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An Exploratory Analysis of the Impact and Importance of Body Language, Case Study of Master 1 & 2 in department of English , Ibn Khaldoun University

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DEDICATION

I dedicate this work: To my parents who provided me with help, care, love, and support to complete this investigation.

To my sweet and lovely sisters WALAA and WAFAA, to whom I wish success in the BAC exam and all their lives.

To my beloved brother: AHMED

To my dear friend who is like my sister: B. IMEN.

To MY Sweet and gentle friend: AMIRA

To Dr. K.BELARBI and to all my teachers.

To all people whom I know and I love.

DEDICATION 2

I dedicate our dissertation work to my family and many friends.

A special feeling of gratitude to my loving parents, ABDURRAHMAN and ZAHIA whose words of encouragement and push for tenacity ring in my ears, their efforts have allowed me to have a key to unlock my fears, and beyond.

My only hope is to see both of you proud and glad of your daughter.

My sister LAHNA and my little brother SALAH have never left my side and always encouraged me.

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Abstract

The purpose of this study is to examine the role of body language in communication and is how it happens. Researchers intend to focus on certain difficulties that Masters 1 and 2 students may encounter when using the body language in their communication. To do so, a case study was conducted at Ibn Khaldun University. Data were collected using a questionnaire with students. The results obtained were analyzed quantitatively and qualitatively. The researchers discovered that body language presents a great part in communication, it is as important as people's spoken language. From this standpoint, the main conclusion reached was that the role of body language plays an integral part if we want our conversations to be put in an adequate communicative environment.

Keywords: body language, communication, master students, Ibn Khaldoun University, the role of body language

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BL: Body Language

General Introduction

General Introduction

Successful relationships are based on good communication, both personally and professionally using verbal and nonverbal language. Non-verbal communication can be best defined as a silent form of communicating with a person or party without using any form of speech to grab the attention of audience or to exploit a message. Non-verbal communication is often used to express a thought or thoughts and make the message more appealing and interesting because actions speak louder than words. It has a great influence over our social environment and the whole communication process. In addition it regulates relationships and can support or even replace verbal communications in many situations. Different genders and cultures use non-verbal communication differently and these differences can impact the nature of interpersonal communication. Nonverbal communication can become a barrier or tear down barriers to effective communication. According to researchers, non-verbal rules may differ as per the situation, and each situation determines its set of rules. Different types of people have very different yet distinct sets of non-verbal communication behaviors.

In this study we will explore the effectiveness of body language on master one and two students of Ibn Khaldoun University. Thus, this research is designed to seek out satisfactory answers to the following research questions:

- What impact the body language makes in communication?
- What is the importance of body language in communication?
- How does body language impact to make the communication important?

Hypotheses

- The body language impact is positive and negative in communication.
- The body language importance is to have a better understanding and decoding what person is saying; to break the barrier of unfamiliarity and help to form a better connect with the recipient of information.
- The body language impact must be positive and helpful to make the communication

Aim of Study

The current study aims at investigating the role of body language in our daily life, works, schools, universities. Therefore the main objectives of this research are to investigate whether master one and two students of the department of English linguistic branch in Ibn Khaldoun University see that body language has an importance and how it effects in their lives.

important.

Chapter One: Literature

Review about Body

Language and

Communication

1.1 Introduction

Body language is an inevitable part of everyday communication. Body language as a kind of nonverbal language plays a very significant role in the interaction between the peoples. The majority of interpersonal communication is nonverbal including: kinesics, facial expression, gestures and body movement .This research work aims at synthesizing the role of body language our life and.

1.2 Definition of Body Language

“In any exchange between two people or within a group, messages are communicated not only through what is said, but also through the underlying dynamics of what is not said”. (Fast, 1991, p. 12). Nonverbal communication refers to the non-linguistic elements which accompany spoken language. e. Tone of voice and body language, including gestures, body positioning and facial expressions. All of which assist in conveying meaning. According to experts, “93% communication is nonverbal: body language 55%, tone of voice 38%, and verbal 7%”. (Shan, 2007)

Our bodies send messages constantly and often people do not recognize that they are communicating a lot more than recognize. As we gain awareness of body language by trying to interpret others, we become more conscious of our own body gestures. Thus improving the way in which we both give and Receive messages. Most of the basic non verbal communication gestures are the same all Over the world, such as smiling. However, there are some significant differences in non verbal communication between cultures, languages and even dialects.

The Oxford English dictionary (revised 2005) defined it as: on one hand it has been defined as the conscious and unconscious movements and postures by which attitudes and feelings are communicated. As it is illustrated in the following example; his intent was clearly expressed in his body language. On the other hand The Oxford Business dictionary offers a slightly different definition. Appropriately and interestingly the Oxford business English dictionary emphasizes the sense that body language can be used as a tool, instead of being mere involuntary effect with no particular purpose. In this vain needless to mention that Body Language the process of communicating your feelings and thought based most of the time upon the ways one moves according to different situations rather than relying on words on the ground of this framework we can evoke the idea of The course trains sales people in reading the customer’s body language. More over according to oxford Kinesics-The technical term of body language- depends on the interpretation of Non- Verbal Communication, yet a matter of fact Kinesics-the study of the way in which certain body movements and gestures serve as a form of Non-Verbal Communication. In fact the body language in it broader sense, goes far beyond these concise and brief definitions. In that it certainly encompasses where the body is in relation to the others accordingly body Language includes very small bodily movements such as facial expressions and eye movements. (Chapman, 2009-14).

1.3 Nonverbal Communication and Body Language

Nonverbal communication is described by Devi to and Hecht as: “All of the messages other than words that people exchange” .Hecht, M.& DeVito, J (1990, p.04) They mean that messages are symbolic and for that there use is intentional for instance a language learner extends his arm above his head in a stretching motion for the goal of relieving a muscle cramp his attention was not communication. However, if the same motion was done to signal desire to answer a question in the class. The movement symbolizes his willingness to volunteer and would thus be considered as nonverbal communication, and here we conclude that not all behavior lead to communication. The second part of the quotation « other than words » means that no linguistic code such as: body language, facial expression, touch and space ... all these and many others are used to communicate meaning. « people exchange » this last part of Devi to and Hecht definition limits nonverbal communication to that which involves an exchange between people , eliminating any kind of messages transmitted between animals or interpersonal communication that occur one person talk to him / herself .

According to Arndt and Janney (1987) “The idea that there are clear boundaries between verbal andnon verbal communication that is possible to distinguish sharply between linguistic and nonlinguistic features of conversational events is rooted more in our own logical and methodological assumptions than in the psychological realities of face to face communication.” They suggested that people create meaning from the entirety of the communicative event including the verbal; paraverbal communication, and body language rather than adding them up as isolated signs. The verbal modality therefore is only one means of human expression used in face-to-face conversation at any given moment.

1.4 Body Language Forms

This work initiates the modern studies of facial expressions and body language and experts’ view points and observations have since been validated by studies done by present-day researchers all over the world. Researchers have marked and recorded nearly one million nonverbal cues and signals since that period.

Albert Mehrabian observed that the total effect of a message is about 7 per cent verbal (words only), 38 per cent vocal (comprising tone of voice, inflection and other sounds) and 55 percent nonverbal. Likewise, Professor Birdwhistell made some estimates concerning the amount of nonverbal communication which takes place among people. He conjectured that a normal person actually speaks words for a total of about ten or eleven minutes a day and that a typical sentence takes only about 2.5 seconds. Just like Mehrabian, he observed that the verbal aspect of an eye-to-eye conversation is less than 35 per cent and that over 65 per cent of communication is established in a nonverbal way (Pease, 1988: p9). The increase of nonverbal studies occurred in 1950s. In 1992 Knapp and Hall stated that

“these anthropologists were responsible for taking some of the principles of linguistics and applying them to nonverbal phenomena, providing new labels for the study of body movements (kinesics) and space (proxemics), and launching a program of research in each area. The nonverbal aspects of communication have been actively analyzed on any scale only since the 1960s (Pease, 1988:p9). Rosenthal and Jacobson's *Pygmalion in the classroom*,(1968), regarded as one of the most interesting and disputable publications of educational research, made the assertion that teacher expectations displayed nonverbally could promote academic achievement (Miller, 1988:6). This work exhibited the prospective effect of teachers' nonverbal sensitivity on students' mental growth.

