

The Importance of Non-verbal Public Communication

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Abstract. *Non-verbal communication is crucial in interpersonal interactions, often playing a dominant role in shaping the viewer's first impression of the speaker. It can reveal someone's true intentions or emotions which they may try to cover with words. Each non-verbal element serves a specific purpose. Facial expressions are used for emotional states, hand gestures for explaining verbal messages, body posture can indicate someone's openness or closedness. It's important to note that non-verbal communication is not universally interpreted in the same way, as cultural differences significantly impact its meaning. This is very important to consider in public speeches or business meetings. In the paper, research was conducted through a survey using a Google forms form on a sample consisting of 45 university undergraduate and graduate students of the Faculty of Organization and Informatics, more precisely, students of Information and Business Systems, and students of Economics of entrepreneurship. The goal of the research was to point out the importance of using correct and sincere non-verbal communication, to assess whether students can recognize the meaning of individual elements from the pictures, and what impression it leaves on the viewer. 13% of respondents answered that people are aware of their non-verbal movements, while the rest answered "no", or that it depends on the person. In the ranking section of each non-verbal element, vocal performance got ranked first by 11 students which is the most of any other element, while personal appearance was ranked the lowest by 21 students. The second part of the research was the content analysis of videos of well-known presenters, where the frequency of use of certain elements and their possible interpretation was analyzed. Three videos of Steve Jobs, Mark Zuckerberg and Elon Musk were deeply analyzed to measure the frequency and duration of each non-verbal element in the videos.*

Keywords. Non-verbal communication, public speech, analysis of non-verbal elements

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