

**A STUDY ON THE EFFECTS OF ENGLISH LECTURERS' NON-
VERBAL COMMUNICATION AMONG THE STUDENT'S
INTEREST IN THE ENGLISH LANGUAGE IN FACULTY OF
BUSINESS MANAGEMENT AT UNIVERSITI TEKNOLOGI
MARA (UITM) CAWANGAN PAHANG**

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ABSTRACT

The purpose of this study was to determine the effects of English lecturers' non-verbal communication on student's interest in the English language among the student in Faculty of Business Management at Universiti Teknologi MARA (UiTM) Cawangan Pahang. The population of this study was selected among the degree students of Office Systems Management in Centre of Applied Management Studies. This paper was descriptively shown how the elements of non-verbal communication were applied in order to know the effectiveness towards student's interest regarding to the English subject. The elements that have been analyzed were facial expression, eye contact, gesture and pitch of voice. Furthermore, this paper also examined the student's perception and problems arise in practicing non-verbal communication among lecturers' on student's interest in the English language. Based on the student's perception, this paper was analyzed on how the students thought about using the four elements of non-verbal communication. Meanwhile, the problem arises regarding of non-verbal communication to describe the factors that contribute to the lecturers when using non-verbal communication. This study focused on the degree students of Office Systems Management that took English subject in their courses. The data was gathered by using the questionnaires method that had answered by 68 of the students from semester two until semester four.

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TABLE OF CONTENTS

CHAPTER 1.....	1
INTRODUCTION.....	1
Background of the Study	2
Problem of Statement	4
Research Objectives	6
Research Questions	6
Significance of the Study.....	7
Limitation of the Study.....	9
Definition of Terms	9
CHAPTER 2.....	11
LITERATURE REVIEW.....	11
The Characteristic of Non-Verbal Communication	14
The Role of Non-Verbal Communication	16
Conceptual Framework	18
CHAPTER 3.....	19
METHODOLOGY.....	19
Research Design	20
Sampling Frame.....	20
Population.....	20
Sampling Technique.....	20
Sample Size	21
Unit of Analysis.....	21
Data Collection Procedure.....	22
Instrument.....	22
Validity of Instrument	23
Data Analysis and Techniques	24
CHAPTER 4.....	26
FINDINGS AND ANALYSIS.....	26
Introduction	26
Data Analysis.....	27
CHAPTER 5.....	37
CONCLUSION AND RECOMMENDATION.....	37
REFERENCES.....	44
APPENDIX.....	46

LIST OF TABLES

Table 3.0: BM232 Students.....	21
Table 3.1: Summary of Data Collection Procedures.....	22
Table 3.2: Total Distributed of Questionnaires.....	23
Table 3.3: Reliability Analysis	24
Table 3.4: Data Analysis.....	25
Table 4.0: Demographic Characteristics of Respondents.....	27
Table 4.1: Question Part B (Section 1).....	29
Table 4.2: Question Part B (Section 2).....	30
Table 4.3: Question Part B (Section 3).....	31
Table 4.4: Question Part B (Section 4).....	32
Table 4.5: Question Part B (Total Elements).....	33
Table 4.6: Question Part C.....	33
Table 4.7: Question Part D.....	35