

I Internal Examination

MA Journalism and Mass Communication

January 2025

Date	Time	I Semester	IV Semester
20/1/2025	9.00 Am	CBCS	Instructional Designing and Content Writing
21/1/2025	9.00 Am	Communication Research Methods	Online Audio /Visual Production
22/1/2025	9.00 Am	Film Studies	Media and Cultural Studies
23/1/2025	9.00 Am	Development Communication	Political Communication

What is Non-Verbal Communication?

Non-verbal communication refers to our body language, the gestures we use, or our non-verbal behavior. It implies communicating by means other than spoken languages, like eye contact, eye movement, facial expressions, behavior, smile, body posture, attitude, and handshake. The following are some of the different categories of non-verbal communication:

1. Kinesics

These are body movements and gestures like facial expressions, eye contact, hand gestures, and posture, among other things. For example, a smile, nod of the head, or thumbs up, are all positive kinesic gestures that convey warmth, friendliness, and approval.

2. Paralanguage or Vocalics

This is the vocal aspect of non-verbal communication, and it involves tone of voice, pitch, volume, and speech rate. It includes elements such as intonation, emphasis, and vocal quality. For example, a loud and assertive tone of voice can convey confidence and authority, while a soft and gentle tone conveys warmth and empathy.

3. Proxemics

Proxemics is using space to communicate. It includes the physical distance between individuals, the use of personal space, and the arrangement of objects in a given space. For example, standing too close to someone can convey aggression or intimacy, while standing too far away can convey indifference or discomfort.

4. Chronemics

Chronemics is using time as a form of non-verbal communication. It includes punctuality or tardiness, as well as the use of waiting or response time. For example, arriving early to a meeting can convey professionalism and respect, while arriving late can convey disinterest or disrespect.

5. Haptics

It means touch as a form of communication to convey emotions, feelings, and attitudes. For example, a handshake can convey confidence, warmth, and friendliness. Other forms of touch, such as a pat on the back, can communicate reassurance and support.

6. Territory

It means using space to communicate ownership, status, power, or dominance. It is a type of proxemics. For example, a person sitting in the middle of a conference table is considered the leader of the group, while a person sitting at the edge of the table might be a junior-level employee at the company.

7. Attraction

It means using non-verbal cues like eye contact, smiling, leaning in, or other signals to show affection, interest, or receptivity toward another person.

8. Environment

It is the physical setting or context in which people communicate. For example, the lighting, temperature, and decor of a room can affect people's mood and emotions, or a smile in one context might be seen as friendly and welcoming, and sarcastic in a different setup.

9. Olfactics

It means communicating with the help of smell. For example, using scents to convey attractiveness, cleanliness, or familiarity.

Why is Non-Verbal Communication Essential in the Workplace?

1. Enhances Workplace Relationships and Job Satisfaction

The [Journal of Positive School Psychology](#) suggests that non-verbal communication is one of the most significant factors in enriching relationships at the workplace, improving job satisfaction, and increasing the organization's overall productivity. Positive non-verbal communication at the workplace, like an encouraging nod from a colleague or manager, improves interaction among employees, thus creating a relaxed work environment that makes the employees feel valued. It leads to increased job satisfaction. Other forms of non-verbal communication, like active listening and maintaining eye contact, can also improve collaboration between employees.

Non-verbal communication has also been directly linked to effective leadership. Research shows that leaders' [frequent use of upward palm gestures](#) during staff meetings encourages employees, leading to better job satisfaction.

2. Increases Chances of Hiring and Promotion

If you are planning to move up in your career and want to seek a promotion at work, non-verbal communication can play a crucial role. While seeking promotion, some qualities that come in handy are [maintaining strong workplace relationships](#) and listening actively to your colleagues and managers. These include:

Conveying openness and approachability: Non-verbal cues such as open body language, maintaining eye contact, and a warm tone of voice can convey approachability and openness. It makes us feel more comfortable and at ease with our colleagues, which can lead to positive relationships.

Showing respect and empathy: Cues such as active listening, appropriate facial expressions, and a supportive tone of voice can show respect and empathy toward other team members. It makes us feel understood and valued, leading to positive relationships.

Establishing trust: Actions such as maintaining eye contact, using positive body language, and a confident tone of voice help us build trust with our team members, helping create a positive and productive work environment.

3. Increases Team Collaboration

This kind of communication plays a crucial role in increasing collaboration among team members, especially in remote setups. A [study on non-verbal awareness cues](#) suggests that body language, gestures, gaze, and hand movement during video conferencing strengthen human interaction in a remote environment, which increases productivity. Research also suggests that such communication is not necessarily required to support verbal communication. We can communicate emotional messages through non-verbal cues without using verbal expressions. Hence, this kind of communication at the workplace can improve interpersonal relationships between coworkers and enable a collaborative work environment.

