

Unit 5: Key Concepts

Adaptors: Mostly unconscious nonverbal actions that satisfy physiological or psychological needs, such as scratching an itch

Affect displays: Non-verbal presentations of emotion, primarily communicated through facial expressions

Digital storytelling: Short form of digital media production, typically depicting some aspect of someone's life story

Emblems: Primarily hand gestures that have a direct verbal translation; can be used to repeat or to substitute for verbal communication

Gesture: A form of non-verbal communication in which visible bodily actions communicate particular messages, either in place of, or in conjunction with, speech

Haptics: Non-verbal communication through physical contact or touch

Illustrators: Primarily hand and arm movements that function to accent or complement speech

Kinesics: General category of body motion, including emblems, illustrators, affect displays, and adaptors

Linguistic landscape: Study of languages on public and commercial signs in a given area

Mashup: Web resource that uses content from more than one source to create a single new service displayed in a single graphical interface

Nonverbal expectancy violations theory: Theory that posits that people hold expectations about the nonverbal behavior of others. When these expectations are violated, people evaluate the violation positively or negatively, depending on the source of the violation.

Olfactics: The perception and use of smell, scent, and odor

Paralanguage: Characteristics of the voice, such as pitch, rhythm, intensity, volume, and rate

Proxemics: The perception and use of space, including territoriality and personal space

Regulators: Behaviors/actions that govern, direct, or manage conversations

Semiotics: Study of signs, symbols, and signification; how meaning is created

Signal: A sign naturally connected to its referent

Signifier: A sign's physical form (such as a sound, printed word, or image) as distinct from its meaning

Signified: the meaning or idea expressed by a sign, as distinct from the physical form in which it is expressed

Spaced repetition: Learning technique that incorporates increasing intervals of time between subsequent review of previously learned material in order to exploit the psychological spacing effect

Symbol: An arbitrarily selected and learned stimulus representing something else

Territoriality: How people use space to communicate ownership/occupancy of areas and possessions

Vocalization: Mostly involuntary vocal utterances such as laughing, crying, sighing