



## IN THIS LESSON, WE WILL LEARN...

1. MAIN NON-VERBAL COMMUNICATION SIGNALS
2. TAKING CARE ABOUT THE ENVIRONMENT
3. MATCHING THE COLOUR



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# 1. MAIN ELEMENTS OF BODY LANGUAGE



## PHYSICAL APPEARANCE

Our entire body appearance already deliver a message, that will change according to our clothing, the choice of colours that we are wearing, the hairstyle, make-up, accessories...



## BODY LANGUAGE AND FACIAL EXPRESSIONS



## PARALINGUISTICS

tone of voice, the level of the voice (loudness) or the inflection.  
Fillers, filled pauses, hesitation marker or planner which are sounds or words that are spoken in conversation



## SPACE AND PROXIMITY

personal space



## PHYSICAL CONTACT

Touch can be used to communicate affection or familiarity.



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## 2. TAKE CARE ABOUT THE ENVIRONMENT



### INDOOR

Room decoration, place of tables and seats, artificial light, heating...



### OUTDOOR

Café, Restaurant, Parc, Public area...



### FOOD AND DRINKS

Talking while enjoying food and drinks also influence the atmosphere, so to make it more formal or informal



### USE OF SUPPORTING TECHNOLOGIES

computers and screen, presentations, videos, etc.



### TIME ALLOCATED TO THE COMMUNICATION

Duration, but also in the morning or in the afternoon... The attention payed by your interlocutor won't be the same in the morning than after lunch.



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## 3. MATCH THE COLOUR

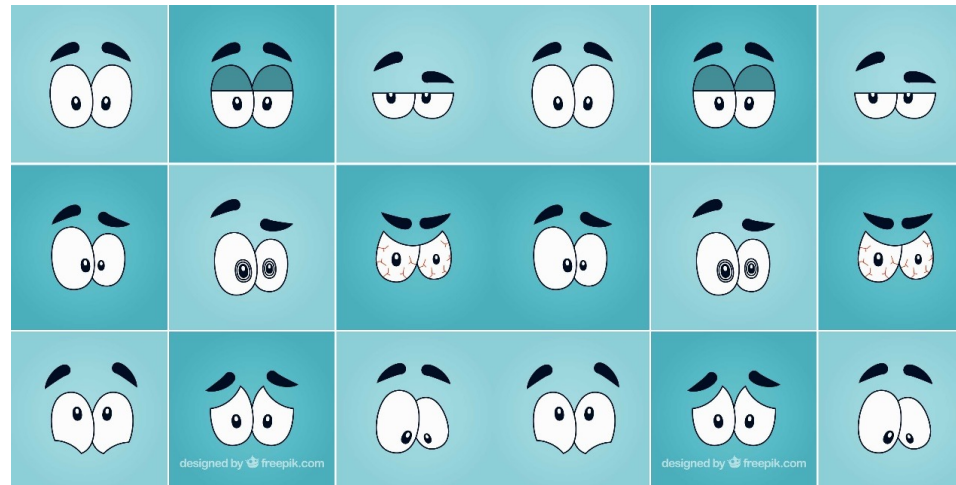
Here are some basic **meanings of colours** that might be useful for you to prepare your talk:

<b>RED</b>	<b>ORANGE</b>	<b>YELLOW</b>	<b>GREEN</b>	<b>BLUE</b>
Power Excitement Strength Power Passion Energy	Confidence Warmth Innovation, Friendliness Energy Bravery	Optimism Warmth Happiness Creativity Friendliness	Health Hope Nature Growth Freshness Prosperity	Trust Loyalty Dependability Logic Serenity Security
<b>PURPLE</b>	<b>PINK</b>	<b>BROWN</b>	<b>BLACK</b>	<b>WHITE</b>
Wisdom Luxury Wealth Spirituality Sophistication Royalty	Imaginative Passionate Transformation Balance Creativity	Serious Earthiness Reliability Authenticity Warmth Support	Sophistication Security Power Authority Substance	Cleanness Clarity Purity Simplicity Freshness



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## CONCLUSION



Beyond the body language, **there are many elements that will influence the way a message is received** and interpreted.

Also, it is important to adequately prepare oneself before an important talk or presentation to make sure that the best conditions are met that will support the communication.



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