



PERSONALITY DEVELOPMENT: ROLE OF NON-VERBAL COMMUNICATION SKILLS

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ABSTRACT

Present research paper focuses and re-emphasizes the significant role of communication in the life of human being. It can be said that communication is life blood of one's life; good and proper communication skills develops the personality. In addition, it maintains the relations between persons. In absence of efficient communication skills one cannot survive in the cut-throat competition of the market. For pleasant and attractive personality one needs to be effective communicator. Communication has been always remained a primary requirement in each and every field.

Keywords: Communication, body language, personality development

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1 Page



OBJECTIVE-

- 1) To appreciate the vital role that communication plays in every field of life.
- 2) To examine/ investigate communication skills are prerequisite for personality development.
- 3) To understand body language is one of the means in development of personality.
- 4) To know which means of body language are essential to acquire in development of personality

INTRODUCTION

Undeniably, communication is as important as life itself. It would be unimaginable how chaotic the world would be without communication. Even primitive people tried to find ways to communicate when things were much simpler then. In our modern and fast paced age, its necessity is a thousand folds over.

Communication is a natural phenomenon. It is natural to all living creatures. It can be established between human beings and animals. Even pets also learn to communicate with their human companions. Communication is central to the all activities done by an individual. In the achievement of goal, success or failure is depending on one's ability to communicate effectively. Effective communication is an important life skill that enables us to better understand and connect with the people around us. It allows us to build respect and trust, resolve differences and foster environments where problem solving, caring, affection and creative ideas can thrive. Lack of effective communication inadvertently leads to conflict and frustration in both professional and personal relationships. Communication is an important tool, with help of it one can influences others, bring about changes in the attitudes and views of people around him, motivate them and also establishes and maintains good relations.

The concept of communication-

The word "communication" derived from the Latin word "communicare" that means to impart, to share or to make common. It is a process of exchanging facts, ideas, and opinions between two or more than two persons. Sigband has defined communication,

"communication is the transmission and reception of ideas, feelings and attitudes both verbally and non-verbally, eliciting a response. It is a dynamic concept underlying all kind of living systems." (Hiremath, 2009, p.1.2)



It shows that communication is very broad and extensive term. It begins early in life and remains till the end. It is very comprehensive and complex phenomenon. In this present age of development, it is almost become essential to develop more efficient skills in communication which further leads to the development of personality. One's natural communication ability is not enough in present day of cut-throat competition. Fortunately communication skills can be improved with training and practice which will obviously result in personality development.

The concept of Personality-

The personality is the typical pattern of thinking, feeling, and behaviors that make a person unique. When it is said that someone has a "good personality". It means that they are likeable, interesting and pleasant to be with. Everyone wants to be attractive to others. To that end, having a good personality is vital - probably even more so than good looks. In fact, approximately 85 percent of success and happiness will be a result of how well an individual interact with others. Ultimately, it is one's personality that determines whether people are attracted to, or shy away. Everyone has the ability to improve the personality as much as he/she wants.

There are many theories of personality, but the first step is to understand exactly what is meant by the term *personality*. The word personality itself stems from the Latin word *persona*, which referred to a theatrical mask worn by performers in order to either project different roles or disguise their identities.

A brief definition would be that personality is made up of the characteristic patterns of thoughts, feelings, and behaviors that make a person unique. In addition to this, personality arises from within the individual and remains fairly consistent throughout life. Personality can be defined in following ways.

- 1) One of the definitions of Personality refers to individuals' characteristic patterns of thought, emotion, and behavior, together with the psychological mechanisms.
- 2) And second one is that personality is a pattern of relatively permanent traits and unique characteristics that give both consistency and individuality to a person's behavior.

Many times, one experiences that, even before being introduced to someone, one starts imagining the personality of newcomer based on background. After being introduced, body language, facial expression, mannerisms, speaking and listening abilities of the individual are known and one can form a comprehensive picture of the one's personality. Thus, body language is one of the essential means for developing an impressive personality.



Verbal and non-verbal communication -

All forms of communication can be categorized as either verbal or nonverbal. Inturn, both verbal and nonverbal communication can be subdivided into either vocal or non -vocal.

Much of the communication that takes place between people is verbal; that is, it is based on

language. Nonverbal communication involves those nonverbal stimuli in a communication

that are generated by both the speaker and his or her environment. Basically, it is sending and receiving messages in a variety of ways without the use of words. It is both intentional and unintentional.

Verbal communication means the transfer of information through the medium of words. But human beings are not exclusively dependent on verbal communication. It is the fact that a major portion of communication takes place through non-verbal means. They are means other than the medium of words. Body language is an important mean of nonverbal communication method which consist facial expressions, eye-contact, gestures, postures and bodily movements.

Body Language: A major element of non-verbal communication-

There are varied forms of communication. Each form is valuable, non-verbal communication being one of them. One of the illustrations that somewhat resembles or falls under the category of non-verbal communication is the way the deaf and mute communicate. But probably, the most profound form is body language and other two are appearance and sound. It is probably the least known, not because it is the least effective but because it is the least noticed; yet it is one of the most practiced, subconsciously. We are all using it but we hardly notice that we're doing it. It's one of the most reliable sources of truthful information. Action speaks louder than words and body language is the literal translation to this statement. If time is a factor in the delivery of a meaning, body language may be the way to communicate. This is another essence of action speaking louder than words.

