The Sounds of Silence

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Bob leaves his apartment at 8:15 A.M. and stops at the corner drugstore for breakfast. Before he can speak, the counterman says, "The usual?" Bob nods yes. While he savors his Danish, a fat man pushes onto the adjoining stool and overflows into his space. Bob scowls and the man pulls himself in as much as he can. Bob has sent two messages without speaking a syllable.

Henry has an appointment to meet Arthur at 11 o'clock; he arrives at 11:30. Their conversation is friendly, but Arthur retains a lingering hostility. Henry has unconsciously communicated that he doesn't think the appointment is very important or that Arthur is a person who needs to be treated with respect.

George is talking to Charley's wife at a party. Their conversation is entirely trivial, yet Charley glares at them suspiciously. Their physical proximity and the movements of their eyes reveal that they are powerfully attracted to each other.

José Ybarra and Sir Edmund Jones are at the same party and it is important for them to establish a cordial relationship for business reasons. Each is trying to be warm and friendly, yet they will part with mutual distrust and their business transaction will probably fall through. José, in Latin fashion, moved closer and closer to Sir Edmund as they spoke, and this movement was mis-communicated as pushiness to Sir Edmund, who kept backing away from this intimacy, and this was mis-communicated to José as coldness. The silent languages of Latin and English cultures are more difficult to learn than their spoken languages.

In each of these cases, we see the subtle power of nonverbal communication. The only language used throughout most of the history of humanity (in evolutionary terms, vocal communication is relatively recent), it is the first form of communication you learn. You use this pre-verbal language, consciously and unconsciously, every day to tell other people how you feel about yourself and them. This language includes your posture, gestures, facial expressions, costume, the way you walk, even your treatment of time and space and material things. All people communicate on several different levels at the same time but are usually aware of only the verbal dialog and don't realize that they respond to nonverbal messages. But when a person says one thing and really believes something else, the discrepancy between the two can usually be sensed. Nonverbal-communication systems are much less subject to the conscious deception that often occurs in verbal systems. When we find ourselves thinking, "I don't know what it is about him, but he doesn't seem sincere," it's usually this lack of congruity between a person's words and his behavior that makes us anxious and uncomfortable.

Few of us realize how much we all depend on body movement in our conversation or are aware of the hidden rules that govern listening behavior. But we know instantly whether or not the person we're talking to is "tuned in" and we're very sensitive to any breach in listening etiquette. In white middle-class American culture, when someone wants to show he is listening to someone else, he looks either at the other person's face or, specifically, at his eyes, shifting his gaze from one eye to the other.

If you observe a person conversing, you'll notice that he indicates he's listening by nodding his head. He also makes little "Hmhm" noises. If he agrees with what's being said, he may give a vigorous nod. To show pleasure or affirmation, he smiles; if he has some reservations, he looks skeptical by raising an eyebrow or pulling down the corners of his mouth. If a participant wants to terminate the conversation, he may start shifting his body position, stretching his legs, crossing or uncrossing them, bobbing his foot or diverting his gaze from the speaker. The more he fidgets, the more the speaker becomes aware that he has lost his audience. As a last measure, the listener may look at his watch to indicate the imminent end of the conversation.

Talking and listening are so intricately intertwined that a person cannot do one without the other. Even when one is alone and talking to oneself, there is part of the brain that speaks while another part listens. In all conversations, the listener is positively or negatively reinforcing the speaker all the time. He may even guide the conversation without knowing it, by laughing or frowning or dismissing the argument with a wave of his hand.

The language of the eyes—another age-old way of exchanging feelings—is both subtle and complex. Not only do men and women use their eyes differently but there are class, generation, regional, ethnic, and national cultural differences. Americans often complain about the way foreigners stare at people or hold a glance too
2. CULTURE AND COMMUNICATION

long. Most Americans look away from someone who is using his eyes in an unfamiliar way because it makes them self-conscious. If a man looks at another man’s wife in a certain way, he’s asking for trouble, as indicated earlier. But he might not be ill-mannered or seeking to challenge the husband. He might be a European in this country who hasn’t learned our visual mores. Many American women visiting France or Italy are acutely embarrassed because, for the first time in their lives, men really look at them—their eyes, hair, nose, lips, breasts, hips, legs, thighs, knees, ankles, feet, clothes, haircut, even their walk. These same women, once they have become used to being looked at, often return to the United States and are overcome with the feeling that “No one ever really looks at me anymore.”

