

С.Сейфуллин атындағы Қазақ агротехникалық университетінің 60 жылдығына арналған «Сейфуллин оқулары– 13: дәстүрлерді сақтай отырып, болашақты құру» атты Республикалық ғылыми-теориялық конференциясының материалдары = Материалы Республиканской научно-теоретической конференции «Сейфуллинские чтения – 13: сохраняя традиции, создавая будущее», посвященная 60-летию Казахского агротехнического университета имени С.Сейфуллина. - 2017. - Т.1, Ч.5. - Р.106-109

## **BODY LANGUAGE IN THE WORKPLACE**

*Otyzbayeva K.Zh., Senior teacher*

*Tynyshbayeva M., student*

*L.N.Gumilyov Eurasian National University, Astana s.*

### **Introduction**

The investigations include exploring the body gestures, the secrets, the advices and the mistakes that people need to avoid in the business area, even if you are only staff member. Moreover the article includes many life examples of people who success in the business. The content is easy to perceive the information and use the methods of prominent people in the real life. If you are the person who wants to make a good impression to the authority, get people`s attention and make them follow you in a certain way, this article definitely for you.

Even Charles Darwin compiled his first academic research work related to body language, called "The Expression of the Emotions in Man and Animals," published in 1872.

*The aim* of this research is to identify all traits of non-verbal communication, and find out the best ways to use up them in the workplace.

### **Material and methods**

The methods of first and second research were included. Namely, three types of methods are presented: questionnaire via the internet; online sources; comparison of earlier investigations. On the way of acquainting with the article, reader may change his/her usual view on the importance of body language, understood how it is significant to get it in use. By the social views and opinions, it was easy to create the whole idea of body language. However, this article is mostly specialized on the business area only. Firstly, as the author of the article who currently study the subject of economics and business at university and interested in it as whole. Additionally, many methods of business administration may be applied in your daily live. In other words, you are free to use up business techniques of dealing with certain person. Alternatively, for a closer instance, you were asked to defend a thesis. What will you do? Of course, refer to the politics of performing in front of people and to convey the idea, you are going to talk about certain topics. Consequently, your main aim is to get people`s attention and interest.

### **Results**

Albert Mehrabian, University of California, Los Angeles professor, put forward that “55% of the message you convey comes from your body language” (Magazine Business Insider 2014).

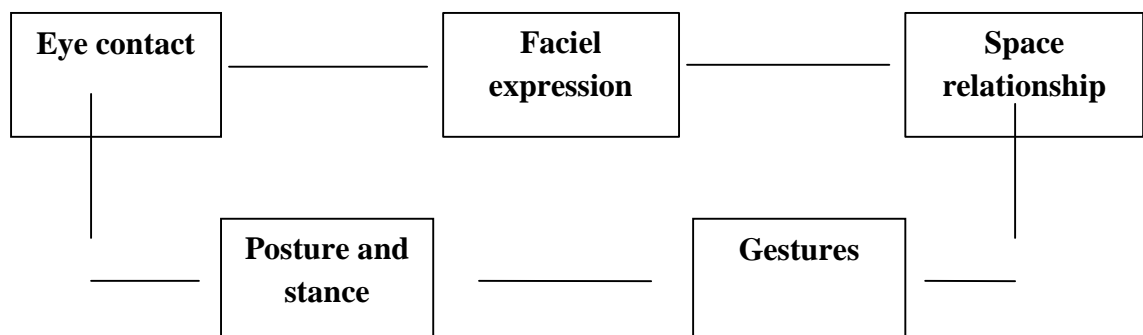
Body language principles assist in such aspects like: easy to accept information to your audience, show that you are confident and relaxed through the speech, make deals or urge your partners and customers.

First of all, let`s determine what kind of body language people put to use. There may be gestures, poses, movements, and expressions that we use to communicate. Actually there conventional types of body language are verbal (with use of words), vocal (use of intonation, sometimes pitch and pauses, etc.) and non-verbal (external movements and stance).

