

# BTS COMMUNICATION

## ÉPREUVE ORALE D'ANGLAIS – Session 2016

Sujet 5

### DOCUMENT 1

#### Understand body language in business

***It's easy to underestimate the importance of body language. But we do so at our peril. Behavioural studies have shown that when we communicate, 7% of our meaning is conveyed by words used, 38% by tone of voice, and 55% by our body language. Aengus Collins reads the signs***

With so much of our communication being perceived non-verbally, it's important to be aware of the signals you are sending out. When you meet and greet your customers, your body language sends signals that have a big impact. According to renowned expert Robert Phipps, the main problem with body language is that every intention of creating a good impression often disappears once we start talking to someone.

"Most people simply forget about their body language," says Phipps. "They remember at the outset, when walking up to someone and shaking hands. But about 90% of people have completely forgotten about their body language within three minutes.

"The reason is they're too busy talking. Speaking is a conscious activity, and as we devote mental energy to getting our words right, we forget to pay attention to what our body is doing."

That is when body-language bloopers(1) can creep in. According to Phipps, the most important things to watch for are hand and arm movements.

"The hand is the body's mouthpiece," he says. "As we speak we gesture, and our hands give away the true meaning. For example, hand-to-face movements increase more than five-fold when someone's lying. It's as if the hand is trying to cover up the mouth to stop the lie getting out."

(1) bloopers : a funny mistake

Abridged from <http://www.marketingdonut.co.uk/marketing/sales/understand-body-language-in-business>

### DOCUMENT 2

#### Body Language of the Hands - What the hands say is often louder than words!

Posted Jan 20, 2010

"Among all species, our human hands are unique -- not only in what they can accomplish, but also in how they communicate.

Therefore, whether people are speaking or not, hand gestures merit our attention as a rich source of nonverbal behavior to help us understand the thoughts and feelings of others.

Here are the kinds of information we can glean from the hands and what others may interpret.

- Our hands reveal a lot about what is going on in our heads.
- The first time we touch others is usually with a handshake. It may seem trivial, but get it wrong and it will leave a lasting negative impression. Get it right and you score emotional points.
- Don't point with your index finger, even if it's to direct a person to a chair. Use your whole hand (fingers extended) to direct or point.

Abridged from <https://www.psychologytoday.com/blog/spycatcher/201001/body-language-the-hands>

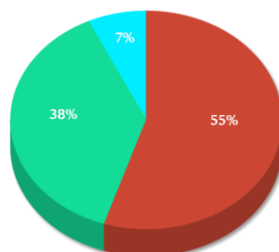
### DOCUMENT 3

#### Elements of Personal Communication

7% Spoken words

38% Voice, Tone

55% Body Language



### DOCUMENT 4

#### Body language

