

The Effects of Verbal and Non-Verbal Cues in Multimedia

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Abstract: This article represents the effects of verbal and non-verbal cues in multimedia and how they impact the audience. Social presence and various factors affecting it are also highlighted in this article.

CCS Concepts Information system → Verbal and non-verbal communication- Computational linguistics → Multimedia learning

Keywords: Verbal cues, Non-verbal cues, Social Presence, Multimedia.

I. INTRODUCTION

The national character of any nation is its language. The national mindset of people and their thinking is portrayed through their national language. Thus, the verbal and non-verbal cues may differ from culture to culture. The words that we use are the verbal cues we use for communication purposes. Verbal communication is considered as a major part of the communication, however the non-verbal cues are equally as important as the verbal cues during a conversation, and sometimes even more important. The body language, posture, gestures, eye contact and facial expressions are all an important part of the non-verbal communication. It can be said that what is implied through media in one country may not mean the same in a different country. As the language and culture are strongly intertwined, the meaning of one word may differ from culture to culture. The significance and role of verbal and non-verbal cues needs to be considered along with how the communication effectiveness through multimedia is related to these cues.

Verbal communication is considered as a major part of the communication, however the non-verbal cues are equally as important as the verbal cues during a conversation, and sometimes even more important. The body language, posture, gestures, eye contact and facial expressions are all an important part of the non-verbal communication. The web based information can be offered as simply text notes or perhaps as complicated full motion clips. It's currently widespread for organizations to obtain pretty advanced desktop computer systems that may include multimedia authoring and video compression application. This study focuses on the verbal and non-verbal cues and how they impact the audience. Social presence and various factors affecting it are also incorporated in this study.

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II. VERBAL AND NON-VERBAL CUES IN MULTIMEDIA

Multimedia is an important tool which is widely used in the industry. A positive attitude is created through the correct usage of non-verbal behaviors. However, across different types of media (multimedia instruction, live interactive television, and teleconferencing), these behaviors may differ. For instance, in different countries there are different proverbs and sayings which are commonly used. For instance, the sayings in Uzbek culture: good natured, hospitality, tactfulness; in English culture: nobility, conservatism, and in German culture: accuracy, order, attention, (Abdumanapovna, 2018). The key non-verbal behaviors in multimedia would be the responsive attitude such as increased eye contact, nods, and forward leans) towards feedback or questions.

Ricker & Hartsell, (1998) states, irrespective of the selected mode of communication, suitable presentation techniques and careful selection of content is required by effective delivery of message.

III. MULTIMEDIA

Multimedia is defined as the use of communicative or artistic media in a wide variety. According to Najjar (1996), when more than one mode of information transmission is used to present the information simultaneously, we call it multimedia. In order to present information, the use of various media is combined, i.e. sound, video, pictures, graphics, animation and text. Multimedia is being widely used in organizations and institutes, as Poole (1995) expresses.

Multimedia stands for multiple media. However, media is a broad term, as indicated by Borsook and Higginbotham-Wheat (1992). In this context, it can refer to paper, voice, music, films, animation, videoconferencing, videotapes, audio-tapes, and slides. Media may be computer-based, interactive or institutional (p. 5).

IV. VIDEO USES IN MULTIMEDIA

The amalgamation of the video's audiovisual power and computer's interactive capabilities is encompassed in multimedia. As stated by Verhagen (1993), this combination can be used for effective communication with the right use of verbal and non-verbal cues.

According to Breed, (1971); Rosenkoetter, (1984); Lin & Creswell, (1989); & Arnold, (1990), when the effectiveness

of both live and televised presentations is considered, one of the major factors is eye contact, as it assumes a vital role. As indicated by Merritt, (1984); Huddleston, (1985); & Huddleston, (1985), the persuasion, enthusiasm and perceived honesty of the presenter is positively correlated with the eye contact as far as persuasive presentations are considered, such as a political or commercial speech. According to a research, a video with high eye contact during a conversation with other people within the video was preferred by the viewers and considered more interactive, Koomen, Hooijkaas and Velthuisen (1987). It was also discovered by Acker and Levitt (1987), the degree of eye contact was also related with the degree of satisfaction amongst the participants.

