



# **SUCCESSFUL NONVERBAL COMMUNICATION**

**PRINCIPLES AND APPLICATIONS**

FIFTH EDITION

**MICHAEL H. EAVES AND DALE LEATHERS**



# Successful Nonverbal Communication

*Successful Nonverbal Communication: Principles and Applications* demonstrates how knowledge of nonverbal messages can affect successful communication in the real world. Now with fifteen chapters, the fifth edition draws students in through applications of the latest nonverbal communication research and through current examples of celebrities, sports, and politicians. This extensive revision describes nonverbal cues and their desirable and undesirable functions while offering original tests for measuring and developing nonverbal communication skills. Updates include new attention to Donald Trump, Hillary Clinton, and Barack Obama, and discussion of nonverbal communication within same-sex partnerships.

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**Dale Leathers** (1938–1997) was the sole author of editions one, two, and three of *Successful Nonverbal Communication*. He was a professor of speech communication at the University of Georgia, USA, as well as a former president of the National Communication Association and the Southern States Communication Association.

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# Preface

The fifth edition of *Successful Nonverbal Communication: Principles and Applications* results from conversations with students and instructors who have described in detail the kind of book they would like to see written for introductory nonverbal communication. The success of the first four editions reinforced our conviction that there is a need for a book that directly responds to their concerns. The fifth edition has been substantially updated with new research and examples for students. Serious students of nonverbal communication have long recognized that knowledge of the subject gives them the potential to become more effective communicators. However, most existing books on the topic focus exclusively on the nature of nonverbal communication. They describe and classify different types of nonverbal messages without demonstrating how knowledge of the informational potential of nonverbal cues can be used to communicate successfully in the real world. Continuing in the tradition of the first four editions, this fifth edition is designed specifically to meet that central need.

Many new photos and interviews with scholars and experts in nonverbal communication have been added to this edition. This fifth edition contains new material that students should find particularly useful. For example, Chapter 2 on “Facial Expressions” includes new treatment from Zebrowitz on the baby face stereotype, including an interview with her. Chapter 6, “Tactile Communication,” contains expanded coverage of touch in the development of both romantic and sexual relationships for same-sex and opposite-sex couples. Similarly, Chapter 7, “Personal Appearance,” includes the impact of physical attractiveness on the self-concept of adolescents, a treatment of contrasting views of physical attractiveness and its psychological consequences, and a section on cosmetics as a medium of communication. Chapter 10, “Selling Yourself Nonverbally,” contains a detailed analysis of the impact of nonverbal communication on the credibility of political debates in modern contexts. Several new debates are examined: the 2012 Romney–Obama debate; the 2015–16 GOP primary debates, and the 2016 Trump–Clinton debate. Chapter 13 on “Gender and Interaction” includes new research on same-sex and opposite-sex interactions, and significant