Answers to following questions should be found:

- ü How to catch positive feelings?
- ü How to be sure that you will not be interrupted?
- ü How to build trust?
- ü How to get along with aggressive audience?

To help you in searching answers for such tasks you should keep in mind certain common rules:



Otherwise, you cannot get spectators` interest, to be able to control the certain situation, influence to their actions.

Through some of recent researches, scientists have found that people, especially leaders, should take into account how natural their body signals are. Yes, exactly signals that our body gestures sends to the audience by gestures.

Non-verbal communication plays a finite role in our everyday lives, even through you notice it or not, as in the business too.

From mere meeting with unfamiliar people to top formal appointments with colleagues; we can exose others what actually we are all about by just a few plain postures.

For some of famous and successful people, the best body language is one detail of their make-up, however for another person, it may be a little of gentle reminding which may be needed.

For some more information, following work of Tonya Reiman, is definitely helpful anyone as a principal to understand situation deeper, which is named “The Power of Body Language: How to Succeed in Every Business and Social

Encounter”. Tonya Reiman nationally confessed as expert in non-verbal communication area shows that till these days has been a shadowed aspect in so-called internal communication skills: make use of your own nonverbal signals` power to gain the things, you desire out of whatever area of life, from professional dealing to personal communication. But, we will focus on professional aspect only. By looking through the content and familiarize the book, some conclusions have been made.

First of all, the author describes in detail what you disclose about yourself before you open your mouth, just from the way you stand, sit and maintain your posture. On the other side, it helps to promote an understanding of body language without also promoting self-consciousness, and demonstrates through the language of book production how little of what we reportage is conveyed by what we have to say.

Another one of my source is “TED Talks`” video, called Your body language shapes who you are by Amy Cuddy. This author also shares with her life experience and personal investigations.

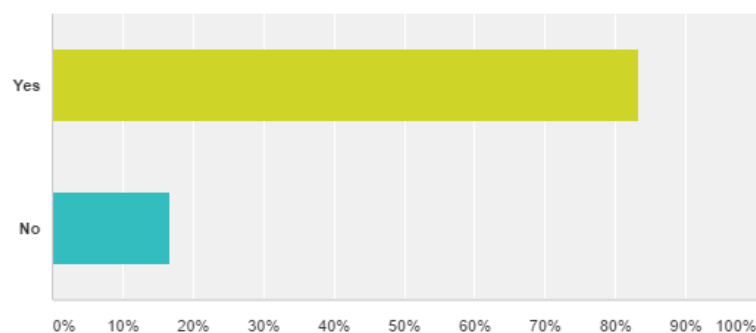
On my own, survey that was made assists as the method of digging deeper. In other words, it opens the people`s image and gives opportunities to know people`s opinion on this topic. Following aspects in questions were included:

1. Type of personality
2. Organization`s professionalism
3. Role in the workplace
4. Appearance
5. Style of clothes
6. Opinion concerning body language
7. Non-verbal communication rules
8. Desire to be a leader in company

**Correlation analysis.** In addition, here are some results to see the popularity of body language use nowadays:

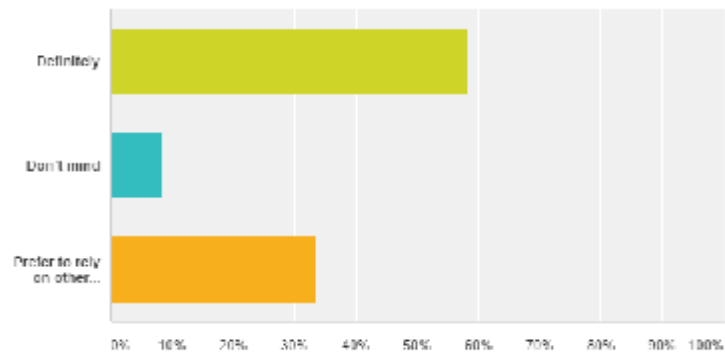
#### Do you pay attention to the appearance?