Usually, multimedia includes full motion video of individuals presenting a session. Camera angle consequences are analyzed largely for their effect on the viewer's perception of a presenter. According to Wetzel, et al. (1994), the frequent assertions of film and video professionals stimulated this research and it was demonstrated that certain angles of camera suggest negative and positive attributes of people, and this way credibility of the characters in the video, is influenced. By an educational viewpoint, these effects are essential every time an on-screen presenter is utilized to convey information.

As indicated by a study conducted by Kraft, (1987), the common perception of providers that presenting a human issue from a low angle (i.e., filming the topic from under eye level) results in visitors perceiving a remarkable character as being taller, bolder, more unafraid, stronger, along with much more intense, as compared to presenting the very same character shot from an impressive perspective (above eye level). Generally, a low angle shot enhances the good perception of any on screen character, while a four high angle shot leads to an adverse perception by viewers (Mandell, 1973; McCain, Chilberg, & Wakshlag, 1977; Tiemann, 1970).

It's feasible that technical immediacy and perceived community presence might be viewed as being similar, but based on Short et al. (1976), you will find very important differences. They level out, "for any medium of interaction (e.g. telephone) as well as situation (e.g. long distance call), immediacy might differ when societal presence doesn't. For instance, an individual creating a phone call might select to talk so as to present an impression of aloofness and 'distance' or maybe he might decide to follow an attitude of comradeship and informality. Either way, the level to which he's regarded as a true person, the interpersonal presence afforded by the telephone, is going to be the same".

The quality and number of verbal and non-verbal cues vary from medium to medium. For instance, as compared to the text messages, there are more verbal and non-verbal messaged in a full-motion video. The effectiveness of the communication is greatly influenced by these verbal and non-verbal cues (DeMeuse, (1987); Burgoon, (1987); Arnold, (1990); Baesler & Bancroft, (1995). The medium of communications' perceived social presence is affected by cues such as gestures, proximity, facial expression, appearance, tone of voice and eye contact. A variety of constructs can be examined in order to discover the issue of social presence as indicated by Gunawardena (1994). The

cognitive gain, motivation and satisfaction are some of the factors which are affected through social presence.

V. SOCIAL PRESENCE

The quality of the medium itself is referred to as the social presence. In addition to this, as stated by Short et al. (1976), the potential of different mediums to convey social presence may vary, and the interaction and reaction of individuals is determined through these variations. In order to comprehend the communication effectively, social presence plays an important role, Short et al. (1976). The purpose of interaction as well as its nature is affected by social presence because it influences the medium which the individual chooses in order to communicate.

According to Gunawardena, (1994), the social presence of the multimedia is perceived according to the medium's ability to transmit information about non-verbal cues, dress, posture, direction of looking, and facial expressions. Social presence is perceived as a cognitive synthesis of different elements which are included in a certain medium (Short et al., 1976, pp. 45-59):

5.1. Multi-Channel Communication

According to Birdwhistell (1970), in an attempt to evaluate the visual channel's functions, it is not recommended to only focus on cues such as proximity, eye-gaze, posture, etc. This way, the attention will be only on certain factors and the assessment about the functions of the channels may not be effective

5.2. Verbal Communication

The audio channel matters as much as the visual channel in the conveyance of non-verbal information. The audio channel includes pauses, tone, choice of words and emphasis on certain words or sentences. These factors have a great effect on the audience as it reinforces or weakens their perspectives. When there is redundant information, such as the message conveyed visually and verbally are exactly same, the efficacy of social presence will be compromised.

5.3. Direction of Eye Gaze

When two people are having a conversation, the control of conversations is assisted through the direction of one's eyes. This way it is easier to know whose turn it is to speak. The confusion of understanding of an individual is also portrayed through this.

5.4. Facial Signals

The facial expressions of a person speak great volumes. In this manner, it is easy to know if an individual is angry, sad, happy or surprised.

5.5. Dynamic Non-Verbal Cues from the Trunk and Arms

The position of arms, hands and the posture of an individual is also considered important when it comes to non-verbal communication.

