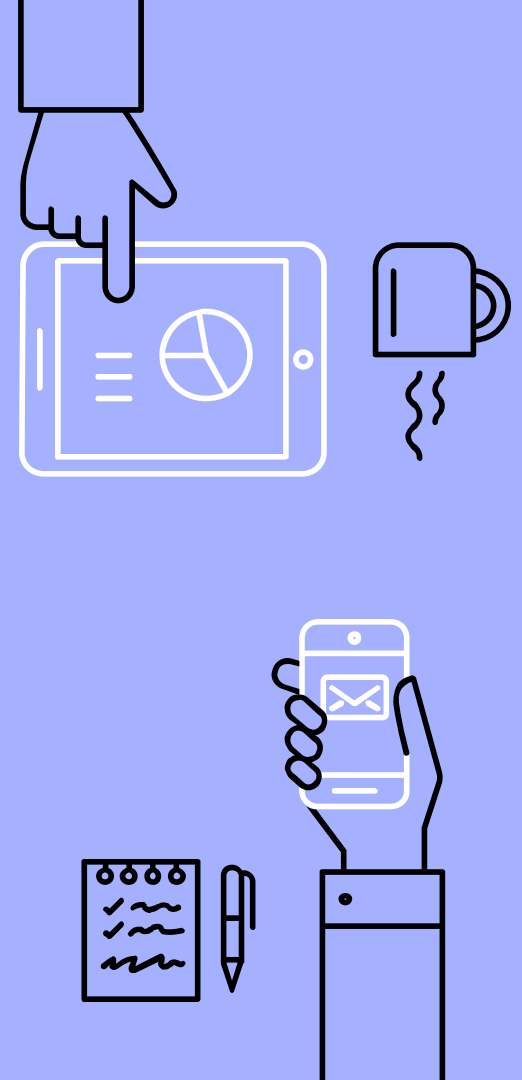
The general distance between two people conversing is an arm's length. When in conversation with a friend or close acquaintance, this distance is shorter.

## Japan

It is common for Japanese people to maintain a placid expression and smile during an interaction regardless of the topic.

## Myanmar

The head is considered the most sacred part of a person's body and should not be touched.



# American non-verbal communications

## The South and West Coast

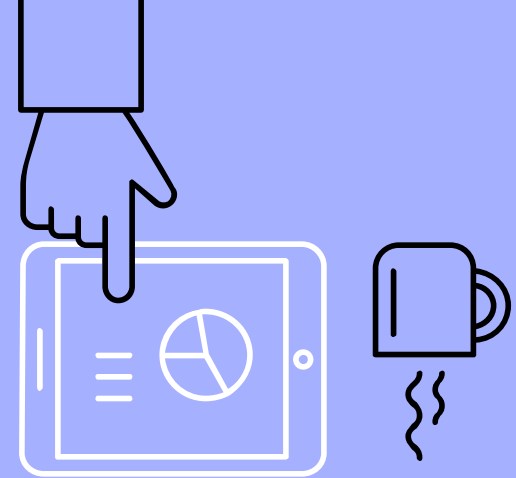
In parts of the United States, however, such as on the West Coast and in the South, it is quite common to glance at strangers when passing them. This type of contact doesn't mean much; it is simply a way of acknowledging another person's presence.

## The South

Standing up when others enter a room, tipping the hat when women walk by.

## The North

The North is depicted as having a lack of awareness of other people. The time spent in public setting is consumed by technology and their own lives, without any regard for those around them.



# THANKS!

Any questions?



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