

Nonverbal Communication Practices in Rome

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Abstract

Nonverbal communication is one of the most pervasive phenomena of our everyday life(Knapp & Hall,1972) . The body sends a continuous flow of cues, and every day, we respond to these thousands of nonverbal cues and behaviors including postures, facial expression, eye gaze, gestures, and tone of voice which is also called as the body English. Since the nonverbal behavior of an individual is profoundly influenced and regulated by the culture of a country, therefore, professionals who are doing business across different countries, are required to adapt their nonverbal behaviors to accommodate a particular international audience (Kumbruck & Derboven, 2005). The ability to understand differences in these nonverbal behaviors and communicate with people from other cultures has become a highly valued asset in a global community today. The present study is an attempt to highlight the role of nonverbal communication in a business setting with specific focus on the nonverbal behavior of the Italians which is found out to be different in terms of their communication depending on their area of origin. The study is based on the archival studies, hence is informational by design.

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