

NON-VERBAL GREETING OF DIFFERENT CULTURES USED IN GLOBAL SOCIETY

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Abstract

Communication is not avoided needs for human life anywhere. Basically communication is conducted verbal and nonverbal. Verbal communication is quiet universal used by any people around the world. It means that people are able to communicate use verbal language. In this discussion the writer wants to describe the non-verbal language particularly nonverbal greeting from different cultures. The writer assumed that different cultures create different language uses, further the writer is interested to explain the different greeting from different language background. Concerning this topic of discussion, the questions are appear to be answered, the first, are greetings performed differently among different languages? Second, what are the meaning of among different greeting from different languages? To answer these question, the writer used qualitative descriptive. The results of descriptive analysis, it is stated that different greetings from different languages have different forms and meaning. The results of this discussion gave the significant understanding of different greeting from different language background. Further, it is useful to minimize misunderstanding and cultural conflict among of people from global society.

Keywords: *different cultures, greeting, global society, nonverbal.*

INTRODUCTION

In our daily life, all people from different society used a language as a means of communication. The communication among of the people from different countries will be conducted smoothly if they understand the languages and cultures they have. In using a language as a means of communication, the speaker and the listener should understand the language that they used in the process of producing the speeches, it is necessary for the speakers and listeners in order that they are not miscommunication. Nonverbal greeting is one of the side of communication to be described deeply, it is done in serious of minimizing the cultural conflict the process of conducting a communication. Communication can be conducted through verbal and nonverbal language. Verbal communication is universal for every people from different countries, further using different languages naturally, it creates different cultures. Different language uses create different cultures that it makes the writer to be interested to investigate nonverbal greetings which are used by people from different countries. Investigating the different nonverbal greetings used in global society is necessary to understand. It minimizes the cultural conflict because of using languages differently. Every a language has its own culture. Nonverbal greeting is not avoided, even the speakers of different languages used verbal a language, nonverbal language is needed to convey and make the language learners easy to catch the meaning of communication verbal and nonverbal. Nonverbal communication has many forms of its, such as; gestures, body languages, greetings. To limit the discussion, the writer attempts to investigate and describe the meaning of greeting commonly used in the public society. It is necessary to discuss in order that the speakers of English particularly understand well the meaning of greetings used in public society of different cultures.

There are many theories of non - verbal communication stated by many scholars, in this

section the writer would like to describe the knowledge of non-verbal communication from different scholars. Richards and Schmidt (2010: 97) cited in Kaluska, (2018) argues that communication is the exchange of ideas, information, etc., between two or more persons. In an act of communication there is usually at least one speaker or sender, a communication message which is transmitted, and a person or persons for whom this message is intended (the receiver). It can be said that cross-cultural communication occurs when at least two people from different cultural backgrounds exchange their information or ideas (Richards & Schmidt, 2010: 147) cited in Kaluska, (2018). Body language, just like verbal communication, differs across cultures. To communicate properly in other cultural contexts, one needs to be acquainted with the use of non-verbal communication within a given culture (Samovar et al., 2007). Further, the writer would like to quote some definitions of nonverbal communication, firstly; Richards & Schmidt (2010: 398) cited in Kaluska (2018) argued that nonverbal communication is a type of communication "without the use of words". Then, Negi (2009: 101), cited in Kaluska (2018) non-verbal communication is "the process of one person stimulating meaning in the mind of another person or persons by means of non-linguistic cues, e.g. facial expressions, gestures etc. Other scholars (Kendon, 2004) cited in Surkam (2014) argues that non-verbal phenomena have become a focus of interest in various disciplines such as anthropology, psychology, sociology, and linguistics. Later on, non-verbal forms of communication are very important not only for the teaching of language, but also for intercultural learning (cf. Knabe 2007; Reimann 2008, 2012; Strasser 2008) cited in Surkam, (2014). Further, Miller (2005) cited in Barry, (2011) provides a rather simplistic view of nonverbal communication as communication without words. Zoric, Smid et al. (2007) cited in Barry, (2011) state that "non-verbal (sic) communication refers to all aspects of message exchange without the use of words and goes on to say that "it includes all expressive signs, signals and cues (audio, visual, etc.). According to Negi (2009: 101) cited in Kaluska, (2018) non-verbal communication is "the process of one person stimulating meaning in the mind of another person or persons by means of non-linguistic cues, e.g. facial expressions, gestures etc." There are two disciplines which study means of non-verbal communication they are "Kinesics" and "Proxemics". "Kinesics" includes face expression, gestures, posture and eye contact. These components have large information load. The most illustrative cases when people speak in different languages Kinesics.

