

**GENDER DIFFERENCES IN NONVERBAL COMMUNICATION:
A CASE STUDY OF PHILIPPINE JOURNALISTS, INC.**

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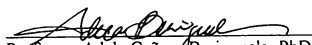


Rochelle Bernardino Llaguno
April 2003

University of the Philippines
College of Arts and Sciences
Padre Faura Street, Ermita, Manila

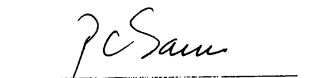
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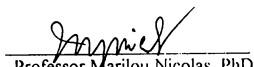
This thesis entitled **“Gender Differences in Nonverbal Communication: A Case Study of Philippine Journalists, Inc.”** submitted by **ROCHELLE B. LLAGUNO** in partial fulfillment of the requirements for the degree of Bachelor of Arts in Organizational Communication, is hereby accepted.


Professor Adela Caño – Beringuela, PhD
Adviser


Professor Diane Agbayani, MA
Panelist


Ms Celia Bonilla, MA
Panelist


Professor Pacita C. Gavino, PhD
Chair
Department of Arts and Communication


Professor Marilou Nicolas, PhD
Dean
College of Arts and Sciences

Date

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ABSTRACT

Men and women are said to be social beings and as such it is impossible for them not to communicate. Such communication is done not only through verbal means but also through nonverbals like kinesics, paralinguistics, haptics, artifactual communication, and proxemics. Several authors suggest that the claimed differences between men and women hold true even in nonverbal communication such as in their use of eye contact, facial expressions, posture and bearing, gestures, space, touch, clothes and accessories, and vocal cues. On the other hand, other authors say that there are no differences in the way males and females communicate. It is noted however, that the bases for these claims are the studies done in the West because similar studies have not yet been done in the Philippine setting, particularly in the workplace.

Given the dearth of studies on male/female differences in nonverbal communication, this paper aims to answer this question: Do the male and female members of Philippine Journalists, Inc. differ in their use of using nonverbal communication? The following specific questions are likewise posed: 1) What is the nature of the Philippine Journalists, Inc. (PJI)?; 2) Do the male and female members of this organization engage in nonverbal communication? If so, what nonverbal means are these?; and 3) What are the similarities and differences in the nonverbal communication among the male and female members of this organization? Given the above problems, this paper generally seeks to know if males and females differ in using nonverbal communication in Philippine organizational setting. In order to achieve this general objective, the following specific objectives were raised: 1) To know the nature of Philippine Journalists, Inc.; 2) To identify which nonverbal communication the male and female members of the organization use; and 3) To determine the similarities and differences in nonverbal communication among the male and female members of the organization.

This study is a descriptive-case study which made use of survey research in getting the data needed from the respondents. Given that the study deals with gender differences, the researcher deemed it necessary to have the same number of male and female respondents for the survey. Out of the 439 members of PJI, the researcher picked 172 members (86 males and 86 females) who comprise 39 percent of the total population. For the qualitative in-depth data about the organization, the head of the Human Resources Department was interviewed as a key informant.

This research used two tools—a survey questionnaire and an interview schedule. The former contain questions dealing with the nonverbal communication they usually use in the organization; the latter with the organization's history, structure and mission/vision.

The tools used for analyzing the data were a combination of quantitative and qualitative methods. For the quantitative method, frequencies and percentages were used to describe the nonverbal communication that male and female members frequently use. Furthermore, chi-square test was employed for testing the significant difference of males and females in nonverbal communication. On the other hand, theme analysis was utilized for the qualitative data gathered from the interview.

From the data it was found that the Philippine Journalists, Inc., which was established on October 21, 1972, has four tabloids and two magazines at present. This formally structured organization has 439 employees who work under the three major divisions namely, the Administrative, Production and Marketing divisions. It was also found that males and females in this organization use nonverbal behaviors to communicate with one another. These nonverbal means include kinesics, paralinguistics, haptics, artifactual communication and proxemics. Furthermore, it appears that males and females share similarities and differences in their use of nonverbal communication. When tested through the chi-square test, the differences that were found to be statistically significant are only those in kinesics and artifactual communication; no significant difference was found in paralinguistics, haptics and proxemics.

Given the above findings, it was concluded that the Philippine Journalists, Inc., which was established on October 21, 1972, publishes four tabloids and two magazines. It was also found that both the male and female members of this organization use nonverbal behaviors particularly kinesics, paralinguistics, haptics, artifactual communication and proxemics in communicating with one another. Meanwhile, chi-square results show that of these five, only two specifically kinesics and artifactual communication were statistically significant. Finally, it can be concluded that males and females in Philippine Journalists, Inc. differ in using nonverbal communication specifically in kinesics and artifactual communication.

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Chapter I

INTRODUCTION

Men and women are said to be social beings and as such it is impossible for them not to communicate. This is done through verbal and nonverbal means. However, between these two kinds of communication, it is the nonverbal communication that is considered as more important. Research shows that how a person says something is more important than the content of the message and “it is through nonverbal cues that a great deal of information about gender is communicated” (Pearson, West and Turner 118).

Since most, if not all organizations have men and women as their members, it is important to know and understand how these two genders differ in communicating with one another to avoid confusion and misinterpretations.

Among the varied contexts for this communication is the organization. An organization is a group of people who coordinate their work and activities in order for them to achieve their individual and organizational goals (Miller 1). It has two aspects: its structure and its processes. Based on the organizational structure, an organization can either be formal or informal. It is formal if it has “defined rules, systems, structure and official positions in terms of authority” that can be used to achieve the goals of the organization. On the other hand, an informal organization is a “network of personal and social relations not established or required by the formal organization but arising spontaneously as people associate with one another”. Unlike formal organizations that value position and authority, the people in the latter are considered the most important

element and the interpersonal relationship they have with one another is being valued in a great deal (Newstrom and Davis 434-435).

Along with the organizational structure exist organizational processes. Organizational processes refer to the things that have been happening inside any organization—why things happen and how things happen. Organizational processes can be categorized into two phases: the “enduring and emerging” processes. Enduring processes deal with the organizational activities that have been occurring in organizations even from Day 1. The processes of “socialization, performance control, decision-making, and conflict management” have already been there and organization members have already been using from the beginning. Emerging processes, on the other hand, are composed of stress and social support, diversity management, technological and external communication processes – activities that were not given much significance before but are getting more evident in organizations today (Miller 131, 215-216). Meanwhile, for these two major subdivisions of organizational processes to take place, members who would perform these activities must need to interact with one another. Since “any social process” makes use of communication process (Hartley 17), both the enduring and emerging processes would not happen without the communication process.

Communication refers to the “process by which information is transmitted and understood between two or more people” (Mc Shane and Von Glinon 232). This process has two aspects: the levels of communication and the forms of communication. Communication can be with oneself or interpersonal, between two or more people or interpersonal, between people of different cultures or intercultural or organizational

which is communication between people within and outside the boundaries of organizations.

Moreover, the communication process can either be verbal or nonverbal. Verbal communication refers to the process wherein the words “arranged in meaningful patterns” are used to interact with people while nonverbal communication makes use of different cues, gestures and behaviors instead of words to transmit information and messages (Bovee and Thill 30, 34-35). Nonverbal communication like verbal communication has several characteristics. It “always has communicative value” and is said to be “powerful”. Furthermore, it is “ambiguous”, and “culture-bound” (Adler and Elmhorst 85-87).

One study shows that the total number of the different forms of nonverbal communication is over 700,000 (Bovee and Thill 32). These are classified as proxemics, kinesics, haptics, paralinguistics and artifactual communication. Messages and information can be transmitted through the use of proxemics, which refers to, the “human use of space”; kinesics, which refers to the person’s “bodily movement; facial expressions, and gestures”; haptics or tactile communication which is “the use of touch in human communication”; paralanguage which “consists of all the vocal cues individuals use to communicate” (Pearson, West and Turner 119, 121, 126, 129) and artifactual communication which is “the exchange of messages by means of objects or object language” such as the use of material things including one’s hair styles, clothing, jewelry, cosmetics and other adornments (Pearson, West and Turner 134).

The way people communicate using nonverbal communication is said to be affected by several factors and one of these is gender (Bovee and Thill 33). Gender is

generally perceived as the “learned behaviors a culture associates with being male or female” (Pearson, West and Turner 6). Unlike sex, which is “absolute and permanent (unless radical surgery is done), gender is fluid, variable across cultures and eras in a single culture and subject to continuous change” (Wood 2000: 269). It has two aspects: the bases of differences and gender differences in communication practices.

Men and women are said to have differences because of several influences. The biological influence on gender shows how the chromosomes and hormones of an individual affect and influence one’s gender development. The interpersonal influence on gender, on the other hand, explains how family, and relationships with other people affect one’s gender development. Finally, the cultural influence on gender explains how “cultural values” affect gender identity and development (Wood 1999: 43, 47, 53).

Since it is through interpersonal relationships and culture that one experiences socializing and interacting with lots of different people, this is where the effects of gender differences on relationships (e.g., gender bias, stereotyping, sexual harassment, glass ceiling and tokenism) are being manifested.

A gender bias happens when a person treats another negatively depending on his “culture group identity” (Miller 241 citing Cox 1991), while stereotyping is the giving of a “label to define specific members of a class”. Sexual harassment refers to the “unwanted and unwelcome verbal or nonverbal behavior of a sexual nature that links academic or professional standing to sexual favors or that interferes with work or learning” (Wood 1999: 113, 344). Meanwhile, if glass ceiling refers to the “subtle barrier” which prevents women from having high positions in the management, tokenism happens when the “tokens”, which are the very few women and minorities who occupy

high positions in the management, do not get to perform well because other members of their organization stereotype them (Miller 238, 241).

One reason given as to why these effects are happening is because of the way men and women differ in communication practice. Men and women are said to differ in their communication styles both in verbal and nonverbal communication. In verbal communication, several studies show that men tend to engage in “report talk” wherein information tends to be “impersonal and efficient.” Women, on the other hand, also use report talk especially when talking to men but they communicate in terms of interpersonal relationship and thus use “rapport talk” (Mc Shane and Von Glinon 252-253). Moreover, it has been said that there are gender differences in nonverbal communication and it is through nonverbal communication that one is able to determine the gender of a person. The nonverbal cues and behavior projected are indicators if a person is a male or a female. The accessories, voice, posture and gestures are just some of the indicators that a person can use to know someone’s gender (Pearson West and Turner 118).

Studies show that most men have their own spaces that a person cannot just enter in while only few women have spaces like these. Unlike most men who have their private rooms at home, the only areas most women can consider their territories are “kitchens and sewing rooms—places they do things for other people” (Wood 1999: 147). Furthermore, women approach and are approached more closely than men and they are more conscious about whom they come close to. Women’s approach makes less uneasiness as compared to men’s and the former prefer to interact side-by-side while the latter prefer to interact face-to-face. Furthermore, females are not in favor for side-by-

side invasions the same way males are not in favor for frontal invasions. "Sociability and status of females has no effect on the amount on the space they are given while unsociable, low-status males are given more room than sociable, high-status males". If females stand away from those who are speaking loudly, males maintain the same distance from people whether they are speaking softly or loudly. In addition, "women respond as easily in close quarters as in large spaces while men respond less in crowded conditions than in larger spaces and they flee more quickly when invasion is accompanied by talk as opposed to males." Finally, women have less territory as compared to their male counterparts (Pearson, West and Turner 120).

Meanwhile, several observations show that men and women have kinesic differences since they have different ways of communicating with their eyes and the way they carry themselves also varies (Wood 1999: 149-150). It has been observed that women establish more eye contact and engage in "higher percentage of mutual eye looking" than men but the latter do mutual eye gazing as they grow old. Though women give more importance to eye contact, it is said that they are the ones who usually avoid gazing (Pearson, West and Turner 121).

With regard to the male and female facial expressions, it has been observed that because women are more expressive than men, they are "better at facially conveying emotions" and they smile more often. They usually tend to smile back to people and they are more attracted to those who smile as compared to men. Also, women "demonstrate superior recognition memory of their own expressions" more than men do (Pearson, West and Turner 121).