Analyzing the mass of data on the eyes, it is possible to sort out at least three ways in which the eyes are used to communicate: dominance vs. submission, involvement vs. detachment and positive vs. negative attitude. In addition, there are three levels of consciousness and control, which can be categorized as follows: (1) conscious use of the eye to communicate, such as the flirtatious blink and the intimate nose-wrinkling squint; (2) the very extensive category of unconscious but learned behavior governing where the eyes are directed and when (this unwritten set of rules dictates how and under what circumstances the sexes, as well as people of all status categories, look at each other); and (3) the response of the eye itself, which is completely outside both awareness and control—changes in the cast (the sparkle) of the eye and the pupillary reflex.

The eye is unlike any other organ of the body, for it is an extension of the brain. The unconscious pupillary reflex and the cast of the eye have been known by people of Middle Eastern origin for years—although most are unaware of their knowledge. Depending on the context, Arabs and others look either directly at the eye or deeply into the eyes of their interlocutor. We became aware of this in the Middle East several years ago while looking at jewelry. The merchant suddenly started to push a particular bracelet at a customer and said, “You buy this one.” What interested us was that the bracelet was not the one that had been consciously selected by the purchaser. But the merchant, watching the pupils of the eyes, knew what the purchaser really wanted to buy. Whether he specifically knew how he knew is debatable.

A psychologist at the University of Chicago, Eckhard Hess, was the first to conduct systematic studies of the pupillary reflex. His wife remarked one evening, while watching him reading in bed, that he must be very interested in the text because his pupils were dilated. Following up on this, Hess slipped some pictures of nudes into a stack of photographs that he gave to his male assistant. Not looking at the photographs but watching his assistant’s pupils, Hess was able to tell precisely when the assistant came to the nudes. In further experiments, Hess retouched the eyes in a photograph of a woman. In one print, he made the pupils small, in another, large; nothing else was changed. Subjects who were given the photographs found the woman with the dilated pupils much more attractive. Any man who has had the experience of seeing a woman look at him as her pupils widen with reflex speed knows that she’s flashing him a message.

The eye-sparkle phenomenon frequently turns up in our interviews of couples in love. It’s apparently one of the first reliable clues in the other person that love is genuine. To date, there is no scientific data to explain eye sparkle; no investigation of the pupil, the cornea or even the white sclera of the eye shows how the sparkle originates. Yet we all know it when we see it.

One common situation for most people involves the use of the eyes in the street and in public. Although eye behavior follows a definite set of rules, the rules vary according to the place, the needs and feelings of the people, and their ethnic background.

For urban whites, once they’re within definite recognition distance (16-32 feet for people with average eyesight), there is mutual avoidance of eye contact—unless they want something specific: a pickup, a handout or information of some kind. In the West and in small towns generally, however, people are much more likely to look at and greet one another, even if they’re strangers.

It’s permissible to look at people if they’re beyond recognition distance; but once inside this sacred zone, you can only steal a glance at strangers. You must greet friends, however; to fail to do so is insulting. Yet, to stare too fixedly at them is considered rude and hostile. Of course, all of these rules are variable.

A great many blacks, for example, greet each other in public even if they don’t know each other. To blacks, most eye behavior of whites has the effect of giving the impression that they aren’t there, but this is due to white avoidance of eye contact with anyone in the street.

Another very basic difference between people of different ethnic backgrounds is their sense of territoriality and how they handle space. This is the silent communication, or miscommunication, that caused friction between Mr. Ybarra and Sir Edmund Jones in our earlier example. We know from research that everyone has around himself an invisible bubble of space that contracts and expands depending on several factors: his emotional state, the activity he’s performing at the time and his cultural background. This bubble is a kind of mobile territory that he will defend against intrusion. If he is accustomed to close personal distance between himself and others, his bubble will be smaller than that of someone who’s accustomed to greater personal distance. People of North European heritage—English, Scandinavian, Swiss and German—tend to avoid contact. Those whose heritage is Italian, French, Spanish, Russian, Latin American or Middle Eastern like close personal contact.