4. Enhances Your Personality

Imagine you are in a Zoom meeting with a potential client. One of the people from the client's side slouches on their desk and avoids eye contact with you while you present your case. There are, however, other team members who have a straight body posture, are actively listening to you, and even smile occasionally. Your first instinct would be to avoid communicating with the slouched, disinterested person. You'd automatically gravitate to the second group of people as they come across as warm, welcoming, and polite. This is how non-verbal communication matters in the workplace. You need to maintain firm eye contact, actively listen to people, and make positive gestures.

Simply put, this kind of communication can influence the interpretation of verbal messages you send. For example, a speaker who uses positive body language and vocal cues may be perceived as more persuasive and trustworthy than one who uses negative cues.

5. Resolves Conflicts

Such communication can also help resolve conflicts in the workplace. By using positive body language and vocal cues, individuals can convey a willingness to listen and understand, which can help de-escalate conflicts and find solutions to problems. Using positive body language conveys a message to the other person that you are willing to resolve the conflict.

News

1. *The power elite*: Stories concerning powerful individuals, organisations or institutions.
2. *Celebrity*: Stories concerning people who are already famous.

3. *Entertainment*: Stories concerning sex, showbusiness, human interest, animals, an unfolding drama, or offering opportunities for humorous treatment, entertaining photographs or witty headlines.
4. *Surprise*: Stories that have an element of surprise and/or contrast.
5. *Bad news*: Stories with particularly negative overtones, such as conflict or tragedy.
6. *Good news*: Stories with particularly positive overtones, such as rescues and cures.
7. *Magnitude*: Stories that are perceived as sufficiently significant either in the numbers of people involved or in potential impact.
8. *Relevance*: Stories about issues, groups and nations perceived to be relevant to the audience.
9. *Follow-up*: Stories about subjects already in the news.
10. *Newspaper agenda*: Stories that set or fit the news organisation's own agenda (Harcup and O'Neill [Citation2001](#), 278–279).

This was offered, not as the last word on news values, merely as a contribution towards “rendering news selection a more transparent and better-understood process” (Harcup and O'Neill [Citation2001](#), 279).

As was stressed in the above study, any exploration of news values can only provide a partial explanation of what lies behind journalistic news decisions. Examining news outputs may explain as much about news *treatment* as news selection (Staab [Citation1990](#); Harcup and O'Neill [Citation2001](#)) and Staab ([Citation1990](#)) argued for a functional model that takes into account the intentions of journalists. For Donsbach ([Citation2004](#)) news values necessarily involved subjective judgements and can never be truly objective criteria, while Hall ([Citation1973](#)) suggested that news values themselves are part of an ideologically constructed way of perceiving the world that favours and “naturalises” the perspectives of powerful elites, a view echoed by Herman and Chomsky ([Citation1988](#)) in their propaganda model and McChesney ([Citation2000](#)). Although this ideological role of news selection (and treatments) is not the subject of either our 2001 study or the new one, the identification of prevalent news values can be used to inform future research into potential ideological impacts. Therefore, despite limitations, we argue that it remains valuable to unpick the criteria involved in the selection of news since this “is one of the most important areas of journalism studies[. It] goes to the heart of what is included, what is excluded, and why” (O'Neill and Harcup [Citation2009](#), 162). Further, the journalistic selection process has been described as “probably as important or perhaps sometimes more important than what ‘really happens’”, when it comes to determining whether

or not something becomes news (Westerhahl and Johansson Citation1994, 71).

who was often featured in newspapers

120)

(Fuller

Chicago Tribune

guidelines

(121)

judgment

(Manoff and Schudson 7)

(8)

As this quote indicates, Twain, who was often featured in newspapers, recognized the power of news and its influence on our culture.

News is the conglomeration of new facts and events that impact our lives. Most people rely on journalists to provide them with this up-to-date information about the world, making it the journalists' responsibility to determine what is news. Then the media must help the audience master the data, "master it intellectually and emotionally by putting it in a context, a mosaic that help[s] make it seem somewhat less gratuitous and unpredictable, somewhat less frightening" (Fuller 120).

Since a news story is buried within a mass of facts, there are a great many points that can be made. It is up to journalists to dictate the focus of the story and determine which facts should be emphasized. Some media critics argue that the media deliver the news that the audience demands in market research. But Jack Fuller, president and publisher of the *Chicago Tribune*, claims while "marketing helps journalists get the message across successfully; it does not determine what message to give" (121). Instead journalists prescribe to a set of judgment guidelines that help shape the definition of news. But this refinement process is not completely objective.

Although journalists strive to be fair, they are influenced by an internal system of values and beliefs. These prejudices, while tempered by the news values stressed by their profession, are still evident in news stories. There is a great deal of "cultural understanding that is taken for granted in news stories--some of it universally shared...but some of it dependent on familiarity with historical experiences specific to or interpreted in specific ways by our culture or certain groups within it" (Manoff and Schudson 7). Thus, the value of a news story is embedded within a system of cultural beliefs internalized by the journalist and the story's angle is dictated by a combination of these beliefs and quasi-objective news judgments. The news reinforces a "common understanding" about what is important, how to absorb it, and what to do with it