On the other hand, in terms of the posture and bearing of both males and females, it has been observed that because women “rely on more closed body positions” they maintain their arms and legs close to their bodies as compared to men. If women walk “with their pelvis rolled slightly forward, men walk with their entire pelvis backward”. Also, women “present their entire body from their neck to their ankles as moving entity when they walk while men move their arms independently and exhibit a slight twist if their rib cage” (Pearson, West and Turner 126).

With regard to the gestures of males and females, it has been said that since women are considered to be dainty, their gestures are limited compared to the tough men who move about roughly. Further, women’s gestures show that they are “approachable, friendly, and unassuming” while men’s actions illustrate that they are “in control” (Wood 1999: 149). Unlike men who “do not discriminate between male and female partners in their use of gestures, women discriminate in their use of gestures and use fewer gestures with other women and more with men.” Furthermore, women who tend to use fewer one-handed gestures, usually place their hands on the arms of the chair as compared to men. Women are also fond of playing with their hair or clothes, placing their hands on their lap and tapping their hands more frequently while men use “sweeping hand gestures, stretching their hands, cracking their knuckles, pointing and using arms to lift their bodies from a table or a chair”. In addition, when seated, women “cross their legs at the knees while men tend to sit with their legs apart”. Finally, men use more leg and feet movement as compared to women (Pearson, West and Turner 127).

With regard to haptics, studies show that gender differences in haptics start from childhood when parents touch their daughters and sons differently. Parents do not touch

their sons as often as they do to their daughters (Wood 1999: 148 citing Condry, Condry and Pogatznik 1983, Frank 1957 and Frisch 1977). Given this premise, as little girls grow and mature, they are to touch more than men do and their touches convey “support, affection and comfort”. Men on the other hand, do not look at touching as a tool in building relationship, that is why they touch “to direct others, assert power, and express sexual interest” (Wood 1999: 148 citing Goldberg and Lewis 1969, Deaux 1976, Leathers 1986). In addition, women know when a certain touch indicates warmth and affection or it has sexual malice more than men do. Finally, women “view touch as an expressive behavior that demonstrates warmth and affiliation while men generally view touch as an instrumental behavior leading to sexual activity or as a childish behavior, indicative of dependency and a lack of manliness” (Pearson, West and Turner 129).

Men and women do not differ in paralanguage just because of their different vocal organs. The biological structure of their bodies is not the only reason why they communicate differently from each other. Socialization is one factor that influences the way men and women interact. Because women are known to be dainty and feminine, they use “higher pitch, softer volume, and a lot of inflection” when speaking while men are known for being strong and tough, and are apt “to use their voices to assert themselves and command the conversation” thus, they “use lower pitch, harder volume, and limited inflection” (Wood: 1999 150-151 citing Tannen 1990, Zimmerman and West 1975). Moreover, women are said to “pronounce the complete ‘ing’ ending on words while men tend to substitute ‘in’ for ‘ing’ ending”. Hence, women are said to “come closest to standard speech norms” (Pearson, West and Turner 131).

Both men and women value physical appearance. Researches show that both gender can feel dissatisfied with their bodies (Wood 1999: 151 citing Chaiken and Pliner 1987, Mintz and Betz 1986, Mishkind, Rodin, Silberstein and Striegel-Moore 1987 and Tucker 1983) but unlike women, men do not let it affect their “competence, worth and abilities” (Wood 1999: 151 citing Mintz and Betz 1986). In general, men may not be as conscious as women with regards to their physical appearance before but men today are becoming more interested in exercising and working out for them to look more attractive (Wood 1999: 157 citing Mishkind et al. 1987 and Tucker 1983). However, the number of men who developed “eating disorders” cannot still be compared to the number of women who developed eating disorders because they want to be slim (Wood: 1999 157 citing Seligmann 1994).

Men and women began to differ in artifactual communication at a very young age. As babies, even the blankets that parents use for their babies already say something about artifactual diversity. Parents use pink blankets for girls to show that baby girls are sweet and delicate while blue blankets are for baby boys because boys are strong and active (Wood 1999: 143). During childhood, girls’ toys are different from boys’. Girls play with “kitchen appliances, makeup and hair accessories” and dolls (Wood 1999: 144) – things that convey “nurturing, domestic activities, and appearances” (Wood: 1999 143 citing Caldera, Huston, and O’Brien 1989, Lawson 1989 and Pomerleau, Bolduc, Malcuit, and Cossette 1990) while little boys are given “soldier and science equipment, swords and shields, and building sets” (Wood: 1999 144) that call for “more active and rough play” (Wood: 1999 143 citing Caldera, Huston, and O’Brien 1989, Lawson 1989 and Pomerleau, Bolduc, Malcuit, and Cossette 1990).

Gender difference in artifactual communication does not stop in childhood. When these kids grow and mature, they would still see the gender diversity in the artifactual communication through clothing. Even though men and women dress more similar these days, it is still evident that men's clothes are made suitable for their activities. Since men are generally more active than women, their clothes are designed to be functional as compared to women's clothes which are designed to make them look attractive (Wood 1999: 145).

However, given all the nonverbal differences of male and female, it has also been observed that both genders dress to win approval from the people around them (Pearson, West and Turner 139).

Based on these studies, it can be said that out of the 50 observations of how men and women communicate nonverbally specifically in proxemics, kinesics, haptics, paralinguistics and artifactual communication, 49 of these observations show that men and women differ in nonverbal communication while only one observation stated that men and women are similar in terms of their reason why they dress nicely and that is both genders want to win approval. Given all these, it is evident that men and women in the West indeed differ in communicating nonverbally.

However, several authors who made studies about gender and communication claimed two different things. Authors such as Daniel Canary, Kimberly Hause (Wood 2000: 274) and Loria believe that men and women do not differ in communicating while Mc Shane, Von Glinon, Wood, Coates, Pearson, West and Turner believe otherwise. There is also gap in knowledge because most if not all the studies conducted and research findings were acquired in the West and not here in the Philippines.

Statement of the Problem

Because of the said controversy and gap in knowledge, this paper that hopes to give light on the said topic, will aim to answer this question: Do the male and female members of Philippine Journalists, Inc. differ in using nonverbal communication? In addition, the researcher is interested to answer the following specific questions:

1. What is the nature (history, structure, mission-vision) of Philippine Journalists, Inc.?
2. Do the male and female members of this organization engage in nonverbal communication? If so, what nonverbal means are these?
3. What are the similarities and differences in the nonverbal communication among the male and female members of this organization?

General and Specific Objectives

Given the above problems, this paper generally seeks to know if males and females differ in using nonverbal communication in the Philippine organizational setting. In order to achieve this objective, the researcher has posed the following specific objectives:

1. To know the nature of Philippine Journalists, Inc.;
2. To identify which nonverbal communication the male and female members of the organization use; and
3. To determine the similarities and differences in nonverbal communication among the male and female members of the organization

Hypothesis

Western Studies show that there are differences in nonverbal communication among males and females. The hypothesis of this study therefore is that there are differences in nonverbal communication among male and female members of Philippine Journalists, Inc.

Theoretical and Conceptual Framework

To explain this study, the theories of communication and gender are put side by side. Communication theories state that there are two participants in the communication process – the sender and the receiver which could either be male or female.

The **sender** is the one who starts the communication process and is responsible for developing the idea s/he desires to convey. **Encoding** is the process wherein the sender of the message chooses the words or the nonverbal methods in sending his intentional message. The sender then, chooses the medium in **transmitting** the message intended for the receiver. **Messages** on the other hand, are verbal and nonverbal signals such as proxemics, kinesics, haptics, paralinguistics and artifactual communication that come from the sender that cause the response of the receiver. The **receiver** is the “person who notices and attaches some meaning to a message.” After getting the message, the receiver will decode the said information for him to understand it. **Decoding** a message is the process of giving meanings to the words or symbols transmitted by the sender. Once the receiver has decoded the message, s/he has an option to either **accept** it or reject it. It is up to him how he will **use** the given information. The last step shows that when the receiver “acknowledges the message and responds to the sender, **feedback** has occurred.”

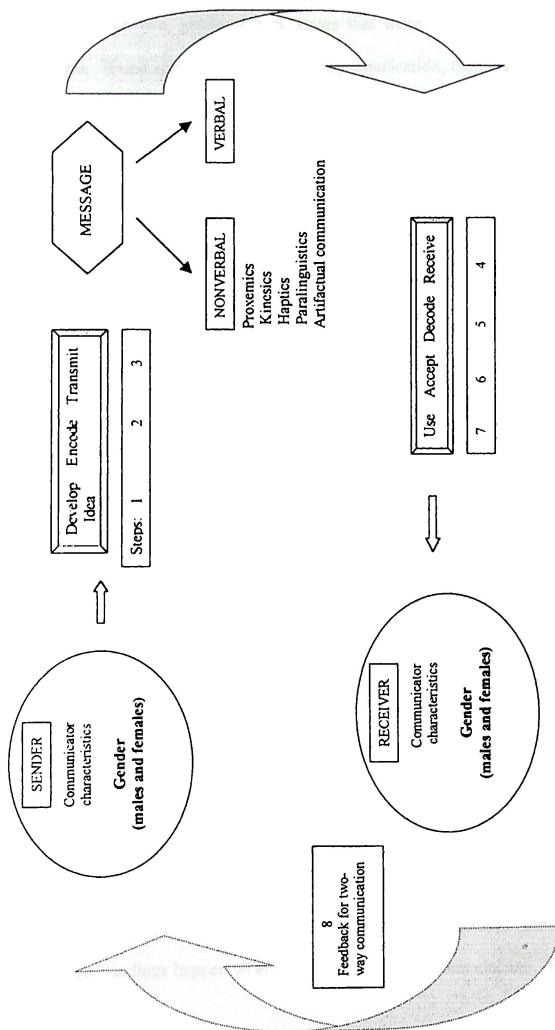


Figure 1. Gendered nonverbal communication model
(Adapted from Newstrom and Davis 94)

Meanwhile, gender theory states that there are differences between males and females. If one applies this concept to communication, then it can be assumed that there are differences and similarities in the communicative behavior of males and females, even in nonverbal means. For example, in proxemics, males are said to have more territory than females and males prefer to talk with the person in front of them while women are more inclined to side-by-side conversation; in kinesics, men are apt to have their legs apart while women maintain their legs closely together; in haptics, women generally relate touching with love, warmth and affiliation while men relate touching to sexual activity; in paralinguistics, females are said to speak at a higher pitch than men; and with regard to artifactual communication, more women dress in a conservative manner than men. These differences occur because the sender and receiver can be classified as either male or female exhibiting nonverbal behavior.

The relationship between the factors of gender (male, female) and nonverbal communication (proxemics, kinesics, haptics, paralinguistics and artifactual communication) is shown in the gendered nonverbal communication model in Figure 1.

Significance of the Study

Given that communication is a very human activity, men and women would always interact and communicate with one another. Both these genders communicate verbally and nonverbally and studies show that the latter is considered as more important than the former. At present, most if not all organizations are composed of male and female members who constantly exchange messages with each other. Given their differences (e.g., physically, emotionally and mentally), there are times that misunderstandings happen when men and women communicate. Hence, a paper that

would discuss their differences and the reasons behind the said differences would be of help to avoid confusions and misinterpretations in the future specifically in organizations in the Philippines.

Scope and Limits

The study deals with gender differences in nonverbal communication in only one Philippine business organization. The nonverbal communication that will be discussed in this paper is limited only to the cues that can be seen such as proxemics, kinesics and artifactual communication, cues that can be heard such as paralinguistics, and can be felt such as tactile communication. Gender is limited to the biological sexes, male and female thus, the issue of third sex (e.g. gays and lesbians) is not covered.

Chapter II

REVIEW OF RELATED LITERATURE AND STUDIES

Organization

Organizations are defined as groups of people who coordinate their work and activities in order for them to achieve their individual and organizational goals (Miller 1). Further, “organizations are (1) social entities that are (2) goal directed, (3) designed as deliberately structured and coordinated activity systems, and (4) linked to the external environment” (Draft 11). Organizations have “vital forces” (Laird 273) that include the organization’s history, structure, mission, vision and activities. Organizations exist not just because of their systems and policies but because they have workforce. Since organizations are not just comprised of structures and procedures, organizations would never survive without human resources. Interactions between people within and outside their companies are as equally important as having human resources in an organization. It is no use for any organization to have members who do not communicate with one another because communication is a primary tool for them to succeed in achieving their organizational goals (Draft 11).