People have become aware of the existence of nonverbal aspects only since Julius Fast published a book about body language in 1970. In the 1980s and after, the focus of attention was on identifying the different ways nonverbal behaviors worked so as to achieve general communicative goals. To put it differently, the inclination was a trial to bring research efforts more in synchrony with communication as it normally took place (Boyd, 2000: 12).

1.4.1 Facial Expression

1.4.1.1 The face

The face is considered as the prime communicator of emotion; either you agree or disagree or whether we will be able to respond appropriately to others' feelings. “The face is the main channel we use to decipher the feeling of others. Quite simply, faces talk. Facial expressions are forms of body language used nonverbally. According to Knapp and Hall.

“The face is rich in communicative potential. It is the primary site for communication of emotional status, it reflects interpersonal attitudes; it provides nonverbal feedback on the comments of others; and some scholars say it is the primary source of information next to human speech. We pay a great deal of attention to the messages we receive from the faces of others.”Knapp,M&Hall,J(2006,p. 260)

Our faces are the most expressive part of our bodies. We can interpret much meaning from a human face. Facial expression can tell us if the speaker is sad, tired, angry, confused, etc .Facial expression is divided into two sub-categories.

1.4.1.2 Grimace

It is an expression where facial features are distorted and out of shape. Grimace acts as a representative for human emotions, it includes: fear, anger, sadness, etc.

1.4.1.3 Eye contact

Ralph Waldo Emerson said that “**the eyes of men converse as much as their tongues, with the advantage that ocular dialect needs no dictionary, but is understood the world over**”. Emerson, R(1860, p. 156).

Eye contact is a form of nonverbal communication and it has a large influence on social behavior. Furthermore, a person’s directions of gaze and the way she/he blocks his/her eyes may convey the meaning of interest, daring, etc.

1.4.2 Head Postures

In head postures that reflect different feeling towards the speaker “which is an unconscious outward reflection of inner feeling as” agreement- submission- aggression etc... for example when you are agree with someone or you accept his/her idea you intentionally nod your head so, if you feel positive or affirmative, your head will begin to nod as you speak. Conversely,

if you simply start nodding your head intentionally you will begin to experience positive feelings. In other words, positive feelings cause the head to nod-and reverse is also true

In fact, there are three major head postures that reflect person’s feelings, firstly, the head up express” neutral attitude about what is being said.

1.4.3 Hand gestures

Hand gesture represent the most powerful gesture in body language that impact both the sender and the receiver in certain audience, in the following figures we will discover various meanings of hand gestures.

1.4.4 Arms gesture

Arms gesture are more indicated human’s emotions that you could not hide it “As children, we hid behind solid objects such as tables, chairs, furniture and mother's skirt whenever we found ourselves in a threatening situation. As we grew older, this hiding behaviour became more sophisticated and by the age of about six, when it was unacceptable behavior to hide behind solid objects, we learned to fold our arms tightly across our chests whenever a threatening situation arose. During our teens, we learned to make the crossed-arms gesture less obvious by relaxing our arms a little and combining the gesture with crossed legs.

1.4.5 Postures

1.4.5.1 Leg and Foot Posture

“If you’re not sure whether you’re being lied to or not look under their desk” Allan pease (op cit, p 211.). Human’s legs also reveal their attitude during a conversation not only move forward to get food or run away from danger.

“The person uses their legs and feet reveals where they want to go. In other words, they show a person’s commitment to leaving or staying in a conversation. Open or uncrossed leg positions show an open or dominant attitude, while crossed positions reveal closed attitudes or uncertainty” Ibid. (p 211).

1.4.5.2 Chest Posture

Chest postures whether the person is engaged or not, It means you can know his attitude according to his chest’s position shoulders movement during a conversation.

1.5 Understanding Body Language

Understanding body language is important, but it is also essential to pay attention to other cues such as context. In many cases, you should look at signals as a group rather than focusing on a single action.

1.5.1 Facial Expressions



Think for a moment about how much a person is able to convey with just a facial expression. A smile can indicate approval or happiness. A frown can signal disapproval or unhappiness.

In some cases, our facial expressions may reveal our true feelings about a particular situation. While you say that you are feeling fine, the look on your face may tell people otherwise. Just a few examples of emotions that can be expressed via facial expressions include: Happiness, Sadness, Anger ,Surprise ,Disgust, Fear ,Confusion ,Excitement ,Desire and Contempt. The expression on a person's face can even help determine if we trust or believe what the individual is saying. One study found that the most trustworthy facial expression involved a slight raise of the eyebrows and a slight smile. This expression, the researchers suggested, conveys both friendliness and confidence.

Facial expressions are also among the most universal forms of body language. The expressions used to convey fear, anger, sadness, and happiness are similar throughout the world.

Researcher Paul Ekman has found support for the universality of a variety of facial expressions tied to particular emotions including joy, anger, fear, surprise, and sadness.⁴ Research even suggests that we make judgments about people's intelligence based upon their faces and expressions. One study found that individuals who had narrower faces and more prominent noses were more likely to be perceived as intelligent. People with smiling, joyful expression were also judged as being more intelligent than those with angry expressions.

1.5.2 The Eyes

The eyes are frequently referred to as the "windows to the soul" since they are capable of revealing a great deal about what a person is feeling or thinking.

As you engage in conversation with another person, taking note of eye movements is a natural and important part of the communication process.

Some common things you may notice include whether people are making direct eye contact or averting their gaze, how much they are blinking, or if their pupils are dilated. When evaluating body language, pay attention to the following eye signals.

1.5.2.1 Eye Gaze

When a person looks directly into your eyes while having a conversation, it indicates that they are interested and paying attention. However, prolonged eye contact can feel threatening.

On the other hand, breaking eye contact and frequently looking away might indicate that the person is distracted, uncomfortable, or trying to conceal his or her real feelings.

1.5.2.2 Blinking

Blinking is natural, but you should also pay attention to whether a person is blinking too much or too little.

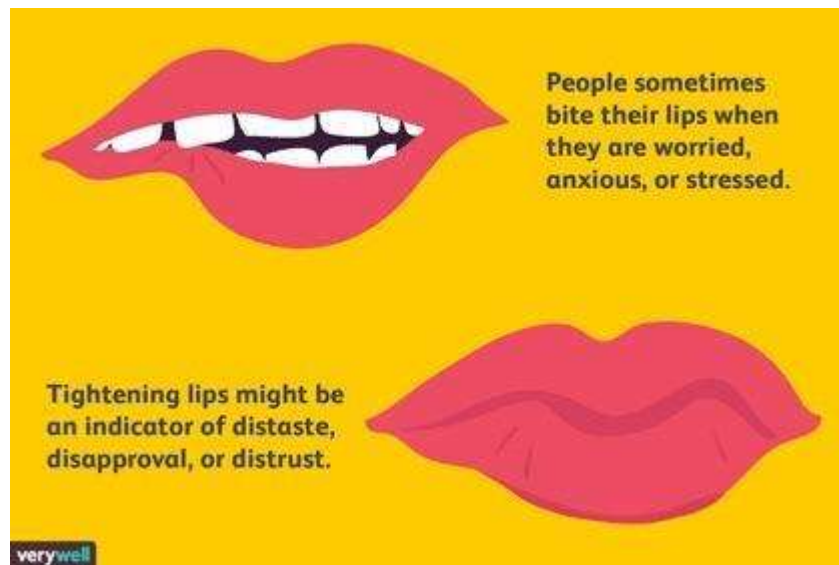
People often blink more rapidly when they are feeling distressed or uncomfortable. Infrequent blinking may indicate that a person is intentionally trying to control his or her eye movements. For example, a poker player might blink less frequently because he is purposely trying to appear unexcited about the hand he was dealt.