People are very sensitive to any intrusion into their spatial bubble. If
9. The Sounds of Silence

someone stands too close to you, your first instinct is to back up. If that’s not possible, you lean away and pull yourself in, tensing your muscles. If the intruder doesn’t respond to these body signals, you may then try to protect yourself, using a briefcase, umbrella or raincoat. Women—especially when traveling alone—often plant their pocketbook in such a way that no one can get very close to them. As a last resort, you may move to another spot and position yourself behind a desk or a chair that provides screening. Everyone tries to adjust the space around himself in a way that’s comfortable for him; most often, he does this unconsciously.

Emotions also have a direct effect on the size of a person’s territory. When you’re angry or under stress, your bubble expands and you require more space. New York psychiatrist Augustus Kinzel found a difference in what he calls Body-Buffer Zones between violent and nonviolent prison inmates. Dr. Kinzel conducted experiments in which each prisoner was placed in the center of a small room and then Dr. Kinzel slowly walked toward him. Nonviolent prisoners allowed him to come quite close, while prisoners with a history of violent behavior couldn’t tolerate his proximity and reacted with some vehemence.

Apparently, people under stress experience other people as looming larger and closer than they actually are. Studies of schizophrenic patients have indicated that they sometimes have a distorted perception of space, and several psychiatrists have reported patients who experience their boundaries as filling up an entire room. For these patients, anyone who comes into the room is actually inside their body, and such an intrusion may trigger a violent outburst.

Unfortunately, there is little detailed information about normal people who live in highly congested urban areas. We do know, of course, that the noise, pollution, dirt, crowding and confusion of our cities induce feelings of stress in most of us, and stress leads to a need for greater space. The man who’s packed into a subway, jostled in the street, crowded into an elevator and forced to work all day in a bull pen or in a small office without auditory or visual privacy is going to be very stressed at the end of his day. He needs places that provide relief from constant overstimulation of his nervous system. Stress from overcrowding is cumulative and people can tolerate more crowding early in the day than later; note the increased bad temper during the evening rush hour as compared with the morning melee. Certainly one factor in people’s desire to commute by car is the need for privacy and relief from crowding (except, often, from other cars); it may be the only time of the day when nobody can intrude.

In crowded public places, we tense our muscles and hold ourselves stiff, and thereby communicate to others our desire not to intrude on their space and, above all, not to touch them. We also avoid eye contact, and the total effect is that of someone who has “tuned out.” Walking along the street, our bubble expands slightly as we move in a stream of strangers, taking care not to bump into them. In the office, at meetings, in restaurants, our bubble keeps changing as it adjusts to the activity at hand.

Most white middle-class Americans use four main distances in their business and social relations: intimate, personal, social and public. Each of these distances has a near and a far phase and is accompanied by changes in the volume of the voice. Intimate distance varies from direct physical contact with another person to a distance of six to eighteen inches and is used for our most private activities—caressing another person or making love. At this distance, you are overwhelmed by sensory inputs from the other person—heat from the body, tactile stimulation from the skin, the fragrance of perfume, even the sound of breathing—all of which literally envelop you. Even at the far phase, you’re still within easy touching distance. In general, the use of intimate distance in public between adults is frowned on. It’s also much too close for strangers, except under conditions of extreme crowding.

In the second zone—personal distance—the close phase is one and a half to two and a half feet; it’s at this distance that wives usually stand from their husbands in public. If another woman moves into this zone, the wife will most likely be disturbed. The far phase—two and a half to four feet—is the distance used to “keep someone at arm’s length” and is the most common spacing used by people in conversation.

The third zone—social distance—is employed during business transactions or exchanges with a clerk or repairman. People who work together tend to use close social distance—four to seven feet. This is also the distance for conversation at social gatherings. To stand up at this distance from someone who is seated has a dominating effect (e.g., teacher to pupil, boss to secretary). The far phase of the third zone—seven to twelve feet—is where people stand when someone says, “Stand back so I can look at you.” This distance lends a formal tone to business or social discourse. In an executive office, the desk serves to keep people at this distance.

