

- NV comm. is significant in that we cannot not communicate.
- NV comm. serves to reinforce, substitute for, contradict, complement, or regulate messages.
- NV channels convey understanding, immediacy (accessibility), and relational messages (liking/status/power); express emotions, and regulate conversation.

## **Characteristics**

- ◆ NC is continuous and multichanneled
- ◆ NC conveys emotions
- ◆ NC often ambiguous, but more believable
- NV communication is governed by cultural rules and expectations. Use of nonverbal channels may be universal across cultures, however, the stimuli that evoke/prompt/ determine the behaviors are culture-specific.

## **Increasing cultural competence:**

- Be tentative. Avoid *fundamental attribution error* (making negative judgments b/c others don't follow our cultural rules).
- Observe people over time--try to get a sense of patterns so you know how people use their nonverbal cues.
- Learn about the specific culture and norms that might guide appropriate use of nonverbal channels.
- When receiving confusing or contradictory nonverbal messages: *Paraphrase* your understanding or *ask*.