стили: 12 Пропустили: 0



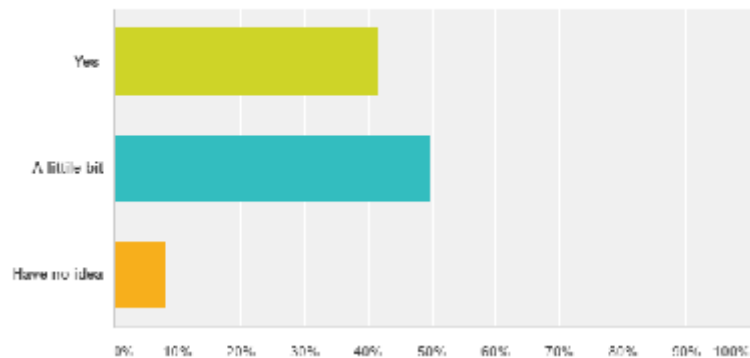
### In your opinion, is it important to hang on body language?

Ответа: 12 Пропустено: 0



### Do you know main rules of body language?

Ответа: 12 Пропустено: 0



As you can see, 12 people were asked to answer the questions concerning non-verbal communication. There are some analyses. Following the chart, it is clear that more than 80 % of them pay attention to their appearance. Meanwhile, nearly 60 % think that the body language rules are important, while fewer prefer to rely on the other things such as status, influence, income, personality etc. However, about 10 % of people don't mind to the body language. Exactly the half superficially knows the main rules of body language, at that time over 40 % are aware of that rules fully. Finally, almost 10 % have no idea.

#### **Discussion**

After all, of the research, to help the business people sell their products and services, or even ideas, the next main body language rules have been determined:

- To grow up your confidence in the time of speech, do not forget to open up chest, move hands such as up and down directions, always keep your back straight.
- To make comfortable atmosphere, just smile. It may hear ridiculous, but this is your main weapon.
- To engage people around you, keep your arms open and natural. Then try to look periodically in the eye of some people in your audience. People usually pay their attention, when person in front is looking straight.

- To show clearly the existence of authority under them, do not get sweat and keep calm.
- To involve audience into participation, be relaxed and use some jokes, from time to time ask questions
- Consequently, to convert a hard question to easier one, at time get a pause and breath as slowly as it will be more natural.
- To offer your good to audience and make them buy it, make use of positive, but at the same time relevant, body language and demonstrate yourself as a person who can keep everything into control and whom the audience may trust.

### **Conclusion**

To conclude, body language takes a considerable place in the constitution of personality as it obtains messages concerning another person, with whom we can communicate at an intuitive stage. Body language use in the business is almost the same as in your daily live. As in the case of promoting and offering a commodity, or in the case of dealing with the people next to, we want to present to the one information, trying to affect and want people to listen us, and catch their interest. That is why, remember meanwhile our mouth speaks one particular thing; our own body gestures always speak another one.

### **References**

1. Economy, Peter. "18 Ways to Send the Right Message With Body Language." Inc.com. N.p., 18 Sept. 2015. Web. 27 Nov. 2016.
2. *Forbes*. Forbes Magazine, n.d. Web. 27 Nov. 2016.
3. Bradberry, Travis. "15 Body Language Secrets of Successful People." *Entrepreneur*. N.p., n.d. Web. 27 Nov. 2016.
4. Partners, Davitt Corporate. "Body Language Mistakes Successful People Never Make." *Business Insider*. Business Insider, Inc, 12 Sept. 2015. Web. 27 Nov. 2016.
5. Success, Body Language. "Body Language Success & Emotional Intelligence." *Body Language Success & Emotional Intelligence*. N.p., 01 Jan. 1970. Web. 27 Nov. 2016.
6. "Your Body Language Shapes Who You Are." *Amy Cuddy: Your Body Language Shapes Who You Are | TED Talk | TED.com*. N.p., n.d. Web. 27 Nov. 2016.
7. "Robot Check." *Robot Check*. N.p., n.d. Web. 27 Nov. 2016.
8. Baer, Drake. "17 Tactics for Reading People's Body Language." *Entrepreneur*. N.p., n.d. Web. 09 Dec. 2016.