Organizational structure and processes

The structure of the organization is very important because it serves as a framework of the whole company. Structure is used for the employees to know what system and chain of command they are to follow. Organizational structure can either be formal or informal (Draft 435).

An informal organization is a “network of personal and social relations not established or required by the formal organization but arising spontaneously as people

associate with one another.” The people here are considered the most important element and the interpersonal relationship they have with one another is being valued in a great deal. Since the decisions are generally coming from the subordinates and not from their superiors, employees do not follow the “official chain of command.” On the other hand, an organization can be considered formal if it has “defined rules, systems and structure” that can be used to achieve the goals of the organization. Unlike informal organizations that value people, formal organizations give more importance to “official positions in terms of authority and responsibility.” Those who occupy the top positions are being valued and are considered important and powerful (Newstrom and Davis 434-435).

Along with the structure of the organization come the processes. Organizational processes refer to the things that have been happening inside any organization—why things happen and how things happen. Organizational processes can be categorized into two phases: the “enduring and emerging” processes (Miller 1, 131, 215). The term enduring processes is used “to represent things that have probably been happening in organizations for as long as there have *been* organizations.” These processes include socialization, performance control, decision-making, and conflict management (Miller 131). Emerging processes, on the other hand; involve the practices that are already present in the past organizations but because of the changes that have been happening today in the work place, these previously unnoticed processes are now getting more evident. Enduring processes are composed of stress and social support, diversity management, technological and external communication processes (Miller 216). Meanwhile, organization members must continuously interact with one another and with people outside their companies in order for their organization achieve their goals (Adler

and Elmhurst 3, 9). The different enduring and emerging processes mentioned would not be able to take place without communication; hence, workers need to communicate with one another.

Communication

Over the years, many different authors have already defined the term communication. Since communication has various definitions from varying sources, one cannot truly say which definition is the only correct and valid one (Trenholm and Jensen 4). Communication also has several processes and principles. Moreover, its networks can either be formal and informal and verbal or nonverbal.

Definition

Communication is defined as the “human process through which we make sense out of the world and share that sense with others.” Further, it is a “process by which a source transmits a message to a receiver through some channel” (Trenholm and Jensen 4). The objective of a good communication is the transmitting of the message understood and interpreted by the sender to his listeners. Moreover, company superiors communicate for almost eighty percent of their time, hence, their function as leaders is closely associated with their communication skills (Mc Shane and Von Glinon 232-233).

The nature of communication

Communication involves certain processes and principles. The former explains how the different steps happen in the communication process, while the latter shows that communication is “unavoidable, operates on two levels, irreversible, a process and not a panacea” (Adler and Elmhurst 9-10).

Communication processes. Communication elements can be found in all kinds of communication no matter what the context is or the number of people interacting. The communication process is more than the sum of all these elements and by understanding them can help explain what happens when a person communicates with someone else (Adler and Elmhorst 5-9).

The **sender** is the one who starts the communication process and is responsible in **developing the idea** that s/he desires to convey. He “encodes the idea into suitable words, charts, or other symbols for transmission.” **Encoding** is the process wherein the sender of the message chooses the words or the nonverbal methods in sending his intentional message. The impact of the message depends on the words and channels the sender used in giving the information or the message to the receiver. The sender then, chooses the medium in **transmitting** the message intended for the receiver. **Messages** on the other hand, are verbal and nonverbal signals such as proxemics, kinesics, haptics, paralinguistics and artifactual communication that come from the sender that cause the response of the receiver. The **receiver** is the “person who notices and attaches some meaning to a message.” After getting the message, the receiver will decode the said information for him to understand it. **Decoding** a message is the process of giving meanings to the words or symbols transmitted by the sender. Decoding a message is not always accurate since the interpretation and the understanding of the receiver to the message is not always the same with the meaning intended to give by the sender. Thus, it is not safe to assume that messages can always be decoded accurately. Once the receiver has decoded the message, s/he has an option to either **accept** it or reject it. It is up to him how he will **use** the given information. The last step shows that when

the receiver “acknowledges the message and responds to the sender, feedback has occurred.” **Feedback** can be verbal or nonverbal like smiles, yawns, sighs, etc. (Adler and Elmhurst 5-9; Newstrom and Davis 94-95).

Communication principles. More than analyzing the elements, communication can be more understood by looking at its different characteristics that show the ever-changing quality of the communication process (Adler and Elmhurst 9).

The saying “one cannot not communicate” best explains the unavoidability characteristic of the communication process. Communication is unavoidable since it does not just take place when a person says something or talks to another person because people also communicate unconsciously. Silence or the person’s nonverbal cues like facial expression, movements, posture, appearance and so on already communicate. Even the presence or absence of a person in an event already sends implications to other people (Adler and Elmhurst 9). Communication operates on two levels because whenever people communicate, two kinds of messages are being exchanged. Content message which is “information about the topic under discussion” (Adler and Elmhurst 9) are more apparent than relational messages wherein cues show how communicators feel toward each other. Different attitudes like affinity, control and respect are involved in relational messages. Affinity refers to how a person likes another person all in all or a certain message s/he received. Control, on the other hand, refers to the “amount of influence in that situation” and respect deals with how communicators treat other people accordingly. It is important to know that affinity and respect do not always go together for a person may like someone even without respecting him or he may respect a person he does not like (Adler and Elmhurst 9-10). Another characteristic of communication is its being

irreversible. Communicators can no longer take back the things they have said because words uttered and actions done will always be remembered and would not be forgotten (Adler and Elmhorst 10). Meanwhile, communication is a process because the whole procedure contains every message and information and no element can take place without the other and no part can be taken away from the whole thing to be examined separately (Adler and Elmhorst 10). It is a mistake to think that communication is a panacea. True, effective communication can avoid conflicts that may arise in the future and that effective communication can be of help in any organization. However, communication cannot be an assurance that a person can get what he wants. Several problems become worse when parties try to talk about it more. Also, when communicators do not interact well, greater misunderstandings and misconception may happen (Adler and Elmhorst 10).

Communication networks

Every time members communicate with each other in any organization, it is necessary for them to have a system or structure designed to control the flow of message or information within the organization otherwise, “conflicting information” may arise. Given this, it is important for members to have a system or framework for them to know whom they can report to and communicate with. Communicologists refer to these systems as communication networks and defined it as “regular patterns of person-to-person relationships through which information flows in an organization.” Communication networks may be informal or formal depending on how a person will communicate (Adler and Elmhorst 12).

Formal communication networks. “Formal communication networks are systems designed by management to dictate who should talk to whom to get a job done.”

Networks in small organizations are simple and cannot be seen easily unlike in bigger organizations wherein networks are becoming more complex. Organizational charts best explain how this type of communication flows. Also, these charts show who occupies what position and who reports to whom. The flow of communication can be downward, upward and horizontal and this can be easily seen in organizational charts. Downward communication, on the other hand, takes place whenever superiors give information or messages to their subordinates. It has different types: job instructions, job rationale, procedures and practices, feedback and indoctrination. Meanwhile, upward communication is used to know what subordinates are doing, to work on unsolved problems, for subordinates to suggest improvements, and for them to be able to tell their superiors how they feel about their work and their co-workers. Because the voice and viewpoints of the subordinates can be heard, upward communication can be both advantageous for both the superiors and subordinates. Horizontal communication is sometimes called lateral communication. It is the exchange of message or information between co-workers of the same level. The most common horizontal communication takes place between workers working in the same department or division. Horizontal communication is used when workers need to coordinate their task, to solve a problem, to share information, resolve a conflict and to build rapport (Adler and Elmhurst 12-17).

Informal Communication Networks. Informal communication is sometimes called grapevine and it involves “both business-related and personal information” (Krizan, Merrier, Jones and Harcourt 9). Informal communication usually happens orally but the use of electronic mails in exchanging information is increasing today. Unlike formal communication, it is not planned though it flows in all directions.

Contrary to many people's belief that grapevine should be minimized, this type of communication can actually be beneficial to the organization because it "develops and maintains positive human relationships" (Krizan, Merrier, Jones and Harcourt 9) besides being fast though frequently precise (O'Hair, Friedrich and Shaver 53-54).

Verbal communication

Even though many things can be expressed nonverbally, there are still some things to be discussed using "symbols" that would represent a person's ideas. "Verbal communication consists of words arranged in meaningful patterns." Today, the number of English words is still growing to more than hundred thousands even though people know only about 20,000 of them. In order for words to have meanings, they should be placed "according to the rules of grammar, putting the various parts of speech in the proper sequence." After being able to put meanings to the words, these messages can already be transmitted orally or by writing (Bovee and Thill 34-35).

Nonverbal communication

Nonverbal communication which is the process of communicating without the use of words, is "the most basic form of communication" and studies show that even before humans communicate with words, they were exchanging messages and information with one another by using their bodies, smiling or touching to show liking and fondness or grinding their teeth to show annoyance and irritation. Until now, people still use nonverbal cues to express themselves and to show their emotions to other people.

Nonverbal communication is different from verbal communication because for one, one cannot really learn to master the different meanings of various nonverbal cues from a book because nonverbal meanings vary from culture to culture. Also, people

do not study nonverbal communication because people just learn it. Nobody teaches a baby to cry or smile for things like these are all but natural. Hence, nonverbal communication is said to be more difficult than studying verbal communication.

Nonverbal communication also differs from verbal communication “in terms of intent and spontaneity.” When people speak, they tend to plan the words they are to use in contrast to nonverbal, which is largely unconscious. People generally do not plan to glare or smile whenever they feel sad or glad for behaviors like these just happen “naturally” (Bovee and Thill 36).

Importance of nonverbal communication. Nonverbal communication being more emotionally related is said to have more impact than verbal communication alone because some researchers claimed that 93 percent of emotional meaning is exchanged in any interaction. People are easily affected by expressions and gestures expressed by others and in return, their actions toward something get affected as well (Bovee and Thill 31-32).

In addition, nonverbal communication is more reliable than verbal communication because words can be easily controlled. People can be deceived easily by spoken words than actions and gestures expressed. Others may lie but their body language cannot. By paying more attention to the nonverbal cues of the speaker, one may determine if he means what he says because “an individual’s credibility as a communicator depends on nonverbal messages.” If one understands nonverbal cues, he would know the real intentions of the speaker, and be able to react appropriately (Bovee and Thill 31-32).

Characteristics of nonverbal communication. More than defining nonverbal communication and explaining its importance, it is equally necessary for communicators to know its different characteristics (Adler and Elmhorst 85). Communicating is one thing that any person always does. People communicate though they do not intend to. Nonverbal communication has “communicative value” because even if nonverbal communication is not planned unlike verbal communication, one’s physical appearance, gestures and even the tone of his voice already convey meanings even if he does not wish to say something. In addition, nonverbal communication is powerful because more often than not, people judge others by their physical appearance and their behaviors as a way of establishing first impressions (Adler and Elmhorst 85-86).

Some authors claim that when one knows how to interpret the body language of a person, he would be able to know his whole personality. However, this assumption is not true because being able to read several nonverbal cues does not necessarily mean that one is also able to read the totality of a person. Despite the regular availability of nonverbal cues, they cannot be understood very easily because unlike verbal communication, nonverbal communication is ambiguous. A single nonverbal cue may have various meanings and thus, assigning a specific meaning to a certain cue may lead to confusion and conflicting information.

Several types of nonverbal behavior are common almost everywhere. Majority of the facial expressions that represent happiness, fear, anger, sadness, and excitement are the same for almost all cultures. However, there are still other nonverbal behaviors that vary from culture to culture. For example, if a nod means “yes” to certain culture, it could mean “no” for others (Adler and Elmhorst 87).

Types of nonverbal communication. The study of nonverbal communication involves proxemics, kinesics, haptics, paralinguistics and artifactual communication.

