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| Culture: Non-Verbal Communication |
| Only 7% of what we communicate comes from words. Another 38% of our message comes from the tone of our voice. The rest, 55%, comes from non-verbal communication such as our body language and facial expressions. If we say one thing with our words, but another thing with our body language, the listener will believe what we say with our body language. Just as each culture has a different language, each culture also has a different system for non-verbal communication. |

*A. Match the non-verbal communication with the message that will be received in North America. How is this different from your culture?*

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| **Non-Verbal Communication** | **Message** |
| 1. Making direct eye contact | 1. You don’t know something or don’t care. |
| 1. Smiling | 1. You are not interested and you want to be rude about it. |
| 1. Standing straight and tall | 1. You are lazy and don’t have any energy. |
| 1. Slouching with your hands in your pockets | 1. You are surprised and are questioning what the speaker is saying. |
| 1. Looking down at the ground | 1. You are not in agreement with what is being said OR you are surprised. |
| 1. Leaning away from the speaker | 1. You are happy OR you find something amusing. |
| 1. Shuffling your feet as you walk | 1. You are in agreement with what is being said. |
| 1. Raising your eyebrows | 1. You are not confident OR you are lazy. |
| 1. Shifting the focus of your eyes from the speaker to the background and back again | 1. You are challenging the speaker OR emphasizing a point. |
| 1. Shaking your head from side to side | 1. You are listening OR you are confident OR you are acknowledging that you have seen someone. |

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| 1. Nodding your head up and down | 1. You are not to be trusted OR you are not interested in what is being said. |
| 1. Shrugging your shoulders | 1. You are confident. |
| 1. Standing with your hands on your hips | 1. You are not interested in what the speaker is saying. |
| 1. Turning your back on someone | 1. You are very shy and not confident. |
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What other non-verbal communication have you seen that is different from your culture?

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