Persuasive effects of nonverbal elements in interpersonal communication

Sebastian-Claudiu Nistor

**Abstract**

Nonverbal elements play a fundamental role in interpersonal communication, giving expressiveness to social interactions. The overall objective of this study is to offer theoretical insights into the ways nonverbal elements influence a conversation from the very first moments of an interaction. Although they often play an informative and constructive role in communication, there are situations in which such elements can play a persuasive role, for example when aiming to dominate a conversation or when trying to drive people to act in a certain way. This paper highlights both types of roles. In doing so, various communication situations are examined, as debated in the literature. Nonverbal elements analysed here include *gestures*, *facial expressions* and *eye contact/gaze.* Considering the studies that have been published on this subject, I assumed that nonverbal elements can lead interlocutors to become vulnerable when they are engaged in a dialogue, to adopt certain behaviours depending on the sender's intentions, to change their own opinions on a given topic or to fail to express their views. This paper offers new ways of empirical investigation of such persuasive effects of nonverbal elements, proposing innovative approaches in the field of nonverbal communication.

**Keywords**: Nonverbal communication; Gestures; Facial expressions; Gaze; Interpersonal relationship; Persuasion

Sebastian-Claudiu Nistor (born 1997, Bucharest) is a student at the PhD School of the National University of Political Studies and Public Administration, in the field of Communication Sciences. He is currently an advisor and his areas of interest are online disinformation, political science and the influence of nonverbal elements in communication.

Contact information:

mailing address: 10 Petru Rareș Street, Voluntari, Ilfov, Romania, 077190

mobile phone: 0734.317.046

e-mail: sebastian.nistor.23@drd.snspa.ro