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Non-Verbal and Cross-Cultural Communication

Experiment 7 - Practical Notes

Name: _____ Roll no.: _____ Date: _____

Aim

To adapt posture, voice and communication approach to individual needs.

Principle

Non-verbal cues can reinforce or conflict with spoken words. There is no single universal rule for eye contact, gesture or interpersonal distance; ask about preferences and avoid stereotypes.

Requirements

- Role cards involving language differences, hearing needs and cultural preferences.
- Observer checklist and a quiet role-play area.

Procedure

1. Observe baseline

Deliver a short explanation while the observer notes pace, volume, posture and interruptions.

2. Ask preference

Ask about the person's preferred language and whether another communication format would help.

3. Adapt

Use clear face-to-face speech, suitable lighting and a comfortable distance. Do not shout or exaggerate gestures.

4. Arrange support

Use the institution's approved interpreter/accessibility arrangements where needed; protect privacy.

5. Verify meaning

Ask the participant to describe the message, including any gesture or icon that may have been unclear.

6. Reflect

Identify one adjustment that improved understanding and one assumption you corrected.

Observations and Record

Cue / need	Observed behaviour	Adaptation and effect
Voice / pace	_____	_____
Posture / distance	_____	_____
Language / accessibility	_____	_____

Communication Skills

Worked Example

The numbers below are illustrative; enter your own observations in the record.

- A person who looks away may still be listening. Check understanding directly instead of labelling the person inattentive.

Result

Record the completed activity, the feedback received and one specific improvement demonstrated on a second attempt. Use the actual performance record rather than the worked illustration.

Precautions

- Use fictional cases and remove personal identifiers from every worksheet, recording or slide.
- Explain only the instructor-verified prescription or information supplied for the exercise. Refer uncertain clinical questions to the supervising pharmacist.
- Respect the participant's language, comfort and right to pause; obtain permission before recording.

Viva Questions and Answers

1. Why avoid cultural stereotypes?

Individuals differ within every cultural group.

2. What if spoken language is not shared?

Use the approved interpretation route and check understanding.

3. What matters more than forced eye contact?

Comfort, accessibility and demonstrated understanding.

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