

Chapter 2

A Bibliometric Study on Body Language

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ABSTRACT

Body language is the oldest yet also the most modern method of communication. People convey messages to their surroundings through their bodies, either intentionally or unintentionally. These nonverbal behaviors play a highly influential role in human relationships. As a tool that complements or replaces verbal communication, body language constitutes a very significant part of communication. Body language, which forms the cornerstone of communication, plays a significant role in various fields, ranging from doctor-patient relationships, physical education, and intercultural communication to drama, psychology, sociology, communication sciences, and educational sciences. This study aims to provide a cross-sectional overview of the scientific research conducted in the field of social sciences in Turkey over the past 10 years, focusing on non-verbal communication and body language in Turkish-language scholarly works.

INTRODUCTION

Communication, in its most general definition, is a process that enables individuals to understand each other. The more effectively individuals communicate, whether in professional or personal life, the greater their potential to achieve their goals and succeed. This is because effective communication allows individuals to utilize their potential and all their skills. People communicate for various reasons such as

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sharing information, persuasion, management, sharing, entertainment, problem-solving, collaboration, etc. The primary goal of communication is to be understood.

Communication, which refers to the transfer of ideas, emotions, thoughts, and attitudes through verbal or nonverbal means, occurs in two main forms: verbal communication and nonverbal communication. Verbal communication can be categorized as linguistic communication and paralinguistic communication. Linguistic communication refers to the way people express and interpret their emotions and thoughts through words or symbols. Paralinguistic communication pertains to the quality of the voice; elements such as tone, speed, volume, emphasis on specific words, and pauses are considered paralinguistic features.

Nonverbal communication, on the other hand, encompasses forms of communication expressed through gestures, facial expressions, or other non-linguistic signs outside the spoken language. In this context, body language is one of the most powerful tools of communication. Body language is the external expression of all unspoken emotions and thoughts. Individuals consciously or unconsciously use their bodies to convey various messages to their surroundings. These messages can sometimes be verbal and sometimes nonverbal. Verbal messages consist of elements such as emphasis and intonation in the tone of voice while speaking. Nonverbal communication, on the other hand, refers to the messages conveyed to the other person through body language.

Different studies have been conducted on the role of body language, and the proportions of language, body language, and speech style used during communication have been recorded. According to these studies, only 7% of the information conveyed to others is transmitted through spoken language. 38% comes from vocal qualities such as voice quality, accent, vocal projection, emphasis, expression, tempo, volume, pitch, etc., while 55% is transmitted through body language, including posture, position, eye contact, facial expressions, head and body movements, gestures, touch, etc. (Yalçın&Adiller, 2016, p.36). Looking at these proportions, it becomes evident that in communication, how something is expressed is more important than what is said. The meanings hidden behind verbal messages gain value during this process. In this regard, Patel states that “body language plays a significant role in modern communication and relationships.” Body language defines a form of communication established through body movements and gestures, either as an alternative to verbal communication or as its complement.

Body language plays a critical role in forming first impressions between individuals. The observable signals of this language can establish a connection with the subconscious mind through body language. As one of humanity's oldest forms of communication, body language continues to evolve even today. Bodily reactions to emotions such as joy, sadness, surprise, or fear are largely similar across many parts of the world. In modern times, developing and using body language effectively is

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