1.5.2.3 Pupil Size

Pupil size can be a very subtle nonverbal communication signal. While light levels in the environment control pupil dilation, sometimes emotions can also cause small changes in pupil size.

For example, you may have heard the phrase "bedroom eyes" used to describe the look someone gives when they are attracted to another person. Highly dilated eyes, for example, can indicate that a person is interested or even aroused.

1.5.3 The Mouth



Mouth expressions and movements can also be essential in reading body language. For example, chewing on the bottom lip may indicate that the individual is experiencing feelings of worry, fear, or insecurity.

Covering the mouth may be an effort to be polite if the person is yawning or coughing, but it may also be an attempt to cover up a frown of disapproval.

A smile may be genuine, or it may be used to express false happiness, sarcasm, or even cynicism. When evaluating body language, pay attention to the following mouth and lip signals:

- a. Pursed lips: Tightening the lips might be an indicator of distaste, disapproval, or distrust.
- b. Lip biting: People sometimes bite their lips when they are worried, anxious, or stressed.
- c. Covering the mouth: When people want to hide an emotional reaction, they might cover their mouths in order to avoid displaying smiles or smirks.
- d. Turned up or down: Slight changes in the mouth can also be subtle indicators of what a person is feeling. When the mouth is slightly turned up, it might mean that the person is feeling happy or optimistic. On the other hand, a slightly down-turned mouth can be an indicator of sadness, disapproval, or even an outright grimace.

1.5.4 Gestures



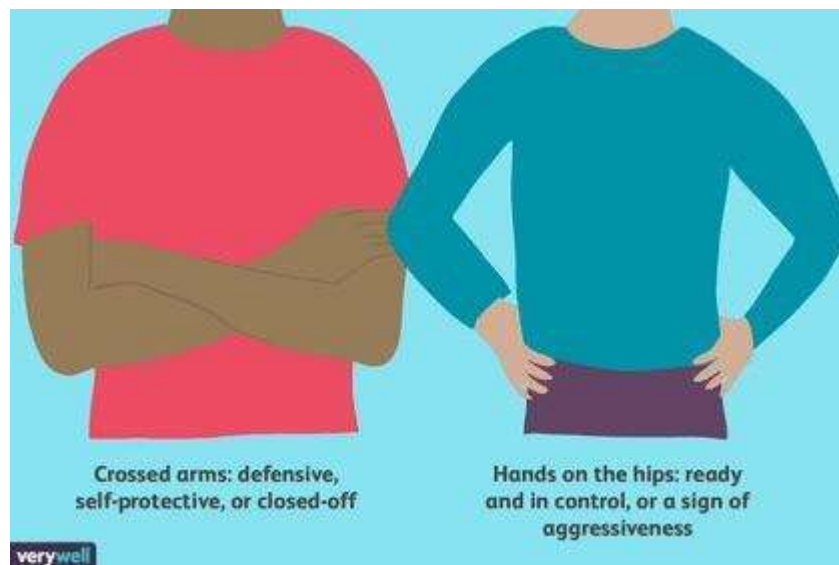
Gestures can be some of the most direct and obvious body language signals. Waving, pointing, and using the fingers to indicate numerical amounts are all very common and easy to understand gestures.

Some gestures may be cultural, however, so giving a thumbs-up or a peace sign in another country might have a completely different meaning than it does in the United States.

The following examples are just a few common gestures and their possible meanings:

- a. A clenched: fist can indicate anger in some situations or solidarity in others.
- b. A thumbs up and thumbs down: are often used as gestures of approval and disapproval.¹⁰
- c. The "okay" gesture: made by touching together the thumb and index finger in a circle while extending the other three fingers can be used to mean "okay" or "all right."¹⁰ In some parts of Europe, however, the same signal is used to imply you are nothing. In some South American countries, the symbol is actually a vulgar gesture.
- d. The V sign: created by lifting the index and middle finger and separating them to create a V-shape, means peace or victory in some countries. In the United Kingdom and Australia, the symbol takes on an offensive meaning when the back of the hand is facing outward.

1.5.5 The Arms and Legs



The arms and legs can also be useful in conveying nonverbal information. Crossing the arms can indicate defensiveness. Crossing legs away from another person may indicate dislike or discomfort with that individual.

Other subtle signals such as expanding the arms widely may be an attempt to seem larger or more commanding while keeping the arms close to the body may be an effort to minimize oneself or withdraw from attention.

When you are evaluating body language, pay attention to some of the following signals that the arms and legs may convey :

- a. Crossed arms might indicate that a person feels defensive, self-protective, or closed-off.
- b. Standing with hands placed on the hips can be an indication that a person is ready and in control, or it can also possibly be a sign of aggressiveness.
- c. Clasping the hands behind the back might indicate that a person is feeling bored, anxious, or even angry.
- d. Rapidly tapping fingers or fidgeting can be a sign that a person is bored, impatient, or frustrated.
- e. Crossed legs can indicate that a person is feeling closed off or in need of privacy.

1.5.6 Posture



Posture can convey a wealth of information about how a person is feeling as well as hints about personality characteristics, such as whether a person is confident, open, or submissive.

Sitting up straight, for example, may indicate that a person is focused and paying attention to what's going on. Sitting with the body hunched forward, on the other hand, can imply that the person is bored or indifferent.

When you are trying to read body language, try to notice some of the signals that a person's posture can send:

- a. Open posture involves keeping the trunk of the body open and exposed. This type of posture indicates friendliness, openness, and willingness.
- b. Closed posture involves hiding the trunk of the body often by hunching forward and keeping the arms and legs crossed. This type of posture can be an indicator of hostility, unfriendliness, and anxiety

1.6 Men vs Women Body Language

Women are far more capable of communicating and assessing people than men. In the early days, mothers relied mostly on nonverbal channels to communicate. Children, and therefore women, are more sensitive negotiators than men because they practice reading. Signal early. Women use the right brain more and men use the left brain. women can Acting four things at the same time, they can speak with multiple independent themes and five voice tones to change Coping or emphasizing. Controversial, when men talk to women, they lose after action Over time, only the three voice tones used by women can be recognized (allan & Barbara, 2004). men find it difficult to underestimate the more subtle clues about women's body language.

Men lose friendship and mistake smiles for sexual desire. Because men are looking at the world in a sexual sense than women; men have 10 to 20 times more testosterone than women, right? She lets her see the world in terms of sex.

1.7 Positive and Negative Body Language

1.7.1 Positive Body Language

Positive body language is generally quite reliable an indicator of a person's feeling. It signals interest in the other person and in the conversation.

Relaxed posture – comfortably seated, relaxed breathing, no visible stiffness or abrupt movements. These indicate no major barriers to communication.

Arms relaxed- uncrossed arms and hands open (palms up or otherwise visible to the other person) are signs of openness.

Good eye contact – Looking in the other person's eyes, particularly when they are speaking, indicates interest in that person. Proper eye contact involves looking away occasionally to avoid staring.

Nodding agreement- when nods are used to punctuate key things the other person has said, they signal agreement, interest and understanding. However, continual unconscious bobbing of the head usually indicates that the listener is tuning out.

Taking notes- Shows interest and involvement, particularly if notes are on what the other person is saying.

Smiling/adding humor- This is a very positive sign. It signals a warm personal relationship. Leaning closer – Reducing the distance between two people, particularly when the other person is speaking. Indicates interest is up and barriers are down.

Gesturing warmly – Talking with hands, particularly with palms open, indicates involvement in the conversation and openness to the other person.

For all of this positive gesture, moderation is the rule. When they are exaggerated, they can become more negative than positive.

1.7.2 Negative Body Language

Negative body language is somewhat less reliable as an indicator of the person's comfort with the current conversation than positive body language. Actions that are generally considered negative may just be matter of comfort for this person, may indicate that the person is tired, or may result from other matters that are weighing on this person's mind.

