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Non-Verbal Communication

Veronica Ahmed

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Social Cognition: Non-Verbal Communication

Ekman's Communicative behaviors

emblems,
illustrators,
manipulators,
regulators,
and emotional expressions



Study History

- American and Japanese men were secretly filmed while watching either an emotionally neutral nature video or one depicting bodily mutilation.
- Researchers anticipated that Japanese men would show an appall response to the mutilation film when alone however would stifle it when someone else was available.

In contrast, the Americans were expected to communicate their feelings whether they were by themselves or around people.



Relevance for Selected Audience

U.S. ACADEMIC RESEARCH TEAM IN AFRICA



In order to properly conduct research, participants must be cognizant of their emotional expression as well as their surroundings as it could lead to domestic or civil unrest.



Findings and Correlation to Relevance

As stated on page 14 of the Barrett, D. W. (2017). Social psychology: Core concepts and emerging trends. Sage., the hypothesis was shown to be supported by the research of how different cultures coming together could have rules that were not previously displayed for physical and/or emotional expressions. (C. M. Moran, Diefendorff, & Greguras, 2013).



Example (business related)

-A group of bank representatives from California were in a conference room with colleagues that were born and raised in Africa, the middle east and Asia, working in Morocco.



-As their colleagues were speaking on the matter of their topic, the group of colleagues from California were blatantly and subconsciously expressing their feelings through their facial expression.



The workers in Morocco felt disrespected and mocked because in their culture, they suppress their emotional expression around others.



The Californians had no intention of doing this but it was because they were unaware of the culture rules, the meeting was unsuccessful.