5.6. Physical Appearance

The individuals who are not familiar with each other can particularly use physical appearance to assess a person's personality or behavior. The physical appearance provides basis for the initial judgments.

5.7. Proximity and Orientation

When communication takes place through a multimedia, orientation and proximity may vary. The physical distance at which people choose to converse is referred to as proximity. Similar to the distance, a certain orientation for the conversation is also selected by people (for instance, sitting adjacent to or opposite each other). The design of video systems can depend on orientation: video systems impose an orientation of being opposite one another.

The significance of all the factors mentioned above is analyzed by the audience or people involved in the communication. Every verbal or non-verbal cue passes a message to people. Thus, a medium's social presence is perceived as an attitudinal or a perceptual dimension of a user (Short et al., 1976).

VI. FACTORS AFFECTING SOCIAL PRESENCE & RESULTS

In the studies of non-verbal communication, there is great emphasis on the presenter's or speaker's eye contact. According to a research by Kleck & Nuessle, (1968), when speakers maintain eye contact, they are considered as more sincere, friendly and natural. In addition this, LaCrosse (1975) states that this makes the speaker more persuasive and attractive. The attention of the listeners is drawn with the help of speaker's gaze (Harper, Wiens, & Matarazzo, 1978). Moreover, according to Knapp, (1978), listeners are also encouraged to ask questions if the speakers maintains eye contact with them.

The fundamental areas of life such as courtship, interviews, television, advertising and arts rely heavily on the non-verbal communication (Bancroft, 1995). It is suggested that over 65% of the social meaning of a conversation is implied through the non-verbal cues, (Bancroft, 1985). Thus, as far as human interaction is concerned, a great proportion of communicative meaning relies on the nonverbal behaviors, (Baesler & Burgoon, 1987).

The positive attitudes are distinguished from negative attitudes and liking from disliking by vocal expressions, facial expressions, postural relaxation, openness of body and arms, increased eye contact, closer proximity and forward lean. According to an experiment, when the speaker shows positive attitude and openness, the audience is more likely to find him trustworthy and reliable, as indicated by Mehrabian (1971).

There are adverse consequences of not making effective eye contact with the audience, as stated by Stuart (1995). The audience gets an impression that the speaker is uninterested and is not paying sufficient attention if eye contact is not maintained by the speaker. It is said that "the audience will not pay attention to you if you don't pay attention to them" (Stuart, 1995, p. 63).

According to Dronev and Brooks (1993), one of the most dominant non-verbal cue is eye contact. In an experiment,

there were two presenters and one of them maintained eye-contact while the other one did not. The outcomes of the experiment suggested that the audience voted for the presenter who maintained eye contact to be more relaxed, confident, with a high-sense of control and self-esteem. While the other presenter was voted to be nervous and less credible by the audience.

In a research conducted by Naftulin et al, (1970), a pseudo-academic speech of utter non-sense was presented in a convincing and professional way, and the audience reacted favorably to it only because of the persuading verbal and non-verbal cues used by the presenter. Thus, it was inferred that educational content is not as important as the personality variables (Naftulin et al. 1973).

It is further stated, despite of how important the message is, if the speaker gives negative non-verbal cues, such as, not maintain eye contact, bad posture and confidence, the audience will not take the message seriously. Another example of this could be when the speaker never looks up from reading a text, (Ailes and Kraushar, 1988).

VII. CONCLUSION

The research suggests that verbal and non-verbal cues in terms of media have significant effect on the audience. The questioning strategies, personalized examples, use of humor, vocal inflections, appearance, proximity, gestures and facial expressions of the speaker influence the perceptions of social presence. Individuals are likely to be more satisfied when high degree of social presence is perceived by them. Video uses in multimedia were analyzed along with the factors affecting social presence. There are a number of significant factors in the context of social presence which emphasize on different verbal and non-verbal cues which must be correctly adopted by the speaker. It was inferred that the non-verbal cues play an important role in establishing the honesty and reliability of the speaker. According to an experiment included in this paper, it was concluded that even if the speaker talk's utter nonsense with confidence and positive attitude, the audience is highly likely to believe him. In order to provide evidence for the discussion and support it, various researches were also incorporated in this paper.

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