Body tense – Stiffness, wrinkled, brow, jerky body motion, and hands clasped in front or palms down on the table. These can indicate concern with the topic or dealing with the other person.

Arms folded in front – Creates a barrier; can express resistance to what is being said.

Hand on face – A hand over one's mouth is closed gesture. Learning on one's elbow with the chin in the hand can communicate boredom.

Fidgeting – Motivating around a lot, playing with thongs and drumming finger are usually a sign of boredom, nervousness or impatience.

Arms behind head, leaning back – In a well – established relationship this can be a relaxed gesture. In a new relationship, it is often used to express a desire for control or power.

Yawning – boredom, confusion. The other person is talking too much or in too much technical detail.

Impatience – trying to interrupt what the other person is saying, opening one's mouth frequently as if to speak.

Distraction – Eyes flicking about, blank stares, flipping through literature without really reading it, looking at other in the office, looking at the person's body or clothing.

Learning away – Avoiding moving closer, even when something is handed to the person, is strongly negative.

Negative facial expressions – These include shaking head, eyes narrowed, scowling, frowning.

1.8 Importance of Body Language

Nonverbal communication is wordless cues exchanged between the sender and receiver during a conversation. When a conversation is occurring both verbal and nonverbal communication is being used. Verbal communication when words are being exchanged either by speaking, writing, or even sign the words. Nonverbal communication includes body language, such as gestures, facial expressions, eye contact, posture and touch which is not only indicates a person's feeling or level of comfort, but demonstrates personality characteristics as well. The Clothes that we chose to wear are also a form of nonverbal communication.

Studies have shown that in the process of communication, non-verbal expression has 65% to 93% more influence than actual text. This means that "how to say" is more important than "what to say". Of course, this does not mean that you don't need to do prepare anything for your interviews, nor does it mean that you can take any short cuts. On the contrary, this means that you have more things to pay attention to and prepare for than usual preparations.

So Non-verbal communication plays an important role in all communications. It is impossible to communicate without sending out non-verbal clues. These clues help others determine the attitudes and attributes that may not be expressed by the words spoken. One broad area of non-verbal communication involves body position and motion. Referred to as kinesics, this area of non-verbal communication encompasses posture, facial expressions, eye contact, gestures, and body orientation. Individuals use

these channels to convey a variety of emotions as well as to display important clues regarding their personality.

Posture is a powerful way in which individuals send non-verbal clues. Posture clues are often very subtle in nature so that individuals have to really look in order to see them. On the other hand, some posture clues are very apparent. For instance, when an individual slumps forward he or she is usually perceived as being bored or extremely interested. A person who sits with his/her arms crossed is sending out a non-verbal message that he/she is closed to information. Posture clues are the easiest to interpret when the receiver notices subtle changes the sender may not be aware of.

An individual's posture provides important clues as to how an individual is feeling on the inside. A person who is sitting in a rigid position is usually threatened by something or someone, while a person sitting in a relaxed position appears to be comfortable with his/her surroundings. In addition, posture can often signal real or perceived status. In general, lower status individuals are usually more rigid and tense in posture, while those of a higher status appear more relaxed.

1.9 Importance of Non-Verbal Communication at Workplace

At the workplace, effective communication can be used to improve performance and to produce the desired results. There are many non-verbal cues that are used every day at the workplace, most of which are stronger than the spoken language. Professionally speaking, a handshake can make a strong first impression, whether it is positive or negative.

Men tend to have better handshaking skills than women; handshakes should be inviting, strong but not overpowering. Workplace touching is often discouraged due to sending out mixed messages, but handshakes are usually accepted and encouraged in most cases. Eye contact is yet another important non-verbal cue that can be used both positively and negatively at the workplace. In the US, eye contact conveys honesty and sincerity; making eye contact is often an invitation to open communication and signifies the need for feedback. In contrast, avoiding eye contact signals distrust, suspicion, or lack of interest; similarly, prolonged eye contact or a stare signifies aggression or flirting. At the workplace,

dressing professionally is something most employees need to pay attention to, as it shows confidence in oneself. American businesses value being on time and being conscientious of this is crucial in business. Paying attention to all these non-verbal types of communication can prove successful in almost every business. Non-verbal communication has the ability to strengthen and develop the existing relationships or it can destroy them. A relationship can be regulated by non-verbal communication because it can support or replace verbal communication. Some of the contributing factors are sending and receiving ability and accuracy, perception of appropriate social roles, and cognitive desire for interpersonal involvement. If the communicators are unaware of the types of messages they are sending and how the receiver is interpreting the messages, difficulties can arise from non-verbal communication.

Facial expressions may intentionally or unintentionally cause negative feelings. Introduction and management rely on non-verbal communication in interpersonal relationships.

1.10 Impact and Effects of Body Language

Non-verbal communication, especially body language, can send a strong message in spite of what your words say. Even the tone of your voice, its pitch, volume, quality, and speed affect what you say. Your body language can:

- Repeat the message your words are saying;
- Contradict what your words are saying;
- Be a substitution for your verbal message; and
- Add to the meaning of your message.

Relationships depend a lot on non-verbal communication for them to be strong and lasting.

The quality of your relationships can be improved if you can skillfully read people and understand the emotions behind their words. When one party receives mixed signals, trust can leave and thus damage the relationship. Trust can be created in a relationship by sending nonverbal clues that match your words. The way you respond to someone non-verbally can show that you understand and care about them, and the relationship will grow and be fulfilling to both. Figure 1 shows the formation of an impression, which indicates that 55% of body language works in our interactive communication.

Non-verbal communication has an impact on gender and cultural differences. The society views males and females differently. Males are portrayed as aggressive, controlling, and having a take-charge attitude. Women are seen as sensitive, emotional, and passive. There is a difference as to how males and females communicate verbally.

1.11 Conclusion

Non-verbal communication is crucial in a plain daily communication situation and it is also so for the interpreter. Non-verbal communication can take various forms, each of which illustrates or replaces a certain part of the verbal communication. It includes many more elements than one might think at first. In order to be able to work properly, the interpreters need to make sense of non-verbal cues. This is only possible because a special part of our brain deals with the emotional part of the message. Not only intelligence but also emotional intelligence is needed for interpreting non-verbal elements. Whether non-verbal communication supports business men in their tasks or presents a difficulty depends entirely on them and their actions. In general, as we advance in our careers and even in our life, we tend to have more and be at least better if not the best. Learning the non-verbal language is a very difficult task that takes a lot of time and needs a lot of practice. But it is a very important step that guarantees success in business. If a person can interpret non-verbal language, he can control his

own body language and his emotions; this always guarantees success. Not everyone can verbally communicate well, but everyone can learn how to interpret the non-verbal communication of others.

Chapter two:

Fieldwork

2.1. Introduction

Body language involves a host of nonverbal cues or signs such as body movements ,facial expressions ,tone of voice and gestures in communication

Reading these signs is an important part of communication The importance of body language is that it assists us in understanding and decoding what the person is saying Also helps interpret other peoples 'moods and emotions . Therefore the research explain the impact and the importance of body language .

The current chapter is devoted to give a general idea about the research methodology followed in the research work.it attempts to investigate the impact and the importance of body in order to convey the readers

This chapter is also concerned with the description of the research instruments that were used to carry out this study as well as the analysis and interpretation of the obtained data

2.2. Research Design

To achieve correct results ,a combination of research instruments is needed .A research design includes a general guide line of data collection ,and tries to identify the problems as well as the procedures through which the data will be analyzed .In this respect Burns and Grove (2003 :195)define a research design as a bleu print for conducting a study with maxims control over factors that may interfere with the validity of the findings .

The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem logically and unambiguously .

