

# Certificate in Computer Applications (CCA)

## CCA-103: Communications & Soft Skills

### Unit 4: Non-Verbal Communication



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# Body Language

*Body Language = Kinesics = the physical movement*

Kinesics: the way body communicates without words through various movements of its parts.

A presenter should pay attention to his body language under the following guidelines:

1. Maintain Eye Contact – an effective means of developing rapport.
2. Keep a pleasant face – Face is the index of mind
3. Wear a natural smile



# Body Language

## Body Behavior & The Messages

- 1) Slumped\* posture = low spirits
- 2) Erect posture = high spirits, confidence
- 3) Lean forward = open and interested
- 4) Lean away = defensive, disinterested
- 5) Crossed arms = defensive
- 6) Uncrossed arms = willingness to listen

(\*fallen or collapsed)

*“Your body language shows what kind of person you are” .....*  
*Antony Alex*



# Gestures & Posters

*Gestures: Movements of body parts to convey meaning.*

- Gestures should be coordinated with proper intensity of speech.
- The greater the gesture the louder the speech
- Keep positive posture
- If sitting in chair, push your body to the back
- Keep your legs stationed on the ground.



# Non – Verbal Messages

## LET ME SPEAK:

- Finger tapping
- Foot tapping
- Staring

## EVALUATING:

- Sucks pencil
- Strokes chin
- Looks up and right
- Legs crossed
- Ankle on knee

## LISTENING:

- Head tilted
- Lots of eye contact
- Nodding
- High blink rate

## LYING:

- Touches face
- Hand over mouth
- Pulls ear
- Eyes down

**“The art of  
communication  
is the language  
of leadership”**

**THANK YOU**