Body language is made available to us naturally. It comes spontaneously. All you need to do is to know how to interpret and develop it to its full potential. Don't deny yourself this skill. Yes, this is a skill. Body language is the unspoken or non-verbal mode of communication that we use in every single aspect of our interaction with another person. It is like a mirror that tells us what the other person thinks and feels in response to our words or actions. Body language involves gestures, mannerisms, and other bodily signs.



It has been said that in real life situations, 55% of the messages conveyed to other people are transmitted through body language and the actual verbal communication with others is 45% - 38% in tone of voice and only 7% in the words. Ability to use body language in a positive way and to read other people's minds through their body language can be a powerful tool to overall personality development. It helps to create a great impression in the workplace and in business. It is the unspoken tool to a successful life. Though it is so-common yet powerful field of study

Body language is also an important factor in oral communication that is in face to face communication an important message is communicated by number of factors like clothing, appearances, voice, gestures, postures, facial expressions and other bodily movements etc. much of the body language is involuntary or unconscious but it makes a powerful impact. It can make or mar a presentation. At the same time, it should be noted that all bodily movements are guided by thought processes and emotions. Language uses sets of symbols to convey meaning and body also consciously-unconsciously carries messages, attitudes, status, relationship, moods, warmth and positive-negative feelings. While emphasizing importance of body language Austin has said,

“When people don’t know whether to believe what they are hearing, or what they are seeing, they go with the body language – it tells the truth, you can play fast and loose with words, but it’s much more difficult to do it with gestures.”(Hiremath, 2009, p.3.8)

Following are the means of body language which are useful in development of one’s personality.

1) Facial Expression-

It is said that, “The face is the index of the heart”. (Hiremath, 2009, p. 3.8) Whatever one feels deep within himself is reflected on the face, so it is very important in face to face communication. Persons speak a lot without speaking. There are specific facial expressions associated with feeling of happiness, surprise, fear, anger, sadness, bewilderment, astonishment and contentment. One can easily learnt all the signals conveyed through facial expressions. An alert speaker always judges the listener’s reaction by the facial expression which act as instant feedback. They accompany speaker’s word and indicate listener’s reactions. Thus, one can learn to use facial expressions for effective communication.

2) Eye contact-

Eye contact is of paramount importance in face-to-face communication. Looking in the eyes of person we try to understand what he or she means. Along with eye patterns, eye contact



and eye movement are also meaningful; they convey meaning in combination with other facial expressions. Eye contact is very difficult communicative factor. The comfort level for it is three seconds. If extended beyond that, it can amount to invasion of another's space. Too short and too long eye contact are not proper; they convey different meanings. Person with lack of confidence also avoids eye contact. For a better oral presentation, it is important to create rapport with audience through proper eye-contact. He should take whole audience with a sweep of the eye and also make brief eye-contact with as many people as possible at a time.

3) Gestures-

Gestures are the physical movements of arms, legs hands and head. They play very important role in conveying meaning without using words. Gestures are not used individually but in relation with other persons and they acquire different meaning in different time and situations. Speaking is necessarily linked with gestures, even intensity of speech directly associated with gestures. The greater the gesture, the louder will be the speech. As speech and gesture go together, they should be properly coordinated. Lack of speech-gesture co-ordination creates confusion and discomfort.

Gestures are natural, they can't be avoided. They give strength to the words. But they also carry both positive and negative messages. So, one should learn to regulate and use only positive gestures and minimize or avoid negative gestures. Positive gestures are the body signals which shows one is relaxed, confident and polite. Gestures are also use to communicate politely, as they are adequate substitutes for words. There are positive speaking and listening gestures, one should adopt them in order to develop a pleasant personality. One should develop the skills of using gestures effectively and at the same time learn to recognize negative gesture and hide them.

4) Posture-

Posture is the way one hold himself. It is difficult to interpret, but has much contribution in communication. The way one holds his body, stand or sit indicates something about one's feelings, thoughts, attitudes and health. Postures can indicate interest or even disregard also. Polite and well-bred persons are careful of their postures in the presence of their senior and in formal situations. Graceful posture is great asset in any profession.

5) Appearance-

Appearance includes clothing, hair, jewelry, cosmetics etc. though they seem unrelated to body language, they are very meaningful when related to face, eyes, gestures and postures etc. they convey meaning in non-verbal form. A person's general appearance depends on



several things. Besides clothing, other factors that contribute to appearance are grooming and accessories. Good personal hygiene and neatness, care of skin, nails and hair are expected standards and their neglect conveys an unpleasant impression.

Effective communication helps to understand a person or situation in a better way and enables us to resolve differences, build trust and respect, and create such an environment where creative ideas, problem solving, affection, and caring can flourish. This is the perfect way which leads one to the development of personality. Sometimes, much of what is tried to communicate with others and what others try to communicate gets misunderstood and that results in conflict and frustration in personal and professional relationships. By learning effective communication skills, one can better connect with family members, kids, friends, and coworkers.

Thus, to develop a pleasant personality one needs to have effective communication which is more than just exchanging information; it is the understanding of the emotions behind the information and one can understand these emotions through proper reading of body language of other persons. Effective communication can improve relationships at home, work, and in social situations by deepening one's connections to others and improving teamwork, decision-making, and problem solving. Use of non-verbal means of communication enables an individual to communicate even negative or difficult messages without creating conflict or destroying trust. To sum up, for the development of personality one needs to have a set of skills including nonverbal means of communication that is body language and others are attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand one's own emotions and also others.

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