The fourth zone—public distance—is used by teachers in classrooms or speakers at public gatherings. At its farthest phase—25 feet and beyond—it is used for important public figures. Violations of this distance can lead to serious complications. During his 1970 U.S. visit, the president of France, Georges Pompidou, was harassed by pickets in Chicago, who were permitted to get within touching distance. Since pickets in France are kept behind barricades a block or more away, the president was outraged by this insult to his person, and President Nixon was obliged to communicate his concern as well as offer his personal apologies.

It is interesting to note how American pitchmen and panhandlers exploit the unwritten, unspoken conventions of eye and distance. Both take advantage of the fact that
2. CULTURE AND COMMUNICATION

Once explicit eye contact is established, it is rude to look away, because to do so means to brusquely dismiss the other person and his needs. Once having caught the eye of his mark, the panhandler then locks on, not letting go until he moves through the public zone, the social zone, the personal zone and, finally, into the intimate sphere, where people are most vulnerable.

Touch also is an important part of the constant stream of communication that takes place between people. A light touch, a firm touch, a blow, a caress are all communications. In an effort to break down barriers among people, there's been a recent upsurge in group-encounter activities, in which strangers are encouraged to touch one another. In special situations such as these, the rules for not touching are broken with group approval and people gradually lose some of their inhibitions.

Although most people don't realize it, space is perceived and distances are set not by vision alone but with all the senses. Auditory space is perceived with the ears, thermal space with the skin, kinesthetic space with the muscles of the body and olfactory space with the nose. And, once again, it's one's culture that determines how his senses are programmed—which sensory information ranks highest and lowest. The important thing to remember is that culture is very persistent. In this country, we've noted the existence of culture patterns that determine distance between people in the third and fourth generations of some families, despite their prolonged contact with people of very different cultural heritages.

Whenever there is great cultural distance between two people, there are bound to be problems arising from differences in behavior and expectations. An example is the American couple who consulted a psychiatrist about their marital problems. The husband was from New England and had been brought up by reserved parents who taught him to control his emotions and to respect the need for privacy. His wife was from an Italian family and had been brought up in close contact with all the members of her large family, who were extremely warm, volatile and demonstrative.

When the husband came home after a hard day at the office, dragging his feet and longing for peace and quiet, his wife would rush to him and smother him. Clasping his hands, rubbing his brow, crooning over his weary head, she never left him alone. But when the wife was upset or anxious about her day, the husband's response was to withdraw completely and leave her alone. No comforting, no affectionate embrace, no attention—just solitude. The woman became convinced her husband didn't love her, and, in desperation, she consulted a psychiatrist. Their problem wasn't basically psychological but cultural.

Why has man developed all these different ways of communicating messages without words? One reason is that people don't like to spell out certain kinds of messages. We prefer to find other ways of showing our feelings. This is especially true in relationships as sensitive as courtship. Men don't like to be rejected and most women don't want to turn a man down bluntly. Instead, we work out subtle ways of encouraging or discouraging each other that save face and avoid confrontations.

How a person handles space in dating others is an obvious and very sensitive indicator of how he or she feels about the other person. On a first date, if a woman sits or stands so close to a man that he is acutely conscious of her physical presence—inside the intimate-distance zone—the man usually construes it to mean that she is encouraging him. However, before the man starts moving in on the woman, he should be sure what message she's really sending; otherwise, he risks bruising his ego. What is close to someone of North European background may be neutral or distant to someone of Italian heritage. Also, women sometimes use space as a way of misleading a man and there are few things that put men off more than women who communicate contradictory messages—such as women who cuddle up and then act insulted when a man takes the next step.