2.3.1. Case Study designed

A case study is an in depth study of a particular research problem ,it is often used to narrow down a very broad field of research into one or few easily researchable examples. Yin 1984 defines case study research method as « an empirical inquiry that investigates a contemporary within its real-life contexts ,when the boundaries between phenomenon and context are not clearly evident ,and in which multiple sources of evidence are used . »Yin R.K,(1984,p23)

The case study provides holistic presentations of specific phenomena in order to provide a general principle by making generalization and drawing conclusions, it is the most appropriate design to test whether specific theory applies to phenomena in the real world The design of a case study should take into consideration the following elements :the elicitation ,identification of hypotheses and specification of the units of analysis .

2.3. Data Collection

Data collection is an important step in conducting our current case study based research work .It is the process of gathering information that enables the researcher to answer relevant question and evaluate

outcomes .The data collection component of research is common to all fields of study including physical and social sciences, humanities and business .The goal of data collection is to capture useful evidence then translates to reach data analysis and allows convincing answer to questions stated by the researcher.

2.4. Setting

In any academic research the collected data should have a certain setting (where and when) they are gathered . In our research work all the information have been obtained from the university Ibn KhaldounTiaret the work has made for master 1 and 2 . Where all the necessary information were gather during the academic year 2021-2022

2.5. Students' Profile

Master one and two learners were the selected population . We dealt with 100 learners who were selected to respond to a questionnaire about the impact and the importance of body language .We focused on master one and two because student's use body language to communicate with people, student's and employer .

2.6. Research Objective

The main purpose of our research work is at first place to provide a sound understanding concerning the impact and the role of body language .

Our second aim is to examine the impact of body language that play an essential role in all forms of communication

Our final aim is to provide the importance of body language to enhance communication and motivation to people and gives clues regarding the formality of the environment and helps understand social groups.

2.7. Research Instruments

This research work has been conducted through the use of a questionnaire which was given to master one and two learners , and an interview directed to learner's , The aim was to gather information from students in order to clarify the importance of body language .

2.7.1. The Questionnaire

The questionnaire is a set of written questions used to collect two types of data :facts and opinions questionnaires ask the respondents about facts while an inventory questionnaire asks informants about attitudes. However ,data about facts and opinions can be collected within the same questionnaire .

Bill Gill ham (2007:2) states that “ Questionnaire is just one of a range of ways getting information from people usually by posing direct or indirect questions “.

Generally speaking, questionnaires are just tools of collecting data that give the researcher the advantages to gather diversified of data within a short period of time.

2.7.1.1. Types of the Questionnaire

The researchers have used the three types of questionnaire :open-ended ,multiple choice and the close-ended. The three types differ from each other in several ways. Close-ended questions require Yes/No answers. Multiple choice questions involve a set of responses and the informants are required to select one answer or more Open-ended questions require respondents to provide long answers.

In fact ,close-ended and multiple choice questions provide quantitative data and the open-ended questions provide qualitative data .

2.7.1.1.1. Strength of using Questionnaire

The questionnaire has a formal structure to be appropriate in any research work. Therefore, the questionnaire should begin by an introduction that elicits the purpose and asks for the consent of the informant .It is advisable to use a simple style of writing and to provide clear instructions .Double – barreled questions should be avoided so as not to force the informant to choose answers that may lead to Inaccuracies in the attitudes being measured .Questionnaire also minimizes bias by hiding one’s personal opinion and subjectivity .It is worthy important to reflect on the advantages and disadvantages of the questionnaire :

A. Advantages

- Questionnaires are inexpensive .
- Questionnaires offer a quick way to get results .
- Scalability .
- Easy analysis and visualization .
- Questionnaires offer actionable data .
- Respondent anonymity which may produce honest answers .

B. Disadvantages

- Lack of personalization .
- Respondents may have a hidden agenda .
- Some questions are difficult to analyze .
- Unanswered questions .
- Dishonest answers .
- Accessibility issues .
- The informants may lack the motivation to complete the questionnaire .

2.8. Procedures

We distributed (100) questionnaire forms to the learners belonging to master one and master two classes .In each class there were between 35 to 40 learners .We have received back 100 forms; all of them were suitable and useful for analysis . The questionnaire embodied (07) questions : close-ended ,multiple choice ,and open –ended .They were written in English .

2.9. Data Analysis

Data analysis is a process of inspecting ,cleaning ,transforming and modeling data with the goal of discovering useful information, suggestions, conclusions and supporting decision making .It is an important step in reporting research findings

The procedure helps reduce the risks inherent in decision-making by providing useful insights and statistics ,often presented in charts ,images ,tables, and graphs

Data analysis represents the construction phase of the study, it includes the selection of the suitable analysis to conduct for each question, preparing data for analysis , and summarizing results

Data analysis can be qualitative and quantitative depending on the collected data . For a successful data analysis a set of steps are needed :

- *The researcher must understand the data analysis methods .
- *The researcher must make an early planning for data analysis .
- *Highlighting the collected data.
- *Understand which methods will help more in answering the research question stated before.
- *The researcher must recognize how the limitation in the data affects the conclusions.

2.10. Quantitative Data Analysis

Quantitative data analysis is all about analyzing number –based which includes categories and numerical data using various statistical techniques: Quantitative analysis is generally used for three purposes.

Firstly ,it's used to measure differences between groups. Secondly ,it's used to assess relationships between variables. And third ,it's used to test hypotheses in a scientifically rigorous way.

Again, this contrasts with qualitative analysis ,which can be used to analyze people's perceptions and feelings about an event or situation that can not be reduced to numbers .

Quantitative data analysis focus on statistics and statistical techniques that are employed for the description and analysis of information. It involves the use of descriptive statistics which include frequencies which refer to numerical data and numbers , percentages , tabulation and graphic representation which gives the work more scientific direction.

2.11. Qualitative Data Analysis

Qualitative data analysis involves the identification , examination , and interpretation of patterns and themes in textual data and determines how these patterns and themes help answer the research questions at hand . Qualitative data analysis focuses on the use of the technique of coding which means summarizing the content of each response and classifying answers together according to their content.

After collecting data the research engaged in a two-step process of qualitative analysis which are as follow :

- * Data reduction which refers to the process of selecting and using field notes or transcription to interpret data.

- *Data display which includes: matrices , graphs and charts illustrating the patterns and findings .

2.12. Conclusion

Thus, this part offers a discussion of the rationale behind the choice of the case study as a research design and the choice of the methodology used to conduct the work . The different instruments were highlighted and fall within the paradigms of both quantitative and qualitative research . Finally we provide the method of data collection, sampling , analyzing and procedures . The following part is devoted for the analysis of the data obtained .The researchers will also present a set of suggestions and recommendations to deal with given situation.

Chapter Three: Data Analysis and Interpretation

3.1. Introduction

This part is designed to demonstrate the description of the students' questionnaire, analyze the findings obtained from the tools used during the empirical study namely: the questionnaire given to master 1 and 2 students in Ibn Khaldoun University Tiaret, which will be discussed and analyzed quantitatively and qualitatively. Also we will provide some suggestions and recommendations.