In **proxemics**, the space or “distance people put between themselves and other people” convey meaning that is why it affects the communication process. There are four personal distance areas used by middle-class Americans such as “intimate (ranging from physical contact to about 18 inches), casual – personal (18 inches to 4 feet), social – consultative (4 to 12 feet), and public (12 feet and beyond)” (Adler and Elmhorst 92 citing Hall). These distances identified do not apply to all cases because even if a dentist, for example, deals with his client in intimate distance to even physical contact, the dentist and his client do not actually have personal relationship. However, in other instances, distance shows the “attitude of the person who does the positioning.” Studies show that one stays closer with someone if he feels comfortable with him and farther if he feels otherwise. Another study supports the claim that “spatial or proxemic preferences affect the perceived interpersonal relationships in organizations” by showing that distances vary when one gives criticisms to another (Ricafronte 73). “An observant communicator can thus use the distance others choose with respect to him or her as a basis for hunches about their feelings” (Adler and Elmhorst 93).

Aside from indicating behaviors, “distance also creates feelings”. One study showed that people perceive those who interact at a closer distance as more welcoming than those who interact at a farther distance. “Thus, an effective communicator will usually choose to operate at a casual—personal distance when a friendly atmosphere is the goal” (Adler and Elmhorst 93).

Moreover, “interpersonal distance” conveys power. It is common for superiors to go to their subordinates’ offices even without the latter’s knowledge while employees are not always comfortable going to their bosses’ offices even if they are welcome (Adler and Elmhurst 93). In addition, space is the “primary means by which a culture designates who is important and who has privilege” (Wood 1999 146).

Kinesics is defined as the body motion, or kinesic behavior, typically includes gestures, movements of the body, limbs, head, feet and legs, facial expressions (smiles), eye behavior (blinking, direction and length of the gaze, and pupil dilation) and posture (Knapp 12). Under kinesics, it can be said that emotions can be clearly seen from one’s facial expression although there are times that facial expressions are ambiguous. For instance, the employee’s puzzled face may actually mean that he is not feeling well and not because of the instructions of his superior (Adler and Elmhurst 90).

Gaze, which refers to “an individual’s looking behavior, which may or may not be at the other person” (Knapp 296) and eye contact are said to communicate well. A communicator who really knows how to communicate nonverbally would know when, where and how to look at a person depending on his intentions. A person who does not want to interact with other people should stay away from doing eye contacts because “visual contact is an invitation to speak” (Adler and Elmhurst 91).

Meanwhile, eye contacts are culture-bound. The meanings of eye contact vary from culture to culture. In Japan, those who are listening with eyes closed that seem to be asleep and with heads nodding may actually mean that they are paying attention to the speaker and giving him a compliment. In other cultures, however, lack of eye contact means respect for elders and not a lack of interest (Adler and Elmhurst 91).

On the other hand, a communicator's body sends messages in several ways and it is very evident in one's posture. The way an employee sits at his desk while working reflects his attitude towards his job. "A less obvious set of bodily cues comes from the small gestures and mannerisms that every communicator exhibits at one time or another." People tend to focus their attention to the facial expressions of the other person they are talking, leaving the small gestures and mannerisms unnoticed. People do not always notice the movements of the hands, legs and feet of their partners. "Thus, fidgeting hands might betray nervousness; a tapping foot, impatience; and clenched fists or white knuckles, restrained anger" (Adler and Elmhorst 91).

Gestures or the "nonverbal acts that substitute for or add redundancy to the verbal communication" (Knapp 8) can also be an indicator if a person wants to talk to someone or not. Aside from avoiding eye contacts, one can shuffle papers or files to show that he does not feel like interacting with anyone. Also, people with good communication skills can easily decode nonverbal cues like the leaning or pulling back of the listener conveying if the person is interested to what one is saying or not. Because of being sensitive to these small cues, speakers would have an idea about the things they must say to their conversation partners (Adler and Elmhorst 92).

One sign of power in "one-to-one relationships" is "body relaxation or tension." The person who is calmer in a given situation is perceived as the one who has the greater power. This is evident during job interviews. Height is also a sign of power. "Tallness usually equates with dominance." Appearing tall makes someone superior and authoritative while a slouchy posture shows meekness and passivity (Adler and Elmhorst 92).

Literature on **haptics** say that touch is used to express affection and encouragement and “even the most casual contact can create positive feelings.” Touching conveys power and authority in the workplace and it is common for superiors to touch their subordinates rather than the subordinates having contacts with their bosses. Touching on the other hand sometimes becomes an issue because it can be associated with sexual harassment (Bovee and Thill 33).

The famous saying “it is not what you say but how you say it” means that it is not only words spoken or the content of the speech that have meanings but also the person’s voice and the way he says things. One would know the feelings of a person through his voice (Adler and Elmhorst 87-88).

The term **paralanguage** was used by social scientists “to describe a wide range of vocal characteristics, each of which helps express an attitude” (Adler and Elmhorst 88). These vocal characteristics include “intensity (overloud to oversoft), pitch height (overhigh to overlow), and extent (extreme drawl to extreme clipping)”. Moreover, these are the things such as “uh-huh”, “um”, “uh”, “ah”, etc. that people usually utter when speaking (Knapp 19).

The paralinguistic content of a message is also said to be capable of conveying the feelings of a speaker. For example, if an interviewee stammers while answering the questions of the interviewer, it may be perceived that a person is nervous. On the other hand, the accent of the words of the speaker may also suggest other meanings. More often than not, “variety in the rate, tone, pitch, volume and other vocal features of speech creates an impression of involvement and enthusiasm.” Although paralinguistic cues convey meanings, they can still be ambiguous. An employee might

stammer while talking to his superior but it does not necessarily mean that he is afraid of him (Adler and Elmhorst 88).

Physical appearance determines a person's attitudes and behaviors. In general, those who are good-looking are considered to be "likeable and persuasive and they generally have successful careers." Physical appearance also affects how other people would treat one another. One study shows that employers are often looking for workers who shapely and attractive. In fact, this study shows that those who are overweight have difficulties in getting a job. Choosing the clothes to wear is the only thing that can be changed or controlled easily because the other aspects of physical appearance cannot be. Moreover, clothing affects one's interpersonal relations with others. People are not always comfortable talking to someone in suit or coat rather than talking to a person who dresses casually. Uniforms, which distinguish people in different organizations, are common. Many big companies and law offices require their workers to wear modest attire appropriate for their offices and job assignments. Today however, many companies no longer require their employees to wear uniforms instead, they are encouraged to wear casual clothes. They are being told to dress like their clients and customers. Meanwhile, dressing up or down all depends on the culture of the organization or company one is into (Adler and Elmhorst 88-90).

Patterns of Gender Differences in Communication

One of the factors that affect nonverbal communication is the gender of the people interacting. Gender, however, is different from sex. The term sex "refers to biological categories, male and female, determined by the presence of XX chromosomes for females and an XY chromosome pattern for males" (Pearson, West and Turner 6). If

sex is “biologically” constructed, gender on the other hand is “socially” made (Wood 2000: 269). Gender is generally perceived as the “learned behaviors a culture associates with being male or female” (Pearson, West and Turner 6).

Characteristics of gender

Gender is said to be learned. From childhood, people are expected to be conventional to what the society is dictating. Little girls are taught to be sweet, nice, and appealing while young boys are expected to be strong, tough and independent. As soon as people were taught by the society to accept the “gender society” set for people’s sex, “biological males learn to be masculine and biological females become feminine” (Wood 1999: 23-24).

Meanings of gender differ from culture to culture and change over time. What is gorgeous or unattractive in the past would not necessarily be what is gorgeous or unattractive today. Several years ago, Marilyn Monroe’s body is the basis of sexiness but today, sexy means having a very slim physique (Wood 1999: 28).

In studying gender, it is equally important to know that gender is a “relational concept.” Masculinity is always the counterpart of femininity and if one changes, the other one will follow. If the society associates masculinity to strength, then society would automatically relate weakness to femininity. And now that women are getting independent and already have jobs aside from household chores, men now are getting more involved with “homemaking” and child caring (Wood 1999: 28-29).

Bases of gender differences

There are several interpretations of the different theories on gender. "Gender development and gender behavior" theory can be grouped into three categories depending upon their influences: biological, interpersonal and cultural.

Biological influence. Biological theory of gender basically explains how the chromosomes and the hormones of an individual affects and influences one's gender development. Moreover, there are three points that illustrate how the biological aspect contributes to the gender differences (Wood 1999: 43).

Sex chromosomes influence the gender development of people. Majority of males have XY chromosomes and nearly all females have XX chromosomes. Males acquired the X chromosome from their mothers and the Y chromosome from their fathers while females acquired both X chromosome from their both parents—one from the father and one from the mother. In addition, women are said to be more comfortable in social gatherings because the X chromosome is the gene in charge for the social skills (Wood 1999: 43-44).

Hormones also affect one's gender development. Estrogen, "the primary female hormone" is the reason why women are not much at risk from illnesses and disorders than men because estrogen "strengthens immunological system" of the body (Wood: 1999 44 citing Jacklin 1989). It is also the reason why women are the only ones capable of conceiving a baby because estrogen gives "greater deposits of fat around the breasts and hips to provide protection for a fetus during pregnancy." Moreover, women are more intolerant to alcoholic drinks because estrogen hinders liver functioning (Wood: 1999 44 citing Lang 1991).

In addition, like estrogen, male hormones affect gender behavior. Testosterone and androgen are said to have something to do with the male attitudes of being aggressive and domineering (Wood 1999: 44 citing Tavris 1992).

The third aspect that influences gender differences is the brain structure and development. The human brain has two lobes and both gender use these two sides. However, there are assumptions that because men usually use their left lobe, they are more rational and females are more inclined to their creative side because they often use their right lobe (Wood 1999: 44-45 citing Hartlage 1980, Lesak 1976 and Walsh, 1978). In addition, researchers claimed in 1995 that when communicating, females use both left and right lobes of their brains while men just make use of their left lobe. Also, between a male and a female, it is much easier for a female to know the feelings of a person than a male (Wood 1999: 45 citing Begley 1995).

Interpersonal influences. The interpersonal influences on gender involve different theories that have been grouped into two major theoretical views. Within these two divisions, other specific theories are embedded (Wood 1999: 47).

Psychodynamic theories deal with how families affect one's gender development and according to object-relations theory, the relationships people had during their childhood have something to do with their gender identities and their behaviors in relating with other people. The mother who generally takes care of the babies influences her children in a great deal because since she has her own attitudes and behaviors, her relationship with her daughter is different with the relationship she has with her son. Thus, male and female have differences because even from their formative years, the

treatment for male kids is already different from female kids. Gender differences already manifests even at a very young age (Wood 1999: 47-49).

Unlike psychodynamic theories that deal with “intrapsychic processes” psychological theories focus on how communication process affects gender development (Wood 1999: 50).

Based on the social learning theory, gender influences start during childhood through communication and observation. Children tend to be visual so they always imitate what they see around them. Also, the way parents or elders talk to children affects their gender development. Since children like rewards instead of punishments, they would mimic the things that they believe are appropriate for them. For instance, if a little girl knows that she would be rewarded for being dainty chances are she would do things that require femininity. On the other hand, if a boy is aware that he would be rewarded for being independent and strong, then he would think that what he should be doing are things that require toughness. Given this explanation, it can be noted that this theory illustrates that children are just passive participants and the people around them are the only ones influencing their development (Wood 1999: 50-51).

Meanwhile, like the social learning theory, cognitive learning theories explain how children's interaction with people affects their gender development at a very young age. However, unlike the first theory, this one illustrates that children are no longer passive participants for they really have something to do with the development of their own identities. Communication is a very important tool under this school of thought because through interaction children wait for other people to brand them as masculine or feminine. If these “labels” are already established, then, this is the time the kids imitate

things they believe are appropriate for the labels they have acquired from the people around them (Wood 1999: 51).

“Gender constancy is the understanding that gender is relatively unchanging.” This usually occurs when a child reaches three years of age or earlier. When this happens children would want to imitate a person of the same sex. A young girl would start to imitate her mother and the feminine ways of her while young boys would love to imitate the masculine attitudes of their fathers. “As children mature, they continue to seek same-sex role models to become competent at being masculine and feminine” (Wood 1999: 52).