How does a woman communicate interest in a man? In addition to such familiar gambits as smiling at him, she may glance shyly at him, blush and then look away. Or she may give him a real come-on look and move in very close when he approaches. She may touch his arm and ask for a light. As she leans forward to light her cigarette, she may brush him lightly, enveloping him in her perfume. She'll probably continue to smile at him and she may use what ethnologists call preening gestures—touching the back of her hair, thrusting her breasts forward, tilting her hips as she stands or crossing her legs if she's seated, perhaps even exposing one thigh or putting a hand on her thigh and stroking it. She may also stroke her wrists as she converses or show the palm of her hand as a way of gaining his attention. Her skin may be unusually flushed or quite pale, her eyes brighter, the pupils larger.

If a man sees a woman whom he wants to attract, he tries to present himself by his posture and stance as someone who is self-assured. He moves briskly and confidently. When he catches the eye of the woman, he may hold her glance a little longer than normal. If he gets an encouraging smile, he'll move in close and engage her in small talk. As they converse, his glance shifts over her face and body. He, too, may make preening gestures—straightening his tie, smoothing his hair or shooting his cuffs.

How do people learn body language? The same way they learn spoken language—by observing and imitating people around them as they're growing up. Little girls imitate their mothers or an older female. Little boys imitate their fathers or a respected uncle or a character on television. In this way, they learn the gender signals appropriate for their sex. Regional, class and ethnic patterns of body behavior are also
learned in childhood and persist throughout life.

Such patterns of masculine and feminine body behavior vary widely from one culture to another. In America, for example, women stand with their thighs together. Many walk with their pelvis tipped slightly forward and their upper arms close to their body. When they sit, they cross their ankles. American men hold their arms away from their body, often swinging them as they walk. They stand with their legs apart (an extreme example is the cowboy, with legs apart and thumbs tucked into his belt). When they sit, they put their feet on the floor with legs apart and, in some parts of the country, they cross their legs by putting one ankle on the other knee.

Leg behavior indicates sex, status and personality. It also indicates whether or not one is at ease or is showing respect or disrespect for the other person. Young Latin-American males avoid crossing their legs. In their world of machismo, the preferred position for young males when with one another (if there is no older dominant male present to whom they must show respect) is to sit on the base of their spine with their leg muscles relaxed and their feet wide apart. Their respect posture is like our military equivalent; spine straight, heels and ankles together—almost identical to that displayed by properly brought up young women in New England in the early part of this century.

American women who sit with their legs spread apart in the presence of males are not normally signaling a come-on—they are simply (and often unconsciously) sitting like men. Middle-class women in the presence of other women to whom they are very close may on occasion throw themselves down on a soft chair or sofa and let themselves go. This is a signal that nothing serious will be taken up. Males, on the other hand, lean back and prop their legs up on the nearest object.

The way we walk, similarly, indicates status, respect, mood and ethnic or cultural affiliation. The many variants of the female walk are too well known to go into here, except to say that a man would have to be blind not to be turned on by the way some women walk—a fact that made Mae West rich before scientists ever studied these matters. To white Americans, some French middle-class males walk in a way that is both humorous and suspect. There is a bounce and looseness to the French walk, as though the parts of the body were somehow unrelated. Jacques Tati, the French movie actor, walks this way; so does the great mime, Marcel Marceau.

Blacks and whites in America—with the exception of middle- and upper-middle-class professionals of both groups—move and walk very differently from each other. The blacks, whites often seem incredibly stiff, almost mechanical in their movements. Black males, on the other hand, have a looseness and coordination that frequently makes whites a little uneasy; it's too different, too integrated, too alive, too male. Norman Mailer has said that squares walk from the shoulders, like bears, but blacks and hippies walk from the hips, like cats.

All over the world, people walk not only in their own characteristic way but have walks that communicate the nature of their involvement with whatever it is they're doing. The purposeful walk of North Europeans is an important component of proper behavior on the job. Any male who has been in the military knows how essential it is to walk properly (which makes for a continuing source of tension between blacks and whites in the Service). The quick shuffle of servants in the Far East in the old days was a show of respect. On the island of Truk, when we last visited, the inhabitants even had a name for the respectful walk that one used when in the presence of a chief or when walking past a chief's house. The term was sufan, which meant to be humble and respectful.