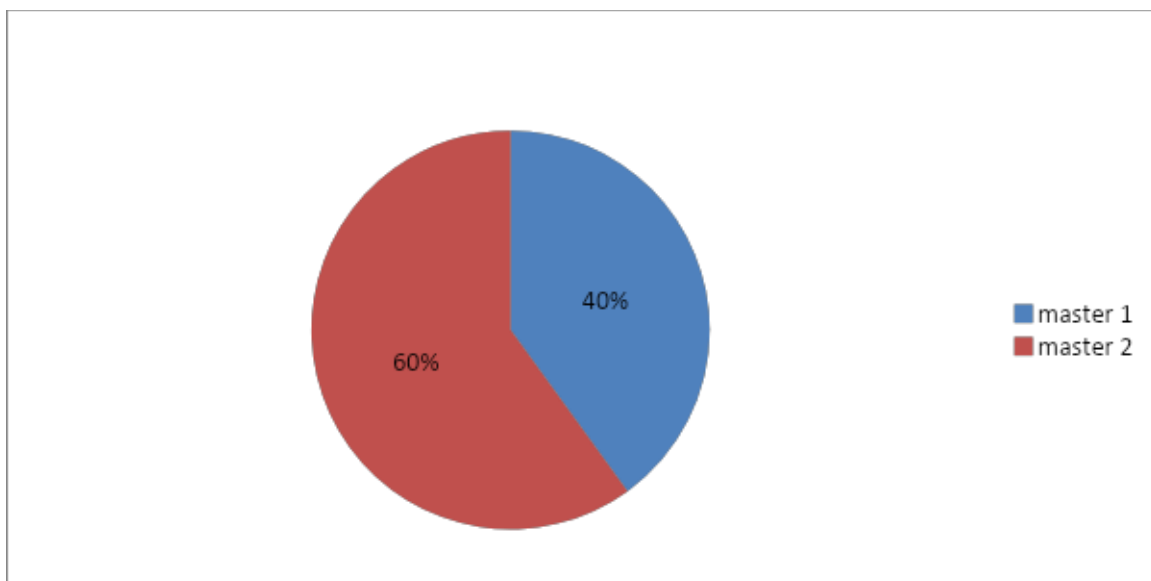
3.2. Data Analysis

First, we analyzed the questions given to students in order to discover the impact of body language. Therefore, we wanted to look for the importance of this nonverbal communication to improve students' reaction during using body language. We decided to focus on one kind of participants' students, to evaluate the use of BL in their daily lives.

3.2.1. Questionnaire Analysis

Item 1: What level are You?

This question asked to know which level is more present to answer the questionnaire

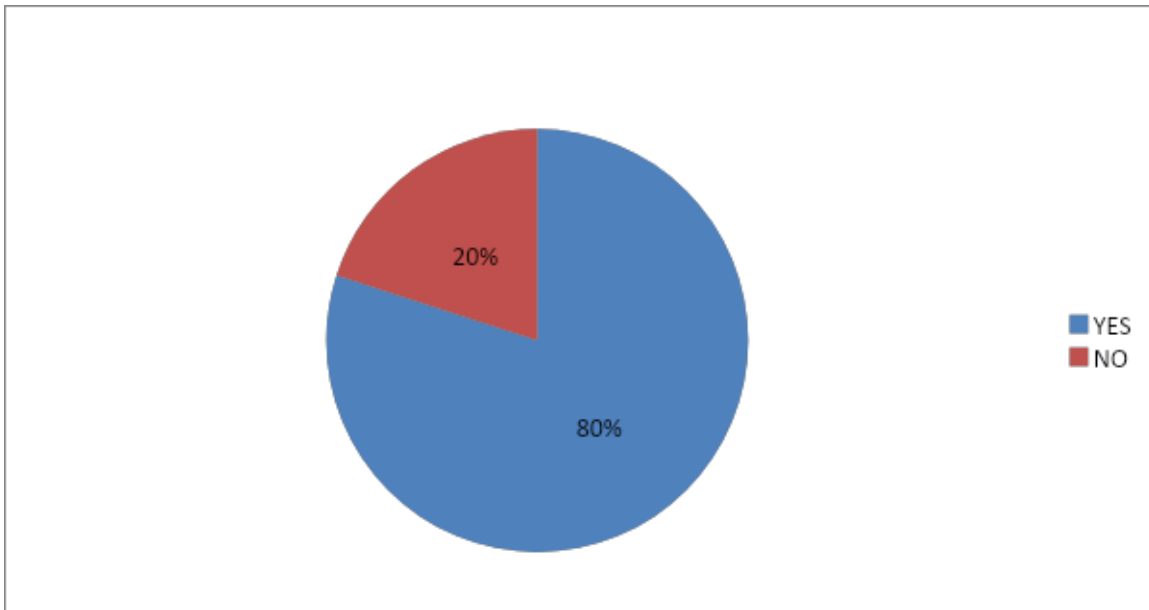


Pie chart 1 :student's level

In this question, the results shows that (40 %) of the students are master 1. Whereas, the rest of them (60 %) are master 2.

Item 2: Do you know what body language is?

· This question was asked mainly to show if all the students have heard about the term "body language".

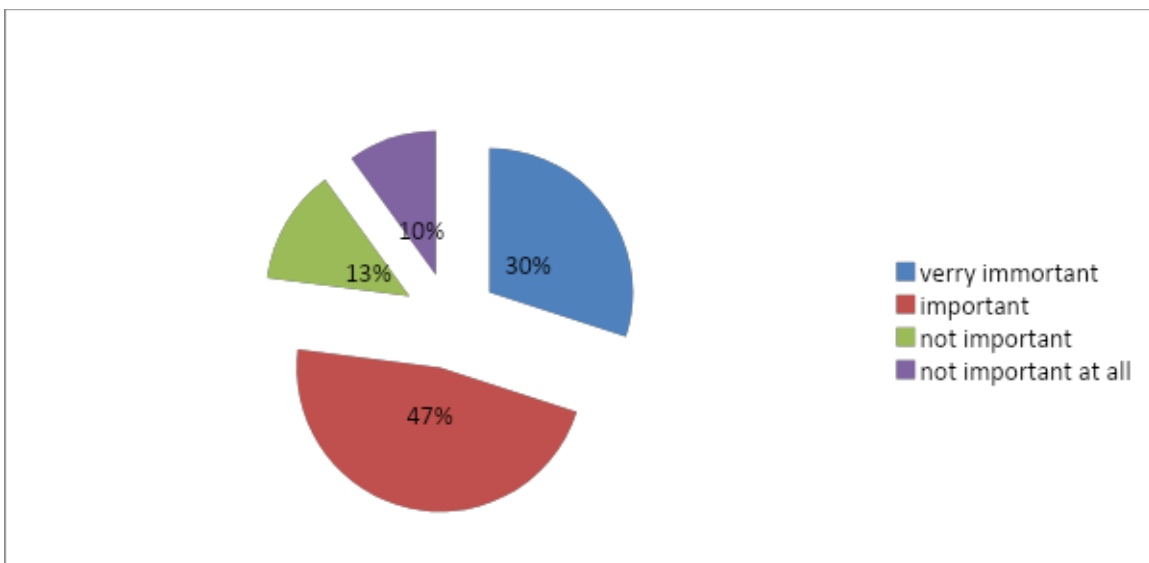


Pie chart 2: student's awareness about the term body language.

In this question, the results indicate that (80 %) of the students are familiar with the concept of body language. Whereas, the rest of them (20 %) they do not have any idea about what the concept means.

Item 3: To what extent do you think that body language is an important part in communication?

This question aims to show the importance of body language in communication.

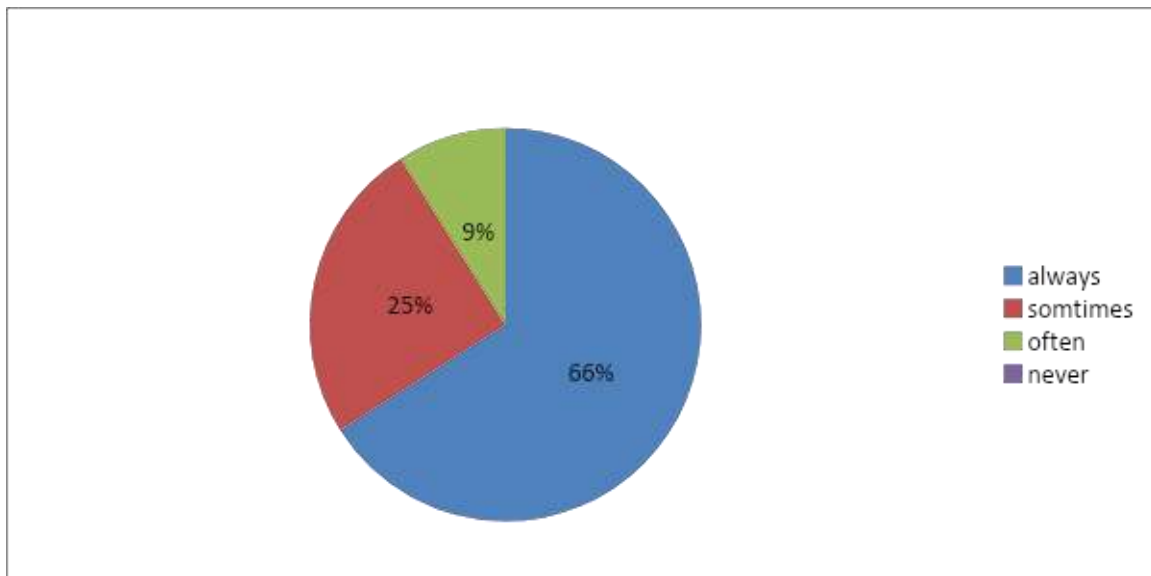


Pie chart 3: The importance of body language in communication.

