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Chemical, Biological, Radiological, Nuclear and explosive  
Department of Industrial Engineering and School of Medicine and Surgery


# COMMUNICATION AND CRISIS MANAGEMENT

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# PART 1- 2: BASIC PRINCIPLES



In the first 2 lessons, we will analyze briefly the basic principles of communication, with the purpose to better understand how people interact with each other.

# WHAT IS «COMMUNICATION»

Communication (from Latin **communicare**, meaning "to share") is the act of conveying meanings from one entity or group to another by mutually understood signs, symbols, and semiotic rules.

The channels of communication can be visual, auditory, tactile/haptic (e.g. Braille or other physical means), olfactory, electromagnetic, or biochemical.



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# «YOU CANNOT NOT COMMUNICATE»

Paul Watzlawick



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“The limits of my language means the limits of my world.”

“Everything that can be thought at all can be thought clearly. Everything that can be said can be said clearly.”

Ludwig Wittgenstein



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# HUMAN COMMUNICATION

Can be divided in two parts:

- VERBAL communication
- NONVERBAL communication





# VERBAL COMMUNICATION

Verbal communication is “**the language**”, divided in two parts:

- “**symbols**” (also called “**Lexemes**”) and
- “**rules**” (grammar).

The properties of language are governed also by other rules:

- **phonological rules** (sounds that appear in a language),
- **syntactical rules** (arrangement of words and punctuation in a sentence),
- **semantic rules** (the agreed upon meaning of words), and
- **pragmatic rules** (meaning derived upon context).

# NONVERBAL COMMUNICATION

Nonverbal communication describes the processes of conveying a type of information in a form of **non linguistic representation**.

Examples of nonverbal communication include:

**haptic** communication, (using the sense of touch)

**chronemic** communication, (related to time)

**gestures**,

**body language**,

**facial expressions**,

**eye contact** etc.

Nonverbal communication also relates to the intent of a message.





# PARALANGUAGE

Speech also contains nonverbal elements known as “**paralanguage**” that consists in:

**rhythm,**

**intonation,**

**tempo,** and

**stress.**

It affects communication most at the subconscious level and establishes trust. Likewise, written texts include nonverbal elements such as the handwriting style, the spatial arrangement of words and the use of emoticons to express an emotion.

# IMPORTANCE OF NONVERBAL COMMUNICATION - 1

Once proximity has formed awareness, living creatures begin interpreting any signal received.

Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the message.

Nonverbal cues are heavily relied on to express communication and to interpret others' communication and can replace or substitute verbal messages.

## **Non-verbal communication is ambiguous.**

When verbal messages contradict non-verbal messages, observation of non-verbal behavior depends on the way we judge another's attitudes and feelings, rather than assuming the truth of the verbal message alone.



## IMPORTANCE OF NONVERBAL COMMUNICATION - 2

- 1- **"Non-verbal communication is omnipresent."** - it is included in every single communication act. In order to have total communication, all non-verbal channels such as body, face, voice, appearance, touch, distance, timing, and other environmental forces must be engaged during face-to-face interaction. Written communication can also have non-verbal attributes. E-mails and web chats have options to change text font colors, stationary, emoticons, and capitalization in order to capture non-verbal cues into a verbal medium.
- 2- **"Non-verbal behaviors are multifunctional."** - Many different non-verbal channels are engaged at the same time in communication acts and allow the chance for simultaneous messages to be sent and received.
- 3- **"Non-verbal behaviors may form a universal language system."** - Smiling, crying, pointing, caressing, and glaring are non-verbal behaviors that are used and understood by people regardless of nationality. Such non-verbal signals allow the most basic form of communication when verbal communication is not effective due to language barriers.



# CULTURAL ASPECTS OF NONVERBAL COMMUNICATION

**Paralinguistic** is the voice involved in communication other than actual language and involves tones, pitch, vocal cues etc.

It also includes sounds from throat and they are all greatly influenced by cultural differences across borders.



# CULTURAL ASPECTS OF NONVERBAL COMMUNICATION

**Proxemics** deals with the concept of the space element in communication. Proxemics explains four zones of spaces:

- **intimate**
- **personal**
- **social**
- **public.**

This concept differs from culture to culture as the permissible interpersonal space varies in different countries.



# CULTURAL ASPECTS OF NONVERBAL COMMUNICATION



**Artifacts** studies the nonverbal signals or communication which emerges from personal accessories such as the dress or fashion accessories worn, and they varies with culture as people of different countries follow different dressing codes.

Examples:

Earrings

Tattoos

Skirt/Trousers



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# CULTURAL ASPECTS OF NONVERBAL COMMUNICATION

**Chronemics** deals with the time aspects of communication and also includes the importance given to time.

Some issues explaining this concept are pauses, silences and response lag during an interaction.

This aspect of communication is also influenced by cultural differences as it is well known that there is a great difference in the value given by different cultures to time.



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# CULTURAL ASPECTS OF NONVERBAL COMMUNICATION

**Kinesics** mainly deals with body language such as postures, gestures, head nods, leg movements, etc.

In different countries, the same gestures and postures are used to convey different messages.

Sometimes even a particular kinesic indicating something good in a country may have a negative meaning in another culture.



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Thanks for your kind  
attention