CHAPTER 8
The Nonverbal Code
Part 2: Body language - Emblems & Illustrators

Kinesics

- Body movement, including gestures, hand/arm movement, leg movement, facial expressions, eye gaze, and stance/posture
- Categories:
  - Emblems—direct literal verbal translation
  - Illustrators—accent/complement what is being said
    - Meta-communicative
  - Affect displays—facial expressions of emotion
    - Considered universal
  - Regulators—behaviors/actions that govern, direct, or manage conversation
  - Adaptors—actions that satisfy physiological or psychological needs

Emblems & Illustrators

- Emblems are primarily hand gestures that have a direct literal verbal translation

- Illustrators are typically hand and arm movements that accompany speech or function to accent or complement what is being said

What does it mean?

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Functions of emblems & illustrators

- Main uses:
  1. Greetings & departures
2. To insult or to utter obscenities to others
3. To indicate fight or flight
4. To designate friendly or romantic relationships
   • Also common: signs for homosexuals
   • Gestures culturally bound
     – Sometimes gestures can be regional in nature

8 Emblem gestures: Yes and no
9 Emblem gestures: Yes and no
   • Regional gestures
     – “Gesture frontiers” amazingly resilient, resistant to national boundaries
     – Historical origins
     – Head toss: originally Greek, used in southern Italy

10 Illustrator Example: Greetings
11 Illustrator Example: Greetings
   • Handshake: far from universal
     – “Limp fish” universally disdained?
     – Mali? Morocco?
     – Turkey?
     – Always an egalitarian act?
       • Who has the “upper hand”?
   • Greetings rituals important in many cultures
     – Japan
     – Dap greeting and pound hug
       • Can be in-group signal
       • Can also be misunderstood

12 Illustrator Example: Insults
13 Illustrator Example: Insults
   • Sample insult gestures:
     – Arm thrust
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Illustrator Example: Insults
- Sample insult gestures:
  - Arm thrust
  - "Hook-em" horns
  - Finger
  - Greek “moutza”
  - “V” with two fingers
  - Lots of others: to be used with extreme caution

Non-verbal accents
- Just as with verbal accents, individual variations in body language
  - Greeting, saluting
  - Laughing
  - Body movements
  - Sitting
  - Walking

Non-verbal accents: Walk

Non-verbal accents
- Body language can have power implications
  - Hand-shaking
  - Walking
  - Apparent politeness gestures