The students were asked to which extent they think that body language is an important part of communication. Results show that (30%) believe that body language is a very important and (47 %) of the pupils think that it is important. (13%) of students think that body language is not important while (10 %) of them see that it is not important at all.

Item 4: Do you use your body language?

We asked this question to ensure if students use their body language.

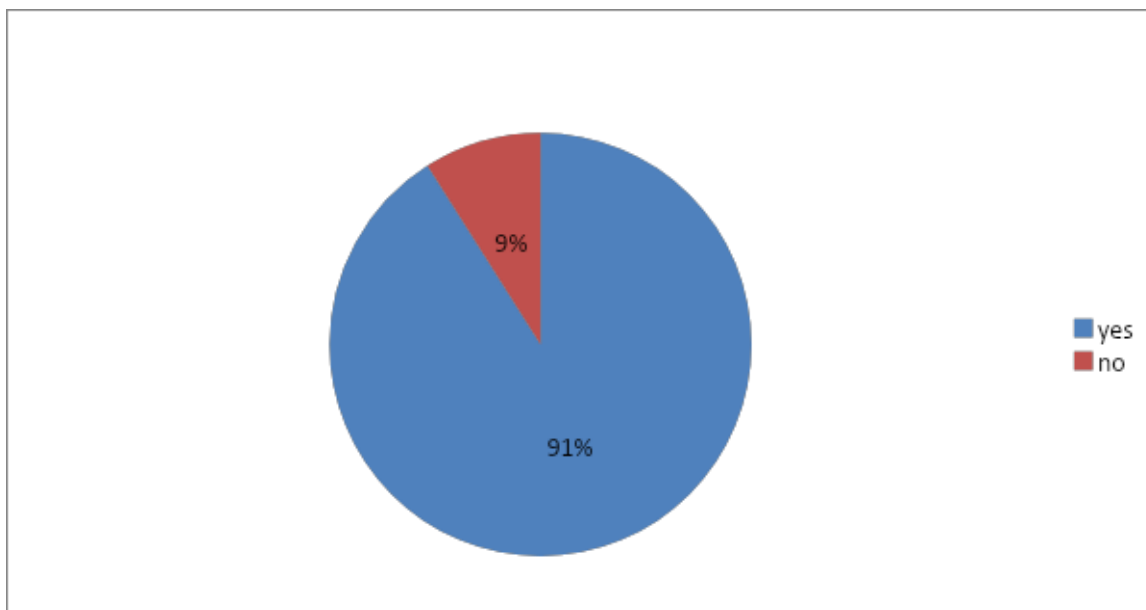


Pie chart 4: using of body language.

No one of the participants declare that he never use his body language. However the greater part of students (66%) always uses their body language. While (25 %) of them sometimes use it .whereas the little part (9 %) often use body language.

Item 5: Does the others get your intention when using body languages?

The purpose behind this question is to show if body language can get the students' intention

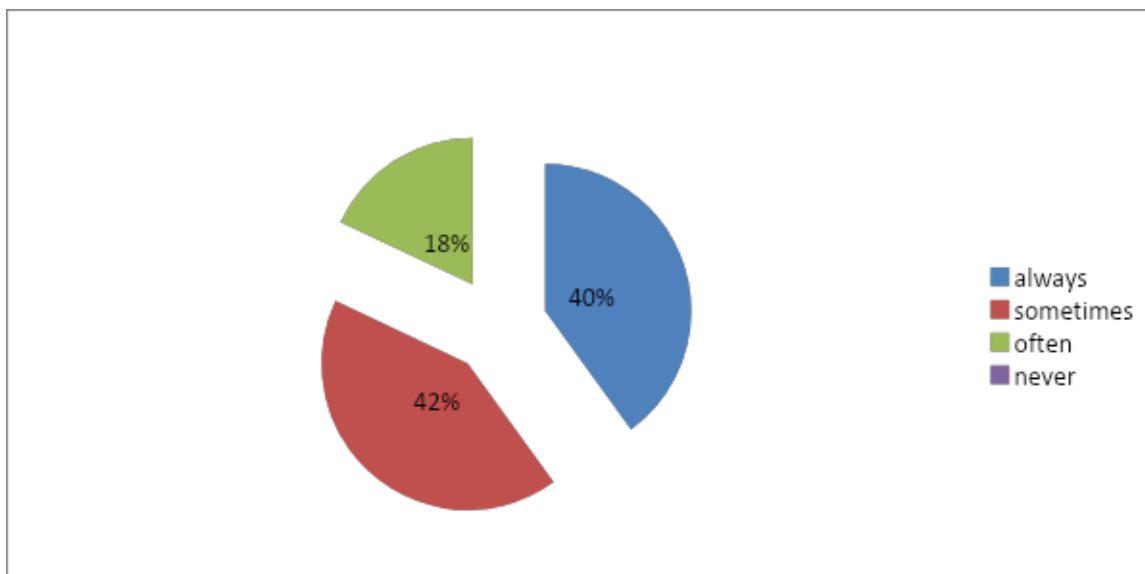


Pie chart 5: students' intention gets by using other body language.

In response to this question (91%) of the students say that the other get their attention when using their body language while the rest (9%) claimed the opposite.

Item 6: Do you understand if someone use his body language ?

this question asked here in order to know if students understand the using of body language.



Pie chart 6: student understanding of body language.

The results got indicate that (42%) of students understand when others use their body language and (40 %) always understand. While (18%) of students often understand.

Item 7: How can body language help in communication?

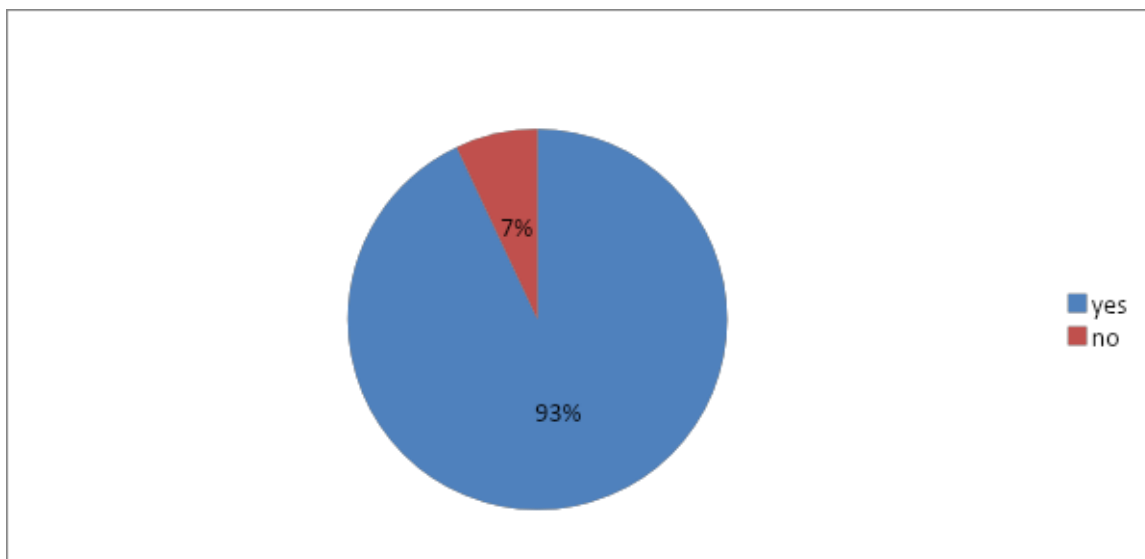
The purpose of this question was to know how students see body language helpful part in communication.