Cultural influences. Among the three influences on gender (e.g., biological, interpersonal and cultural), gender is said to be best understood using cultural contexts. The parents, who influence children’s gender identity and development in psychodynamic and psychological theories, are also being influenced by culture.

In dealing with anthropology, it was noted that the meanings of gender vary from culture to culture. Other cultures believe in the equality of men and women while some cultures treat women as just subordinates. Others associate women with homemaking and family while men are being related to public activities. Meanwhile, there are other cultures wherein little boys are the ones being taught and trained to care for the babies and to be more nurturing than young girls. Meanwhile, studies show that there are in fact little differences discovered among different cultures. For instance, both boys and girls can actually be both nurturing and aggressive (Wood 1999: 54-55).

In addition, communication is the tool people used in order for them to know their gender identity. Through interaction with parents and others, children were able to know

themselves. From birth to maturity, people were able to know who they are and what are the things to be done and not to be done by interacting and relating to different people (Wood 1999: 55).

An individual's role in society can also affect his gender development. Role is defined as the "set of expected behaviors and the values associated with them." It is the society that gives people the roles they must do and gender roles are indicators in "classifying social life." It is the role of the women to look after their children and to manage their homes while it is the role of the men to work for his family and to be the firm decision maker (Wood 1999: 56-57).

In order for roles to be effective, they must be "internalized". Girls must "understand" that they are to be refined and boys must "understand" that they are to be strong and tough (Wood 1999: 58).

Effects of gender differences on relationships

There are several concerns that must be taken into consideration in studying gender differences. One study shows that since there are similarities as well as differences in "communication and behavioral tendencies between male and female, it affects the interpersonal relationships of both genders. Disregarding the fact that there are indeed effects of gender differences on relationships can be a barrier in having good interpersonal relationships with other people. In many organizations today, problems concerning employees' genders such as gender bias, stereotyping, glass ceiling, sexual harassment and tokenism can be a hindrance in achieving organizational effectiveness and efficiency.

Gender bias. Gender bias is composed of two aspects: prejudice and discrimination. Prejudice happens when a person treats another negatively depending on his “culture group identity” while discrimination is defined as the “observable behavior for the same reason” (Miller 241 citing Cox 1991). It is claimed that this could be a barrier to one’s success in any organization hence, it must be avoided.

Stereotyping. Studies show that stereotyping starts at home and parents are actually the primary “doers” of this matter. Also, parents communicate with their children differently. While the father talks about being “independent”, the mothers on the other hand gives importance to “mutual activities” (Pearson, West and Turner 51 citing Miller and Lane 1993, and Power and Shanks 1989). Also, it is apparent that parents treat their daughters differently from their sons. They always refer to their daughters as graceful and elegant and their sons as strong and tough (Wood 1999: 174-175).

Stereotyping is also evident in the workplace. Male managers are perceived differently compared with the female managers. Men are labeled as assertive while women are considered passive (O’Hair, Friedrich and Shaver 199).

Sexual harassment. Sexual harassment is defined as the “unwanted and unwelcome verbal or nonverbal behavior of a sexual nature that links academic or professional standing to sexual favors or that interferes with work or learning.” It can happen when those who are powerful ask for sexual favors in exchange of rewards or punishments to their victims or when people make “lewd remarks, using language that demeans one sex, by hanging pinups, and circulating rumors about an individual’s real or speculate sexual activities.” Sexual harassment is now very popular in school and in the

workplace and those who are found guilty of this crime are to be punished by law (Wood 1999: 344-345).

Meanwhile, how a person communicates may also be a cause to sexual harassment. A man may think that a woman is already flirting with him if she reveals some personal matters to him though the girl may just be plainly interacting with the person. Moreover, nonverbal communication plays an important part in sexual harassment. "Women often use smiles, eye contact and touch innocently to indicate interest in a topic or a person, whereas men may use these signals as openings for sexual intimacy" (O'Hair, Friedrich and Shaver 218).

Glass ceiling. Today, many women no longer just stay at home rather many of them are now in the business world. However, in the workplace, female employees are sometimes not given equal treatment they deserve because of glass ceiling. This term, which was popularized in 1980s, refers to the subtle barrier that prevents female employees and other minorities from going up the ladder of success in the organization (Miller 238 citing Morrison and Von Glinow 1990).

Tokenism. In many business organizations since males usually occupy the top positions, female managers are considered "tokens" because they are "highly visible representatives of their gender." Further, their performances are hindered because the dominant group—usually men—exaggerate their differences (Miller 241 citing Morrison and Von Glinow 1990).

Patterns of gender differences in nonverbal communication

Men and women differ in communicating with people. Several researches and studies show that there are gender differences in both verbal and nonverbal communication

In verbal communication. Many researches show that male communicate differently from women. Both genders have different topic interests because females like to talk about “personal and domestic subjects, relationships problems, family health” while males talk about “music, current events, sports, business and other men” (Fernandez 44; Real 47).

One study shows that there are actually more females who often engage in casual conversation (Real 46) and if men tend to “criticize, ridicule and interrupt” others more than women do and they talk most of the time during conversations and converse using “report talk” wherein information should be “impersonal and efficient.” Women on the other hand also use report talk especially when talking with men. However, women communicate in terms of interpersonal relationship and thus use “rapport talk.” “Women use more intense adverbs (‘I was so happy that he completed the report’) and hedge their statements (‘It seems to be...’). Unlike men, women do not feel embarrassed to ask for others’ opinions and suggestions and to ask for forgiveness if they did something awful. Also, if a woman is to ask for a favor or to give an order, there are chances that she would beat around the bush or do it indirectly. Further, women are more sensitive in observing nonverbal behaviors than men especially during personal interaction (Mc Shane and Von Glinon 252-253).

Despite the differences in communication style of men and women that have been presented, it cannot be denied that males and females “mostly overlap in their verbal communication styles.” (Mc Shane and Von Glinon 253). The characteristics mentioned are not applicable to all men and women and these observations were just required from “many, but not all, communicators” (Adler and Elmhorst 78). Other men are “passive conversationalists” while other women are assertive. In addition, “women and, to a less extent, men, vary their communication styles with the situation.”

Despite the differences in communication styles of men and women, it cannot be denied that males and females “mostly overlap in their communication styles” (Mc Shane and Von Glinon 253). The characteristics mentioned are not applicable to all men and women and these observations are just required from several communicators only (Adler and Elmhorst 78). Other men are “passive conversationalists” while other women are assertive. In addition, “women and, to a less extent, men, vary their communication styles with the situation” (Mc Shane and Von Glinon 253).

Moreover, conversations are affected not just by gender differences alone but also by “cultural, geographical and occupational influences” of the conversationalists (Adler and Elmhorst 78) and one study proves that these differences make both male and female more effective and efficient on certain type of jobs (Fernandez 48).

In nonverbal communication. Unlike women, men usually use bigger “personal space zones” (Pearson, West and Turner 119 citing Hall 1984). However, this sometimes depends on the situation conversationalists are into. If it is normal for women to feel uncomfortable when their personal space is disturbed indirectly, it is normal for men to “react negatively to frontal face-to-face intrusions” (Pearson, West and Turner 119 citing

Fisher and Byrne 1975). Moreover, it has been observed that a person would come closer to a woman than to a man (Pearson, West and Turner 1999 citing Hall 1984).

Meanwhile, studies show that most men have their own spaces that a person cannot just enter in while only few women have spaces like these. Unlike most men who have their private rooms at home, the only areas most women can consider their territories are “kitchens and sewing rooms—places they do things for other people” (Wood 1999: 147). Further, women approach and are approached more closely than men and they are more conscious about whom they come close to. Women’s approach are said to make less uneasiness as compared to men’s and the former prefer to interact side-by-side while the latter prefer to interact face-to-face. Furthermore, females are not in favor of side-by-side invasions the same way males are not in favor of frontal invasions. “Sociability and status of females has no effect on the amount on the space they are given while unsociable, low-status males are given more room than sociable, high-status males.” If females stand away from those who are speaking loudly, males maintain the same distance from people whether they are speaking softly or loudly. In addition, “women respond as easily in close quarters as in large spaces while men respond less in crowded conditions than in larger spaces and they flee more quickly when invasion is accompanied by talk as opposed to males.” And finally, women have less territory as compared to their male counterparts (Pearson, West and Turner 1999).

Kinesics is defined as the “bodily movement, facial expressions and gestures” of a person (Pearson, West and Turner 1999). These gestures sometimes “co-occur with speech and serve to specify the referent of an ambiguous verbal statement, specify a speaker’s relationship to his or her verbal message, and specify the intensity or the

emphasis for a particular message like pointing movements” (Knapp 8). Several observations show that men and women have kinesic differences since they have different ways of communicating with their eyes and the way they carry themselves also varies (Wood 1999: 149-150).

It has been observed that women establish more eye contact and engage in “higher percentage of mutual eye looking” than men but the latter do mutual eye gazing as they grow old. Though women give more importance to eye contact, it is said that they are the ones who usually avoid gazing (Pearson, West and Turner 121).

With regards to the male and female facial expressions, it has been observed that because women are more expressive than men, they are “better at facially conveying emotions” and they smile more often. They usually tend to smile back to people and they are more attracted to those who smile as compared to men. Also, women “demonstrate superior recognition memory of their own expressions” while men usually do not (Pearson, West and Turner 121).

On the other hand, in terms of the posture and bearing of both males and females, it has been observed that because women “rely on more closed body positions” they maintain their arms and legs close to their bodies as compared to men. If women walk “with their pelvis rolled slightly forward, men walk with their entire pelvis backward”. Also, women “present their entire body from their neck to their ankles as moving entity when they walk while men move their arms independently and exhibit a slight twist if their rib cage” (Pearson, West and Turner 126).

With regards to the gestures of males and females, it has been said that since women are considered to be dainty, there gestures are limited compared to the tough men

who move about roughly. Further, women's gestures show that they are sociable while men's actions illustrate that they are domineering (Wood 1999: 149). Unlike men who "do not discriminate between male and female partners in their use of gestures, women discriminate in their use of gestures and use fewer gestures with other women and more with men." Furthermore, women who tend to use fewer one-handed gestures, usually place their hands on the arms of the chair as compared to men. Women are also fond of playing with their hair or clothes, place their hands on their lap and tap their hands more frequently while men use "sweeping hand gestures, stretch their hands, crack their knuckles, point and use arms to lift their bodies from a table or a chair." In addition, when seated, women "cross their legs at the knees while men tend to sit with their legs apart." Finally, men use more leg and feet movement as compared to women (Pearson, West and Turner 127).

Haptics refers to "the use of touch in human communication" (Pearson, West and Turner 126) and studies show that gender differences in haptics start from childhood when parents touch their daughters and sons differently. Parents do not touch their sons as often as they do to their daughters (Wood 1999: 148 citing Condry, Condry and Pogatzhnik 1983, Frank 1957 and Frisch 1977). Given this premise, as little girls grow and mature, they are to touch more than men do and their touches convey "support, affection and comfort." Men on the other hand, do not look at touching as a tool in building relationship, that is why they touch "to direct others, assert power, and express sexual interest" (Wood 1999: 148 citing Goldberg and Lewis 1969, Deaux 1976, Leathers 1986). In addition, women know when a certain touch indicates warmth and affection or if it has sexual malice while men usually do not. Finally, women "view touch as an

expressive behavior that demonstrates warmth and affiliation while men generally view touch as an instrumental behavior leading to sexual activity or as a childish behavior, indicative of dependency and a lack of manliness” (Pearson, West and Turner 129).

Paralanguage refers to the “vocal cues that go along with verbal communication.” Men and women do not differ in paralanguage just because of their different vocal organs. The biological structure of their bodies is not the only reason why they communicate differently from each other. Socialization is one factor that influences the way men and women interact. Because women are known to be dainty and feminine, they use “higher pitch, softer volume, and a lot of inflection” when to speak while since men are known for being strong and tough, they are apt “to use their voices to assert themselves and command the conversation” thus, males “use lower pitch, harder volume, and limited inflection” (Wood: 1999 150-151 citing Tannen 1990, Zimmerman and West 1975). Moreover, women are said to “pronounce the complete “ing” ending on words while men tend to substitute ‘in’ for ‘ing’ ending.” Hence, women are said to “come closest to standard speech norms” (Pearson, West and Turner 131).

