# Article information:

How Much of Communication Is Nonverbal? | UT Permian Basin Online  
<https://online.utpb.edu/about-us/articles/communication/how-much-of-communication-is-nonverbal/>

# Article summary:

1. The 90% figure that communication is nonverbal is not entirely accurate, as it was developed with a specific purpose in mind: comparing facial and vocal components to decipher a person’s attitude. However, body language and facial expressions can heavily influence how information is interpreted in face-to-face conversations.

2. Nonverbal signals play an important role in communication, especially in making a good first impression. Tone, hand gestures, and eye contact can convey enthusiasm and passion for a topic, while also matching the message being conveyed.

3. Reading body language is like learning a second language and can provide insight into a person’s emotional condition. Understanding context, clusters of expressions or movements, and congruence between spoken words and body language can help separate perception from reality. UT Permian Basin offers an online BA in communication program that teaches theories on communication with regard to human interactions, groups and organizations, intercultural interactions, and mass and social media.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "How Much of Communication Is Nonverbal?" from UT Permian Basin Online provides an overview of the role of nonverbal communication in human interactions. However, the article presents some potential biases and lacks a comprehensive analysis of the topic.

Firstly, the article relies heavily on the 55/38/7 formula developed by Albert Mehrabian to support its argument that nonverbal communication plays a significant role in communication. However, this formula has been criticized for being oversimplified and not applicable to all types of communication contexts. The article fails to acknowledge these criticisms and limitations.

Secondly, the article suggests that professionals interested in a communications career should focus on nonverbal signals to better their personal and professional lives. While nonverbal communication is undoubtedly important, it is only one aspect of effective communication. The article overlooks other critical skills such as active listening, empathy, and cultural awareness that are equally essential for successful communication.

Thirdly, the article presents some claims without sufficient evidence or context. For example, it states that people who speak with a low-pitched voice are rated more authoritative and competent than those who speak with a higher pitch but does not provide any sources or studies to support this claim.

Finally, the article seems to promote UT Permian Basin's online BA in Communication program without providing a balanced view of other educational options or acknowledging potential risks associated with online learning.

In conclusion, while the article provides some useful insights into nonverbal communication, it lacks a comprehensive analysis of the topic and presents some potential biases and unsupported claims. Readers should approach this information critically and seek additional sources before drawing conclusions.

# Topics for further research:

* Criticisms of Mehrabian's 55/38/7 formula
* Importance of other communication skills besides nonverbal communication
* Lack of evidence for some claims made in the article
* Potential bias towards promoting UT Permian Basin's online BA in Communication program
* Need for a more comprehensive analysis of nonverbal communication
* Importance of approaching information critically and seeking additional sources

# Report location:

<https://www.fullpicture.app/item/c565174b25afa138bd758aed42098430>