

A STUDY ON THE EFFECTS OF ENGLISH LECTURER'S NON-
VERBAL COMMUNICATION ON STUDENT'S INTEREST IN THE
ENGLISH LANGUAGE AMONG STUDENT'S SCHOOL OF HEALTH
SCIENCES IN USM KELANTAN

Prepared for:
MISS NOORSURAYA BINTI MOHD MOKHTAR

Prepared by:
SITI ATIKAH BINTI ABDULLAH
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS MANAGEMENT

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SITI ATIKAH BINTI ABDULLAH

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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)

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CHAPTER 1

INTRODUCTION

Non-verbal communication is very important in the give-and-take of social interactions. Interactions take place among us for a variety of reasons. This study was conducted to show the effectiveness of using non-verbal communication towards the students' interest in English Language. Besides that non-verbal communication conveys the meaning as well as support the verbal communication to the receiver as what is actually being said. Non-verbal communication plays a vital role in human behavior and it is important to recognize that communication frequently involves more than a verbal message. In fact, an effective communication requires the sender and receiver to understand the role of non-verbal behavior because it is one of the communication competence dimensions.

In this chapter, the background of the study, statement of problem, research objectives, research questions, significance of study, limitation of study, definition of terms and chapter summary will be addressed. The purpose of the study was also to determine the effectiveness of non-verbal communication among English lecturers toward students of the School of Health Sciences, USM Kelantan interest in English Language.

Background of the Study

In our lives communication plays an important role in connecting us with others. People express their thoughts, feelings, skills, ideas and knowledge in different ways. Communication between individuals is classified as verbal and nonverbal communications which can be identified with speech and sounds. Non-verbal communication can be defined as communication affected by means other than words. Touch and smell, clothing, vocal features also can be included in non-verbal communication (Muhammad, 2011).

Muhammad (2011) stated that non-verbal communication plays an important role to students in the learning process. It does not only affect the impact of cultural environment but also the student's learning outcomes especially academic achievement. Excellent results can be achieved in the learning outcomes when lecturers use non-verbal communication properly as the teaching technique aims to attract the students. Thus non-verbal communication plays a very significant role in the teaching and learning process (Muhammad, 2011).

To help students understanding better, lecturers can use their eye contact, facial expressions, smile or anger to show what the actual feelings or thoughts that they have. Lecturers also can use non-verbal communication to aid the students' learning with minimal efforts.

Many of the cues students use to make judgments about lecturers' competence or characters are obtained by observing the lecturers' nonverbal behavior. The students and lecturers have a variety of non-verbal signals evolve in the classroom that are used