The notion that people communicate volumes by their gestures, facial expressions, posture and walk is not new; actors, dancers, writers and psychiatrists have long been aware of it. Only in recent years, however, have scientists begun to make systematic observations of body motions. Ray L. Birdwhistell of the University of Pennsylvania is one of the pioneers in body-motion research and coined the term kinesics to describe this field. He developed an elaborate notation system to record both facial and body movements, using an approach similar to that of the linguist, who studies the basic elements of speech. Birdwhistell and other kinesics such as Albert H. Kendon and William Condon take movies of people interacting. They run the film over and over again, often at reduced speed for frame-by-frame analysis, so that they can observe even the slightest body movements not perceptible at normal interaction speeds. These movements are then recorded in notebooks for later analysis.

To appreciate the importance of nonverbal-communication systems, consider the unskilled inner-city black looking for a job. His handling of time and space alone is sufficiently different from the white middle-class pattern to create great misunderstandings on both sides. The black is told to appear for a job interview at a certain time. He arrives late. The white interviewer concludes from his tardy arrival that the black is irresponsible and not really interested in the job. What the interviewer doesn't know is that the black time system (often referred to by blacks as C.P.T.—colored people's time) isn't the same as that of whites. In the words of a black student who had been told to make an appointment to see his professor: "Man, you must be putting me on. I never had an appointment in my life.'

The black job applicant, having arrived late for his interview, may further antagonize the white interviewer by his posture and his eye behavior. Perhaps he slouches and avoids looking at the interviewer; to him this is playing it cool. To the interviewer, however, he may well look shiftv and sound uninterested.
2. CULTURE AND COMMUNICATION

The interviewer has failed to notice the actual signs of interest and eagerness in the black's behavior, such as the subtle shift in the quality of the voice—a gentle and tentative excitement—an almost imperceptible change in the cast of the eyes and a relaxing of the jaw muscles.

Moreover, correct reading of black-white behavior is continually complicated by the fact that both groups are comprised of individuals—some of whom try to accommodate and some of whom make it a point of pride not to accommodate. At present, this means that many Americans, when thrown into contact with one another, are in the precarious position of not knowing which pattern applies. Once identified and analyzed, nonverbal-communications systems can be taught, like a foreign language. Without this training, we respond to nonverbal communications in terms of our own culture; we read everyone’s behavior as if it were our own, and thus we often misunderstand it.

Several years ago in New York City, there was a program for sending children from predominantly black and Puerto Rican low-income neighborhoods to summer school in a white upper-class neighborhood on the East Side. One morning, a group of young black and Puerto Rican boys raced down the street, shouting and screaming and overturning garbage cans on their way to school. A doorman from an apartment building nearby chased them and cornered one of them inside a building. The boy drew a knife and attacked the doorman. This tragedy would not have occurred if the doorman had been familiar with the behavior of boys from low-income neighborhoods, where such antics are routine and socially acceptable and where pursuit would be expected to invite a violent response.

The language of behavior is extremely complex. Most of us are lucky to have under control one subcultural system—the one that reflects our sex, class, generation and geographic region within the United States. Because of its complexity, efforts to isolate bits of nonverbal communication and generalize from them are in vain; you don’t become an instant expert on people’s behavior by watching them at cocktail parties. Body language isn’t something that’s independent of the person, something that can be donned and doffed like a suit of clothes.

Our research and that of our colleagues has shown that, far from being a superficial form of communication that can be consciously manipulated, nonverbal-communication systems are interwoven into the fabric of the personality and, as sociologist Erving Goffman has demonstrated, into society itself. They are the warp and woof of daily interactions with others and they influence how one expresses oneself, how one experiences oneself as a man or a woman.

Nonverbal communications signal to members of your own group what kind of person you are, how you feel about others, how you’ll fit into and work in a group, whether you’re assured or anxious, the degree to which you feel comfortable with the standards of your own culture, as well as deeply significant feelings about the self, including the state of your own psyche. For most of us, it’s difficult to accept the reality of another’s behavioral system. And, of course, none of us will ever become fully knowledgeable of the importance of every nonverbal signal. But as long as each of us realizes the power of these signals, this society’s diversity can be a source of great strength rather than a further—and subtly powerful—source of division.