Gregersen (2007: 52) cited in Kaluska, (2018) also confirms the importance of non-verbal communication, especially when cross-cultural communication is concerned: If speakers of the same language rely so heavily on nonverbal communication to achieve understanding, one can only imagine its critical role when considering an exchange between second language speakers and their potential language difficulties. Richards and Schmidt (2010: 147) cited in Kaluska, (2018) claim that: There are often more problems in cross-cultural communication than in communication between people of the same cultural background. Each participant may interpret the other's speech according to his or her own cultural conventions and expectations. If the cultural conventions of the speakers are widely different, misinterpretations and misunderstandings can easily arise, even resulting in a total breakdown of communication. There are some confusing gestures that are performed exclusively with the head. The first gesture that will be analyzed is nodding the head which is the movement of the head up and down. According to Samovar et al. (2007) cited in Wang, (2019) this gesture is interpreted in Western cultures as an agreement, whereas in India it is a gesture used to express disagreement. A gesture antonymous to nodding the head is moving head from side to side which means agreement in India and disagreement in Western cultures, (Samovar et al., 2007). Further, Zoric, (2007) cited

in Barry, (2011) the classification of nonverbal communication is as the following; (a)Chronemics – Timing of verbalizations and pauses, (b)Haptics – Contact and deliberate touch between individuals, (c) Kinesics – All forms of body language and body movement, including facial expressions, eye movement, gesture, and posture ,(d)Oculistics – Intentional and unintentional eye contact in the act of communication,(e)Olfactics – The influence of odor, (f) Physical Appearance – Characteristics of the body, clothing, hairstyle, etc, (g) Proxemics – Consideration of personal space and arrangement of physical items, (h) Silence – The absence of verbal and nonverbal communication,(i) Symbolism – Meaning associated with symbols, (j) Vocalics – Vocal impacts on the act of speaking, to include tone of voice, timbre, volume, and rate of speech. Further this study focuses on Kinesics of different culture, particularly about non-verbal greeting.

DISCUSSION

Based on the classification of nonverbal communication developed by Zorric (2007) cited in Barry (2011), the writer only focuses on Kinesics category. Talking about Kinesics, this type of nonverbal communication cover all forms of body language and body movement, including facial expressions, eye movement, gesture, and posture. To narrow down the discussion the writer focuses on the greeting and some essential body movement that commonly used as a mean of communication. Then the types of greeting and common body movement relate to the cultures from different countries. There are many types of greeting and common body movement used by people from different countries. The greeting and common body movement are as the following; **The first** is the types of greeting used commonly by people from different countries. The form of greeting is *to kiss cheeks*.Kissing the cheeks is one of the greeting done formerly by the people in France, actually this form of greeting is also used in other countries, for example in Indonesia. This greeting as reflecting that they have a familiar relationship among of them.

The second form of greeting is salutation by pressing the palms together over the heart, and it is accompanied by the word “Namaste”. It is usually used in India. But sometime it is also used by people in Indonesia. It reflecting to give respect to the other. Further, the people who get the greeting is distinguish people, or people who has high social status in the community, even in the formal institution.

The third form of greeting is by pressing the hands together, hold them in prayer fashion and slightly bow to the acutance. This form of greeting commonly used in Thailand. This form of greeting used Indonesia commonly when the people intended to ask apologizing concerning with making guilty of the behavior or the acts that they done among of them. **The fourth** form of greeting is acting *bow*. Bows is different in duration and in angle of decline according to the formalities. Men typically bow with their hand at their sides, whereas women will bow with their hands touching on their shoulders. It is form of greeting usually used in Japan. This is such greeting sometime used in Indonesia to reflect that they are very intimate among of them and the new comer is very high status level in the society. In Indonesia it happen both in formal institution and social community, for example it is in the palace. **The fifth** form of greeting is pressing foreheads and noses together with eyes closed.. It is *honggi* . This is a kind of greeting as usually used by people in New Zealand. Such greeting is forbidden in Indonesia. It reflect to the intimacy concerning with the social intercourse sex. The greeting in form of honggi is different meaning in Indonesia.

The sixth is the form of greeting which is conventionally used by people in the Tibet. The people greeting to each other *by sticking the tongue out just a bit*. This practice comes from the belief in

reincarnation to the people in Tibet. On the contrary sticking a bit of our tongue out to other people is concerning with insulting to others. It is sensitive to create an emotion of someone else. Then it is possible creating a quarrel among of the people in the society, for example in Indonesia. **The seventh** form of greeting is used by people in Mongolia. It is different from others, the form of greeting used by Mongolian is by *taking up gently with both hands and bow slightly*. Such greeting in Mongolia used to receive a new guest in their home. It is similar with the Indonesian when they welcoming their relatives or family for long time did not meet to each other. **The eighth** greeting used by people in Philippines. The people in common community taking their *right hand gently and press it to someone's fore head*. It is called *Mano*. This form of greeting shows respect to the elder people. This such greeting is also used in Javanese particularly for representing that the youth respect to the old. In the family relationship, the children or the youth asking allows and blessing from the elder people.