Both men and women value physical appearance. Researches show that both gender can feel dissatisfied with their bodies but unlike women, men do not let it affect their “competence, worth and abilities” (Wood 1999: 151). In general, men may not be as conscious as women with regards to their physical appearance before but men today are becoming more interested in exercising and working out for them to look more attractive (Wood 1999: 157 citing Mishkind et al. 1987 and Tucker 1983). However, the number of men who developed “eating disorders” cannot still be compared to the number

of women who developed eating disorders because they want to be slim (Wood: 1999 157 citing Seligmann 1994).

“Artifactual communication, or exchange of messages by means of objects or object language, refers to our display of material things, including our hair styles, clothing, jewelry, cosmetics, and other adornments” (Pearson, West and Turner 134 citing Rosenfeld and Plax 1977).

Men and women differ in artifactual communication at a very young age. As babies, even the blankets that parents use for their babies already say something about artifactual diversity. Parents use pink blankets for girls to show that baby girls are sweet and delicate while blue blankets are for baby boys because boys are strong and active (Wood 1999: 143). During childhood, girls’ toys are different from boys’. Girls play with “kitchen appliances, makeup and hair accessories” and dolls—things that convey “nurturing, domestic activities, and appearances” while little boys are given “soldier and science equipment, swords and shields, and building sets” that call for “more active and rough play” (Wood: 1999 143-144).

Gender difference in artifactual communication does not stop in childhood. When these kids grow and mature, they would still see the gender diversity in the artifactual communication through clothing. Even though men and women dress more similar these days, it is still evident that men’s clothes are made suitable for their activities that is why their clothes are designed to be more functional. Women’s clothing, on the other hand, are designed to flaunt their bodies and to attract others (Wood 1999: 145).

However, given all the nonverbal differences of male and female, it has also been observed that both genders dress to win approval from the people around them (Pearson, West and Turner 139).

Based on these studies made, it can be said that out of the 50 observations of how men and women communicate nonverbally specifically in proxemics, kinesics, haptics, paralinguistics and artifactual communication, 49 of these observations show that men and women differ in nonverbal communication while only one observation stated that men and women are similar in terms of their reason why they dress nicely and that is both genders want to win approval. Given these informations, it is evident that men and women in the West indeed differ in communicating nonverbally.

Table 1 shows the summary of gender differences in nonverbal communication among males and females specifically in proxemics, kinesics, haptics, paralinguistics and artifactual communication.

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Table 1. Nonverbal Communication Differences of Males and Females

FEMALES	MALES
Proxemics	
Women are approached more closely.	Men are approached less closely.
Women approach others more closely.	Men approach others less closely.
Women discriminate more about whom they approach.	Men discriminate less about whom they approach.
Women's approach creates less anxiety.	Men's approach creates more anxiety.
Women prefer to interact side-by-side.	Men prefer to interact face-to-face.
Women are least comfortable with side by side invasions	Men are least comfortable with frontal invasions
High-self-concept women approach others more closely than low-self-concept women, and more than men of high or low self-concepts	High-self-concept men approach others more closely than low-self-concept men, but not as closely as high-self-concept women.
Sociability and status of women has no effect on the amount of space they are given	Unsociable, low-status males are given more room than sociable, high-status males and more room than all women.
Women stand farther away who are speaking loudly.	Men maintain the same distance away from people who are speaking loudly or softly.
Women respond as easily in close quarters as in large spaces	Men respond less in crowded conditions than in larger spaces
Women flee more quickly when invasion is accompanied by talk	Men flee more quickly when invasion is not accompanied by talk.
Women have less territory.	Men have more territory.
Kinesics (Eye Contact)	
Women establish more eye contact than do men.	Men establish less contact than women.
Women engage in a higher percentage of mutual looking than do men.	Males engage in more mutual eye gazing as they age.
Women avert their gaze more than men do.	Men engage in staring behavior rather than gaze aversion.
Women appear to value eye contact more than men do.	Men do not appear to be disturbed by people who do not watch them.
Kinesics (Facial Expression)	
Women use more facial expression and are more expressive than men.	Men use less facial expression and are less expressive than women.
Women are better at facially conveying emotions than men.	Men do not convey their emotions through their faces.
Women demonstrate superior recognition memory of their own expressions.	Men do not recall their own facial expressions.
Women smile more than men.	Men smile less than women.
Women are more apt to return smiles when someone smiles at them.	Men are less likely to return a smile than women.

Women are more attracted to others who smile.	Men are not attracted to others who smile.
Kinesics (Posture and Bearing)	
Women tend to hold their legs more closely together	Men tend to have their legs apart at a 10-15-degree angle.
Women maintain their arms close to their body.	Men hold their arms about 5-10 degrees away from their body.
Women rely on more closed body positions.	Men rely on more open body positions.
Women tend to engage in less body lean.	Men rely on more backward lean.
Women walk with their pelvis rolled slightly forward.	Men walk with their entire pelvis rolled slightly back.
Women present their entire body from their neck to their ankles as moving entity when they walk.	Men move their arms independently and exhibit a slight twist of rib cage.
Kinesics (Gestural)	
Women use fewer gestures than men.	Men use more gestures than women.
Women discriminate in their use of gestures and use fewer gestures with other women and more with men.	Men do not discriminate between male and female partners in their use of gestures
Women tend to keep their hands down on the arms of the chair more than do men.	Men rarely keep their hands down on the arms of a chair.
Women use fewer one-handed gestures and arm movements.	Men use more one-handed gestures and arm movements.
Women play with their hair or clothing, place their hands in [sic] their lap, and tap their hands more frequently than men.	Men use sweeping hand gestures, stretching the hands, cracking the knuckles, pointing and using arms to lift the body from a chair or table more frequently.
Women tend to cross their legs at the knees or cross their ankles with their knees slightly apart.	Men tend to sit with their legs apart or with their legs stretched out in front of them and their ankles crossed.
	Men exhibit greater leg and foot movement, including tapping their feet.
Haptics	
Women touch others less than do men.	Men touch others more than women do.
Women are touched more by others.	Men are touched less than women.
Women value touching more than men do.	Men do not value touch as much as women do.
Women distinguish between touching behavior that indicates warmth and touching behavior that suggests sexual intent.	Men do not make distinctions between various kinds of touch.
Women view touch as an expressive behavior that demonstrates warmth and affiliation.	Men generally view touch as an instrumental behavior leading to sexual activity or as childish behavior, indicative of dependency and a lack of manliness.

Paralinguistics	
Speak at a higher pitch than men do.	Speak at a lower pitch than women do.
Speak more softly than men.	Speak louder than men.
Speak with more expressive intonation patterns.	When making a statement, do not use the rising intonation associated with asking a question.
More likely to pronounce the complete "ing" ending on words.	Likely to substitute "in" for "ing" ending.
Come closest to standard speech norms.	
Artifactual Communication	
More sensitive to artifactual cues of others.	Less sensitive to artifactual cues.
More concerned about wearing normative clothing.	Less concerned about normative clothing.
More likely to be observed or watched.	Less likely to be observed or watched.
Dress to win approval.	Dress to avoid disapproval.

(Source: *Gender and Communication* (3rd ed.) by Pearson, West and Turner 1995: 120-139)

Chapter III

METHODOLOGY

Research Design

The study is a descriptive-case study since it describes the behavior of the participants and it aims to generate ideas regarding the communicative styles, specifically in nonverbal communication of Filipino males and females in one Philippine business organization specifically Philippine Journalists, Inc. It made use of survey research in getting the data needed from the respondents. Its approach is socio-cultural, specifically, from the perspectives of language and gender. In addition, inferential statistics, specifically chi-square test, was employed to test the significant differences between the nonverbal communication used by males and females in the said organization.

Respondents

The publication company Philippine Journalists, Inc. (PJI) was the organization used for this study. Given that the study deals with gender differences, the researcher deemed it necessary to have the same number of male and female members. Out of the 439 members of PJI, which consists of 150 females and 289 males, the researcher originally intended to get 40 percent (176 members) of the whole population through simple cluster sampling. However, only 172 survey questionnaires were returned. Hence, the researcher picked only 86 female and 86 male respondents, who comprise 39 percent of the total population.

These respondents are distributed in the different departments. From the 172 respondents, 53 respondents came from the Publishing department, 34 were from Finance department, 30 were from the Marketing department, 21 came from the Production department, 18 from the Executive department and 16 were from the Administrative department. Table 2 presents the summary of the respondents' distribution.

Table 2. Distribution of the Respondents

Departments	Female	Male	Total
Publishing	26	27	53
Finance	21	13	34
Marketing	17	13	30
Production	3	18	21
Executive	11	7	18
Administrative	8	8	16
Total	86	86	172

Tools for Data Gathering

The tools that were used for this paper were a survey questionnaire and an interview schedule. The researcher interviewed the Human Resources Department Head about the nature of the organization, which consists of the organization's history, structure and mission/vision. The survey questionnaires, on the other hand were distributed to the members of the organizations regarding the nonverbal communication they usually use in the organization such as proxemics, kinesics, haptics, paralinguistics and artifactual communication.

To ensure that the items in the questionnaire were sufficient to answer the sub-problems, the researcher made use of item distribution analysis. This was done by matching each item in the questionnaires with the corresponding sub-problems.

In addition, to check whether the tools such as the interview schedule and the survey questionnaires that were used for this study are reliable, a dry run was made. The researcher first looked for an organization that can be used for the said dry run and chose five respondents who would answer the tools specifically the survey questionnaires. While the respondents were answering the questionnaires, the researcher observed their reactions to the questions and took notes of the comments, questions or clarifications these respondents raised during the dry run. The notes were compiled and tallied and were used if there are necessary changes, corrections and clarifications needed to be made in the tool in order to produce a better phrased questionnaires.

Tools for Data Analysis

The tools used for analyzing the data were a combination of quantitative and qualitative method. For the quantitative method, frequencies and percentages were used to describe the nonverbal communication male and female members frequently use. Furthermore, chi-square test was employed for testing the significant difference of males and females in nonverbal communication. On the other hand, theme analysis was utilized for the qualitative data gathered from the interview.

Chapter IV

DATA PRESENTATION AND DATA ANALYSIS

After the researcher has completed the necessary documentary research, survey research and in-depth interview, the following information were acquired: the nature of the Philippine Journalists, Inc. (PJI), the nonverbal communication that both male and female members of the organization use, and their similarities and differences in using nonverbal communication. Herein are the presentation and analysis regarding the gathered results.

Nature of Philippine Journalists, Inc. (PJI)

Background

Former Governor Benjamin Romualdez together with several known editors, writers and journalists such as Mr. Manuel Salak and Jose Luna Castro founded the Philippine Journalists, Inc. or also known Journal Group of Publications right after the declaration of Martial Law which was on October 21, 1972. It has been reported that because of the close relationship of Governor Romualdez with the Marcos administration, the organization was one of the first publications to be re-established despite the lack of press freedom during Martial Law. At that time, the name **'Times Journal'** was used for the company's broadsheet.

In the year 1978, the company's first tabloid, **People's Journal**, rolled off the press. When it became successful PJI launched two more tabloids known as the **People's Tonight** and **People's Bagong Taliba**.

However, because of the assassination of former Senator Benigno Aquino, which led to their much hatred to the Marcos administration, people started to boycott all “crony newspapers”. Given the fact that the company’s broadsheet, **Times Journal**, was very much identified with the Marcos administration, the sales of the publication suffered. Due to this instance **Times Journal** had to undergo a series of name-changes (People’s Tonight October 21, 1989 p.16). These names include **Manila Journal**, **The Journal**, **Philippines Journal** and their latest broadsheet, **Midday Courier**.

PJI publications

Now that PJI is on its 30 years in the newspaper industry, the company all in all has four tabloids (**People’s Journal**, **People’s Bagong Taliba**, **People’s Tonight** and **People’s Tonight Hong Kong Edition**) and two magazines (**Women’s Journal** and **People’s Journal Insider**). Unfortunately, the company has decided to pull out their broadsheet, **Midday Courier**, in the market because of the financial difficulties that the organization is facing these days.