Concerning this question, the majority of students suggested as follows:

- It helps us to understand in a better way.
- It is an easy way to understand the ambiguous terms.
- Because it makes the conversations more interesting and motivating.
- Using body language along with verbal communication help us as students to communicate in a better way with our partners.
- Because body language helps us to transfer specific ideas to the others and vice versa.

Item 8 : Does body language have an effect on communication? If yes how ?

The answers of this question have the aim to know if students see effects of body language on communication and explain it.



Pie chart 7: effects of body language on communication.

the answers of this questions indicate that (93 %) say that there are effects of body language on communication. Pertaining their answers with these ways that are suggested as follows:

- We can not lie, body language disclose us.
- Saying secrets by eyes for instance without knowing others.
- Transmit of messages is more easy.
- Body language is a part of communication. without it , the communication is incomplete.

(7 %) show there are no effect of body language on communication.

3.3. Data Interpretation

In this section, the researchers will try to interpret the results which were obtained when analyzing student's questionnaire. The central aim from this study was to explore the important and impact of body language in communication to make students more motivated and for a successful and effective interaction between students and others during the whole live.

3.3.1. The Interpretation of the Students Questionnaire Results

The main results of the data collected explain that the body language has a crucial role to motivate the students. And an important impact to their communication. This important communicating tool that is under estimated by many students who do not make use of it appropriately and carefully. So, these results may validate the second and third hypothesis that The body language importance is to have a better understanding and decoding what person is saying; to break the barrier of unfamiliarity and help to form a better connect with the recipient of information. And its impact must be positive and helpful to make the communication important.

It is assumed from the achieved results of students' questionnaire, those students are aware of the term Body language as it great role in communication during the whole days. They believe that body language

has many effect on communication which means that it can engage in the success or failure of communication. The results attained from students' questionnaire confirm that appropriate use of Body language will be of a great importance in the progress of dialogs and communications and vice versa.

3.4. Suggestions and Recommendations

- **Specific Use of Body Language in Communication**

In communication, body language plays a positive role in shaping students characters. Students or people generally often imitate each other's words as well as actions either consciously or subconsciously. Which is why everyone have to understand the body language correctly, the use of facial expressions, gestures and body movement should be well done and useful.

- **Using body language for the self-confidence**

Even if someone don't feel confident, practicing confident body language can increase the self-esteem and help feel better about himself. People with social anxiety disorder (SAD) often have trouble feeling confident in interactions with others. However, it can boost his confidence by making sure that his body language conveys a positive message about himself.

- **Good effect of body language**

Body language makes the person appear more friendly and likeable that why the power of eyes contact can resolve what the words can not, the good application of body movements (smiling, gesture , posture, hands....) has a strong informative meaning and gives others different feelings.

- **Correct Application of Body Language in Different Aspects in communication**

Body language is useful in improving people ability. Correct using of body language can help to engage people, mask any presentation nerves , and project confidence when you speak in public. Body language can also help you to stay calm in situations where emotions run high, such as a negotiation, performance review or interview.

- For example, people may have a different cultural background from you, and positive gestures in one country can be negative in others.

- **Body Language for Effective Public Speaking :**

Positive body language can help you to engage people ,mask any presentation nerves and project confidence when you speak in public

- **Body Language for a Good First Impression :**

Nonverbal signs play a big part in people's first impression of you .Here are ways to appear trustworthy ,engaged, confident ,and calm:

1. **Have an open posture:**

Be relaxed ,but don't slouch .sit or stand upright and place your hands by your sides

2. Maintain good eye contact :

Try to hold the other person's gaze for a few seconds at a time. This will show them that you are sincere and engaged .

3. Smile!

Warm, sincere smiles are attractive reassuring –and infectious !

4. Relax your body :

Maintain the appearance of calm by keeping your hands still and by breathing slowly.

5. Look Interested :

If you're asked a complex question, it's ok briefly touch your cheek or stroke your chin .It shows you're reflecting on your answer .

3.5. Conclusion

Throughout this part, the collected data were analyzed quantitatively and qualitatively after being gathered by different procedures. Furthermore, the results were interpreted in order to validate or invalidate the given hypotheses. The current study reveals that the use of body language can have a great impact in determining the success or failure of communication and the importance that make it useful. This chapter also includes some suggestions and recommendations that were based on the basis of the main findings. The main aim behind these suggestions is to improve the use of body language by giving instructions and tips of the correct and good using of nonverbal communication.

General conclusion

General conclusion

The current study was prepared to investigate the impact and the importance of body language to enhance students' attention and interest . The researchers' main concern was to draw students' attention to the crucial role of body language in communication .There is no doubt that many students' awareness about the importance of body language and others they do not have any idea about the importance of body language .Therefore ,the present work was carried out with master 1 and 2 students in Ibn Khaldoun University Tiaret for the sake of solving problem .

Typically, the study started by formulating questions which were about the effectiveness of body language importance and impact on master one and two in communication. In order to restrict the investigation scope, the researchers proposed a number of hypotheses to be validated or rejected which are as follow:

- a) Body language impact can be positive or negative in communication.
- b) Body language importance is to have a better understanding and decoding what person is saying.
- c) Body language impact must be positive and helpful to make the communication important.

All in all, the present dissertation shed light on the significant impact and importance of body language in communication. The proper use of body language can be a great help to get students' intention and communicate in a better way with partners and motivate them. This study remains limited regarding the results obtained that need further research to broad understanding, the question may be raised about how does body language impact to make the communication important?

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Students' questionnaire

1. What level are You ?

Master 1

master 2

0. Do you know what body language is?

Yes

no

0. To what extent do you think that body language is important part in communication?

Very important

important

not important

not important at all

0. Do you use your body language?

Always

sometimes

often

never

0. Does the others get your intention when using body languages?

Yes

no

0. Do you understand if someone use his body language ?

Always

sometimes

often

never

0. How can body language help in communication?

0. Does body language have an effect on communication?

Yes

no

If yes, how?

ملخص:

الأطروحة التي قمنا بمعالجتها تمحورت حول قراءة تحليل استكشافي لتأثير و أهمية لغة الجسد في التواصل و نمونجنا في لغة الجسد كان متمركزا على دوره و تأثيره . كما ان تتمثل أهميته في تحسين التواصل بين الطرف الاخر و توفر عملية تكاملية ترابطية . البحث اقتصر . على طلبة ماستر 1 و 2 عالجا فيها كيفية تحفيز الطلبة و تشجيعهم على التواصل و تعزيز الانتباه و التركيز مما تعمل على الفهم الجيد

. الكلمات المفتاحية : لغة الجسد , تحفيز , التواصل بين الطرف الآخر , التأثير , الفهم

Résumé:

La thèse qui nous avons traitée est centrée sur la lecture détective de l'importance et l'effet de la langue du corps dans la communication et notre corpus est fondée sur son rôle et son effet . ainsi l'importance de la langue du corps se représente à améliorer la communication entre l'autre partenaire et celle-ci permet de créer une action rationnelle et de complémentarité . La recherche est basée sur les étudiants de master 1 et 2 on a traité la fonction d' inciter et motiver les étudiants à communiquer et augmenter l'attention et la mise au point qui sert à mieux comprendre .

Mots-clés : la langue de corps, la motivation , la communication , l'effèt , accord .

Summary :

The present dissertation is designed to explore the impact and the importance of body language to enhance his role and impact , it provided a better communication between the partner and a detailed zone of investigation at the level of master 1 and 2 to resolve students' lack of intention ,The most worth noting thing is that body language motivate and encourages students' to enhance attention and for build up a better understanding .

Key Words : body language, motivation, communication, impact, understanding