The ninth form of greeting used in Saudi Arabia, and some in Middle Eastern countries and around the world, Muslim very often greet each other with *hand shake*. Then the word "Assalamu'alaikum wr.wb, will be spoken. The men may follow this with kissing cheeks, and placing left hand on other's right shoulder. This is a form of greeting commonly used by people in Indonesia, particularly in the Java, it represents that the relationship among of them is close, warm, and familiar relation. **The tenth** example of greeting is used in USA. In America a common greeting practice for newly actuated individual to merge hands, it is usually known as a "hand shake". Crucial to the success of this salutation is if the hands of each party are matched, right hand for right, left for left. This form of greeting is usually used by people in Indonesia commonly in all level of social status. Further, the meaning of handshakes sometime concerning with an agreement, and sometime it relates to asking apologies among of the people that they have debating different ideas, even sometime it is related to the separation among of two or more people in certain meeting.

The common sense by the same body language in different cultures.

Knowing the common sense of the same body language in different culture is very necessary. It is demanded in the global society. At least the common sense of the same body language used by people in Asian community. We can use series of stylized facial expressions, gestures, and physical postures to represent different emotions, attitudes, and meanings. Sometimes we can share the common sense from culture to culture. To limit the discussion, the writer focuses on several expression; *the first is eye management*. The eye has a uniquely sociological function. The union and interaction of individuals is based upon mutual glances. If there occurred no glance of eye to eye, the totality of social relations of human beings would be changed in unpredictable ways. The ability to look someone straight in the eye is considered significant in a number of countries. In most cultures, looking at a person of the opposite sex is considered rude or an invitation to a sexual relationship. A man may not gaze at another man's wife in front of her husband even when greeting

her. It is common sense that women must avoid a long-time eye contact with men unless they are romantically involved. In most cultures, we consider it impolite to stare at others in public so we always try to avoid prolonged eye contact with strangers on the street. But if the glance is accompanied by a smile, it is permissible to keep looking; but if the person doing the looking maintains a stone face, the receiver will be made to feel very uncomfortable.

The second is eye brow movement. Some of the facial expressions convey the same meanings from culture to culture. The bushy eyebrows that extended high on the forehead show the surprised impression. Smile indicates one's being in good mood or having friendly attitude

almost in every culture. Suddenly turning red-faced shows one's anger, shock, excitement, or embarrassment. The wide-eye with a half-opened mouth means terror or surprise. In addition we all share the nonverbal messages that can work in a number of different ways to determine who should speak, when speech is appropriate, to whom speech may be directed in our conversation. And to some extent we rely-

heavily on nonverbal cues to determine when we speak in a smooth and efficient manner. The common nonverbal behaviors being found to accompany conversational closings are as follows: breaking of eye contact, nodding behavior, or smiling slightly, etc.

The third the expression of hands movement. It is common to put the hands in someone's pockets or pointing with your index finger is considered as impolite in most cultures. Putting your index finger vertically

in front of your lips to signal others to stop talking or to speak softly, which is accompanied by "Shhh" at the same time, is universal almost all over the world. Using a toothpick in public is rude in many cultures, and if you do it, you should cover the toothpick with your hand. A simple handshake is the common custom for men. Hugging and embracing in public is fairly common among women in most of the more industrialized European countries, when meeting after a period of absence or at time of departure. The sign "V" means victory almost all

over the world. The last expression of common sense of different culture is *back in one's seat and yawning at talk or lecture.* This body expression means that it is less interested to be involved in the talk or by looking at someone's watch for several times, it is regarded that the listener is absent-minded behavior or having something urgent. These are some common sense of body language of different cultures.

CONCLUSION

Based on the review of related literature and discussion on nonverbal greeting, it is significantly necessary understanding nonverbal communication as an effort to make the communication among of the people from different countries and different cultures. Understanding greeting of nonverbal communication from different cultures is able to minimize the cultural conflict. Teachers and students of English learners are aware of different greetings from different cultures in different countries. It helps anyone of different countries concerning with conducting communication of many purposes of life needs for example; in term of politic, economy, culture, education. Further, verbal and nonverbal communication easily understood by understanding the nonverbal greeting of different cultures.

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