Like what was mentioned above, the company’s daily morning newspaper known as **People’s Journal**, which is published, daily, including Sundays, started on December 7, 1978. It uses tabloid page size with a minimum of 16 pages in English. Meanwhile, on April 7, 1973, **Women’s Journal** started as a weekly women’s magazine. This magazine, which is written in English, is distributed all over the country. It includes articles on fashion, fiction, beauty, homes, entertainment, travels, careers, etc. **People’s Tonight** is the company’s afternoon newspaper published from Mondays to Sundays. It started on September 24, 1980 and is published nationwide. It is printed in tabloid-size with a minimum of 16 pages in English and Filipino. Meanwhile, **People’s Taliba** started

on July 12, 1982 as the primary Filipino newspaper of the Journal Group of Publications. It is published from Mondays to Sundays. This is a tabloid-sized newspaper which includes local and foreign news, information, articles, opinions and other items. Last October 21, 2001, 50,000 prints of **People's Tonight Hong Kong Edition** were launched. Several copies were sent to Hong Kong while the rest were circulated in the Philippines. Moreover, 170,000 OFWs in the said country are avid readers of this publication (Advertising Rates and Mechanical Details). On the other hand, **People's Journal Insider** is the latest tabloid-magazine of the company. It includes entertainment and sports and is published once a week (Philippine Journal October 21, 1997 p.5).

Organizational structure

Philippine Journalists, Inc. is an organization with a formal structure. Those who occupy the top positions are the decision-makers and they command their employees to do their jobs. The organization is headed by the Chairman of the Board, Mr. Teodoro Berbano and is followed by the Vice Chairman and the President, respectively. PJI's president, Mr. Bobby dela Cruz serves as the general overseer of the company while the Executive Vice President, Mr. Arnold Banares, has the direct supervision of the organization's major divisions such as the Administrative, Production and Marketing Division. On the other hand, the Corporate Secretary handles the Legal Affairs Office and specifically manages the publisher, executive editor and the treasurer.

The three divisions mentioned consist of several departments, which are headed by the department managers. The Administrative Division consists of the Human Relations Department, General Services Department and the Clinic while the Production Division includes the Press, Pre-press, and Quality Maintenance. The Marketing

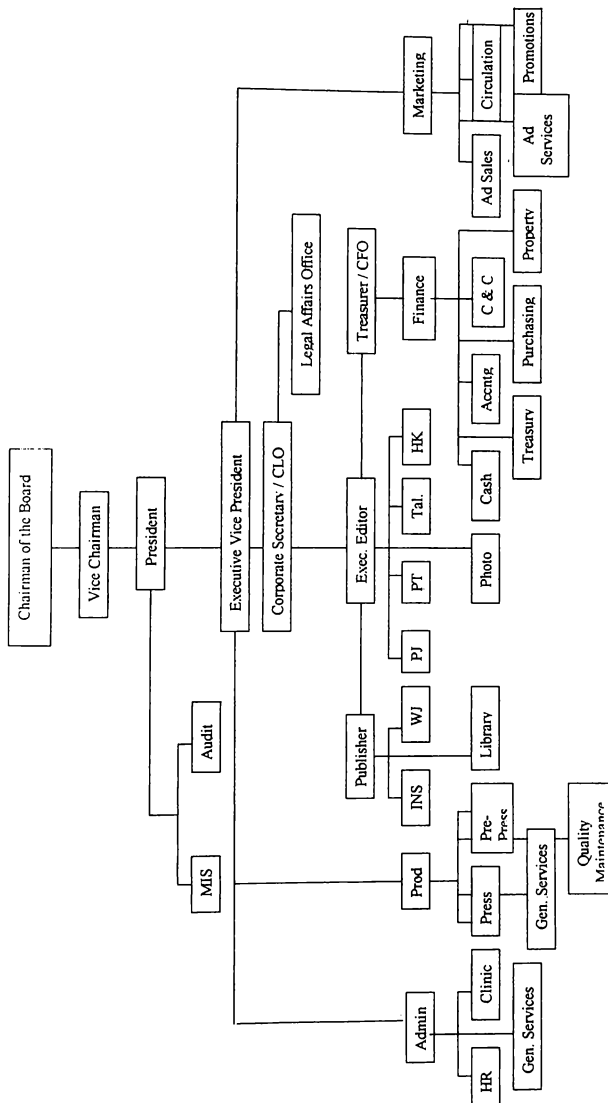


Figure 2. Philippine Journalists, Inc. Organizational Chart

Division includes the Circulation, Advertising Services, Advertising Sales and the Promotions departments.

On the other hand, the publisher directly manages the Library, PJI's magazines such as the Women's Journal and the People's Journal Insider while the Executive Editor handles the publications **People's Journal, People's Tonight, People's Tonight Hong Kong Edition and People's Bagong Taliba**. The Treasurer is in-charge of the Finance Division, which consists of the Cash, Treasury, Accounting, Purchasing, Credit and Collection and Property departments. Figure 2 shows the organizational chart of Philippine Journalists, Inc.

The Journal Group Credo

Unlike the other formal business organizations with established mission – vision, Philippine Journalists, Inc. has their own Journal Group Credo with which they believe all employees should abide and live by as part of this organization. According to the credo, all employees of PJI believe in the guidance of God. Through God's help, they will be able to serve the public well. Also, they believe in freedom of expression and they will help the nation by reporting to the public the things that are happening around them with honesty and sincerity. Furthermore, employees of this organization must work not only as a team but as a family. This philosophy is embedded in their organizational credo that states:

We, the stockholders, board members, managers, editors and staff of the Journal Group believe in the guidance of God. Through Him, we will serve our public well. Because of him, we will grow together as a family committed to the welfare of each other through the excellence of our work. In Him, we will find fulfillment as enlightened individuals multiplying His given talents for the greater welfare of humanity.

We believe that our primary responsibility is to serve the Filipino people in our common search for truth, justice and greatest good.

We believe the Journal Group must leave an imprint of national soul through the power of the printed word to touch and alter the hearts and minds of men.

We believe in the Journal Group's commitment to uphold and promote freedom of expression. We therefore adhere to the policy of editorial independence as crucial to this mission. We fully realize and accept that this independence must be guided by the highest standards of professional integrity and the highest level of public accountability.

We believe in our people and the collective strength of the Journal Group. Together we will ensure the Journal Group's leadership in the print media industry through the competence of our staff, the fairness of our policies and the respect we give each other. We believe in sharing the responsibility for advancing the business goals of the Journal Group even as we commit to sharing the benefits of business success with our people and the public.

We believe in the promotion and the dissemination of positive Filipino values anchored on the family, the community, and the nation. We believe that we will be only as good as the society that we wish to create by being sensitive to the needs and aspirations of the people, especially the poor, the disadvantaged, and marginalized.

Nonverbal Communication Used by Male and Female Members of PJI

Through the survey results found in Table 3, the researcher was able to know whether or not the male and female respondents use nonverbal communication and which among these behaviors are frequently used.

Results show that the respondents, both males and females, use nonverbal communication specifically kinesics which includes the sitting, standing, walking, smiling, use of eye contact, use of facial expressions and mannerisms of the respondents; paralanguage that involves the use of their vocal cues; haptics or how they use human touch to communicate; artifactual communication; and proxemics which involves space and respondents' personal distance.

Table 3. Nonverbal Communication Used by Male and Female Respondents

Nonverbal Communication	Males		Females		Total	
	f	%	f	%	f	%
KINESICS						
likes people who smile	83	97	80	93	167	97
establishes eye contact during conversations	77	90	82	95	159	92
uses hands, head, feet and leg movements	78	91	79	92	157	91
more likely to smile back at people	76	88	77	90	153	89
places the hand on the armrest of the chair when seated	76	88	71	83	147	85
maintains arms close to body	65	76	78	91	143	83
gives importance to eye contact	66	77	68	79	134	78
looks back at the person who stares at them	70	82	61	71	131	76
engages in mutual eye gazing during conversations	69	81	62	72	131	76
uses facial expressions	60	70	71	83	131	76
moves arms slightly by your side	61	71	69	81	130	76
smiles at people	70	82	58	67	128	74
walks with pelvis rolled slightly forward	93	45	29	34	122	71
places the hands on the lap when seated	55	64	66	77	121	70
hold your legs more closely together	28	33	71	83	99	58
recalls own facial expressions	48	56	43	50	91	53
sits with legs apart	31	36	47	55	78	45
have your legs apart (at a 10-15 degree angle)	58	68	13	15	71	41
sits with legs together	27	31	47	55	74	43
usually taps the feet	40	47	22	26	62	36
crosses legs when seated	15	17	47	55	62	36
walks with entire pelvis rolled slightly back	28	33	23	27	51	30
fond of cracking knuckles	34	40	12	14	46	27
move arms independently & exhibit a slight twist of ribcage	20	23	17	20	37	22
avoids the look of other people	16	19	22	26	38	22
walks straight	15	17	23	27	38	22
plays with hair and wardrobe	16	19	16	19	32	19
maintains arms at about 5-10 degrees away from your body	19	22	7	8	26	15
less likely to smile back at people	10	12	8	9	18	10
crosses ankles with knees slightly apart	5	6	4	5	9	5
stretches out the legs in front of the body with ankles crossed	6	7	3	3	9	5
PARALANGUAGE						
uses more expressive intonation patterns	50	56	51	59	101	89
pronounces the complete "ing" ending of words	65	76	68	79	133	77
talks in a soft manner	60	70	67	78	127	74
talks in a low pitch	43	50	51	59	94	55
uses rising intonation as if asking a question	40	47	49	57	89	52
talks in a high pitch	21	24	20	23	41	24
substitutes "in" for "ing" sounds	14	16	18	21	32	19
does not use rising intonation	17	20	14	16	31	18
uses less expressive intonation patterns	13	15	18	21	31	18
talks in a loud manner	13	15	7	8	20	12
HAPTICS						
generally relates touching with love, warmth & affiliation	84	98	83	97	167	97
makes distinction between various kinds of touch	55	64	66	77	121	70
gives importance to touching	50	59	60	70	110	64
touches other people	38	44	30	35	68	40
being touched by other people	21	24	27	31	48	28
generally relates touching with sexual activity	1	1	2	2	3	2
ARTIFACTUAL COMMUNICATION						
aware that other people dress up to win approval	58	65	51	59	107	62
concerned about wearing normative/conservative clothing	48	56	66	77	114	66
dresses up & uses adornments to win approval	25	29	32	37	57	33
feels that s/he is being watched /observed by other people	21	24	33	38	54	31
PROXEMICS						
aware of their personal distance during conversations	50	59	46	53	96	56
uses walls, cubicles and other dividers	20	23	14	16	34	20

With regard to kinesics, it was found that majority of the respondents claimed that they are attracted to those who always smile (97%) and establish eye contact during conversations (92%). Both also use hands, head, feet and leg movements (91%) and were found to smile back at those who smiled at them (89%). In addition, the respondents claimed that they usually place their hands on the armrest of the chair when they are seated (85%) and maintain their arms close to their bodies when standing (83%). Both men and women give importance to eye contact (78%) and they tend to look back at those who are staring at them (76%) as well. Furthermore, the respondents engage in mutual eye gazing during conversations (76%) and use facial expressions (76%). They also tend to move their arms slightly by their side when walking (76%) and generally smile at other people (74%). On the other hand, they walk with their entire pelvis rolled slightly backward (30%), are fond of cracking their knuckles (27%), moving their arms independently while exhibiting a slight twist of ribcage when walking (22%) and avoiding the looks of other people (22%). Furthermore, a few were found to walk in a straight manner (22%), play with their hair or wardrobes (19%) and maintain their arms at about 5-10 degrees away from their bodies (15%). In addition, a very small percentage answered that they do not smile back at those who smiled at them (10%). When seated, few cross their ankles with their knees slightly apart (5%) and stretch out their legs in front of their bodies with their ankles crossed (5%).

With regard to the respondent's use of paralinguistics, it was found that many of them use more expressive intonation patterns (89%) and tend to pronounce the complete "ing" ending of words (77%). Men and women also both affirmed that they talk in a soft manner (74%) and in a low pitch (55%). In contrast, a small percentage claimed that

they talk in a high pitch (24%) and substitute “in” for “ing” ending of words (19%). Only a few do not use rising intonation when speaking (18%) nor talk in a loud manner with less expressive intonation patterns (18%).

In terms of the respondents’ use of human touch to communicate, results show that almost all of the respondents generally relate touching with love, warmth and affiliation (97%) and could make distinction between various kinds of touch (70%). It was also found that many of the respondents give importance to touching (64%). In contrast, only a few claimed that they always touch other people (40%) and that other people touch them (28%). In addition, hardly any of them relate touching to sexual activity (2%).

With regards to how men and women use artifactual communication, results show that many of the respondents are concerned about wearing normative or conservative clothing (66%) and are aware that other people dress up and use adornments to make an impression and win approval (62%). On the contrary, very few claimed that they dress up and use adornments to win approval or make an impression (33%) and feel that they are always being watched or observed by other people (31%).

As regards proxemics, results show that the respondents are aware of their personal distance during conversations (56%) while only a few use walls, cubicles and other dividers in their offices (20%). Table 3 presents the summary of the nonverbal communication used by male and female respondents.

Similarities and Differences in Nonverbal Communication of Respondents

Based on the established nonverbal behaviors obtained from the combined responses of both males and females, it can be observed that when taken separately,

males and females do not necessarily follow the overall ranking because they sometimes differ in how often or seldom they use a certain nonverbal behavior.

For the nonverbal behaviors with highest ratings, it was found that certain differences between male and females occur. With regard to kinesics, males give the highest importance to people who always smile (97%) while women give the highest importance in establishing eye contact during conversations (95%). Secondly, men value their hands, head, feet and leg movements (91%) as opposed to women who value those who always smile (93%). Also, males feel that they must establish eye contact during conversations (90%) while women use their hands, head, feet and leg movements (92%). In addition, men feel that they should smile back at those who smiled at them (88%) while women believe that they should maintain their arms close to their bodies when standing (91%). Moreover, males tend to place their hands on the armrest of the chair when they are seated (88%) while women return the smiles of other people (90%). Meanwhile, males tend to look back at those who are staring at them (82%) while women place their hands on the armrest of the chair when seated (83%). Males give more importance to engaging in mutual eye gazing during conversation (81%) as compared to women who believe that using facial expressions is more important (83%) thus, showing that men value eye contact more than women do (77%) since women give more attention in how they move their arms slightly by their side when walking (81%). Furthermore, males maintain their arms close to their bodies when standing (76%) while women give particular consideration in sitting with their legs together (83%) although this specific behavior did not appear to be used frequently by both the male and female respondents because a very few response came from males. Men also move their arms slightly by

their side when walking (71%) while results show that women have the tendency to place their hands on their lap when seated (77%). This specific behavior which was found to be used by women frequently was also not included in the overall ranking because a very few men claimed that they do the same thing. Meanwhile, if some men give importance in using facial expressions (70%), some women value eye contact (79%) thus, they engage in mutual eye gazing during conversations (72%) and look back at those who are staring at them (71%).

As to items with lower ratings, it was also found that similar differences take place. Both males and females do not give much importance to cracking their knuckles but a bigger number of male respondents claimed that they are fond of doing this act (40%) as compared to the women's responses (14%). In addition, men seldom move their arms independently while exhibiting a slight twist of ribcage when walking (23%) while women seldom walk in a straight manner (27%). Meanwhile, a few men maintain their arms away from their bodies (22%) while women move their arms independently while exhibiting a slight twist of ribcage when walking (20%). Also, only a few men avoid the look of other people (19%) and only a few women play with their hair or wardrobes (19%) thus, showing how they do not give much importance to these kinesic behaviors. Furthermore, a small number of men play with their hair or wardrobes (19%) while hardly any women crack their knuckles (14%). In addition, men's walking in a straight manner (17%) and women's attitude of not returning the smiles of other people (9%) show that these behaviors were not considered important for the respondents. A few men do not return the smiles of other people (12%) while a few women claimed that they sit with their ankles crossed with knees slightly apart (5%). Meanwhile, when the

respondents are seated, results show that only some men cross their ankles with their knees slightly apart (9%) while women stretch their legs in front of their bodies with ankles crossed (3%). Likewise, the least important kinesic behavior for men and women is stretching their legs with ankles crossed when seated (males 7%; females 3%). Furthermore, women give slightest importance in maintaining their arms away from their bodies when standing (3%).

With regards to the respondents' differences and similarities in terms of how frequently they use paralinguistic, it was found that both males and females give the highest importance to pronunciation thus, they pronounce the complete "ing" ending of words (males 76%; females 79%). Also, both males and females are mindful of talking in a soft manner (males 70%; females 78%). Meanwhile, males use more expressive intonation patterns (56%) while women talk in a low pitch (59%). Men were also found to commonly talk in a low pitch (50%) while women use expressive intonation patterns (59%). Meanwhile, for the paralinguistic behaviors that males and females seldom use, it was found that similarities occur. Not many men and women use less expressive intonation patterns (males 15%; females 21%) and hardly talk in a loud manner (males 15%, females 8%)

With regard to how often males and females use human touch to communicate, results show that relating touch with love, warmth and affiliation is important for both males and females (males 98%; females 97%) as well as making distinction between various kinds of touch (males 64%; females 77%). In contrast, being touched by other people was not considered important for both males and females (males 24%; females 31%). Furthermore, relating touch to sexual activity was not given much consideration

of both the male and female respondents because of the small number of responses obtained for these behaviors (males 1%; females 2%).

With regard to how males use artifactual communication, it was found that men value most the fact that other people dress up and use adornments to make an impression or to win an approval (65%) while women give the highest importance in wearing normative and conservative clothes (77%). Meanwhile, dressing up to make an impression is least important for women (37%) as opposed to the least important for men which is knowing that other people are observing or watching them (24%).

In terms of how males use proxemics, it was found that both males and females give more importance to their personal distance during conversations (males 59%; females 53%) than their physical distance through the use of walls, cubicles and dividers in their offices (males 23%; females 16%).

Given all these data, it can be deemed that males and females share similarities in using nonverbal communication such as kinesics, paralinguistics, haptics and proxemics. In kinesics, both males and females are similar in stretching out their legs in front of them when seated and could recall their own facial expressions. Meanwhile, in paralinguistics, both speak in a soft manner with more expressive intonation patterns. Also, they both pronounce the complete "ing" ending of words when speaking. With regard to haptics, males and females both relate touching with love, warmth and affiliation and could make distinction between various kinds of touch thus, showing how they give importance to touching. Both are also found to touch other people and are being touched by others. In proxemics, both prefer to talk with the person in front of them, and

Table 4. Similarities and Differences in Nonverbal Communication
of Males and Females

Nonverbal Communication	Similar	Different
KINESICS		
more likely to smile back at people		/
looks back at the person		/
maintains arms close to body when standing		/
move arms slightly by your side when walking		/
have legs apart (at a 10-15-degree angle)		/
walk with pelvis rolled slightly forward		/
sit with legs apart		/
cross legs when seated		/
stretch out the legs with ankles crossed	/	
cross ankles with knees slightly apart		/
likes people who smile		/
uses hand, head, feet and leg movements		/
establishes eye contact during conversations		/
places the hand on the armrest of the chair when seated		/
smiles at people		/
engages in mutual eye gazing during conversation		/
gives importance to eye contact		/
uses facial expressions		/
places the hand on the lap when seated		/
recalls own facial expression	/	
usually taps the feet		/
fond of cracking knuckles		/
plays with hair or clothes		/
PARALANGUAGE		
speaks at a high pitch		/
speaks in a soft manner	/	
with more expressive intonation patterns	/	
more likely to pronounce the complete "ing" ending on words	/	
uses rising intonation as if asking a question		/
HAPTICS		
generally relates touching with love, warmth & affiliation	/	
makes distinction between various kinds of touch	/	
gives importance to touching	/	
touches other people	/	
being touched by other people	/	
PROXEMICS		
prefers talking to a person in front of you	/	
aware of the personal distance during conversations	/	
uses walls, cubicles and any dividers	/	
ARTIFACTUAL COMMUNICATION		
aware that other people dresses up to win approval		/
concerned about wearing normative/conservative clothing		/
dresses up & uses adornments to win approval		/
always being watched or observed by other people		/

are more aware of their personal distance than their physical distance through the use of walls, cubicles and any dividers during conversations.

In contrast, more differences are found to occur between males and females when using nonverbal communication. These differences take place in returning the smiles of other people, looking back at those who are staring at them, maintaining their arms close to their bodies when standing, and moving their arms slightly by their side when walking. In addition, they are different in maintaining their legs apart when standing and walking with their entire pelvis rolled slightly forward. Furthermore, differences are found in terms of how both males and females sit. Some sit with their legs apart, cross their legs or cross their ankles with knees slightly apart. Moreover, males and females differ in being attracted to those who smile, using hand, head, leg and feet movements, establishing eye contact during conversations, placing their hands on the armrest of the chair or on their lap when seated, and smiling at people. In addition, they have differences in establishing eye contact during conversations, giving importance to eye contact, using facial expressions, tapping their feet, cracking their knuckles and playing with their hair or wardrobes. Table 4 presents the summary of the similarities and differences in nonverbal communication of males and females as regards the frequency of their use.

These similarities and differences in nonverbal communication of males and females were tested for their statistical significance using chi-square test. (See Table 5 for the data used in computing chi-square)

The results found in Table 6 show that of the five types of nonverbal communication such as kinesics, paralinguistics, haptics, artifactual communication and

Table 5. Data for Chi-square Computation

Nonverbal Communication	MALE 86				FEMALE 86			
KINESICS	YES	%	NO	%	YES	%	NO	%
more likely to smile back at people	76	88	10	12	77	90	8	9
looks back at the person	70	81	16	19	61	71	22	26
maintains arms close to body when standing	65	76	19	22	78	91	7	8
move arms slightly by your side when walking	61	71	20	23	69	80	17	20
have legs apart (at a 10-15-degree angle)	58	67	28	33	13	15	71	83
walk with your pelvis rolled slightly forward	39	45	28	33	29	34	23	27
sit with legs apart	31	36	27	31	4	5	47	55
cross legs when seated	15	17	0	0	28	33	0	0
stretch out the legs with ankles crossed	6	7	0	0	3	3	0	0
cross ankles with knees slightly apart	5	6	0	0	4	5	0	0
likes people who smile	83	97	3	3	80	93	4	5
uses hand, head, feet and leg movements	78	91	7	8	79	92	7	8
establishes eye contact during conversations	77	90	9	10	82	95	3	3
places the hand on the armrest of the chair when seated	76	88	10	12	71	83	15	17
smiles at people	70	81	16	19	58	67	28	33
engages in mutual eye gazing during conversation	63	73	16	19	62	72	19	22
gives importance to eye contact	66	77	12	14	68	79	16	19
uses facial expressions	60	70	26	30	71	83	15	17
places the hand on the lap when seated	55	64	31	36	66	77	20	23
recalls own facial expression	48	56	38	44	43	50	42	49
usually taps the feet	40	47	46	53	22	26	63	73
fond of cracking knuckles	34	40	52	60	12	14	73	85
plays with hair or clothes	16	19	70	81	16	19	70	81
Total	1192	71	484	29	1096	66	570	34
	1676				1666			
PARALANGUAGE								
speaks at a high pitch	21	24	43	50	20	23	51	59
speaks in a soft manner	60	70	13	15	67	78	7	8
with more expressive intonation patterns	50	58	13	15	51	59	18	21
more likely to pronounce the complete "ing" ending on words	65	76	14	16	68	79	18	21
uses rising intonation as if asking a question	40	47	17	20	49	57	14	16
Total	236	70	100	30	255	70	108	30
	336				363			
HAPTICS								
generally relates touching with love, warmth & affiliation	84	98	1	1	83	97	2	2
makes distinction between various kinds of touch	55	64	31	36	66	77	17	20
gives importance to touching	50	58	36	42	60	70	23	27
touches other people	38	44	48	56	30	35	56	65
being touched by other people	21	24	65	76	27	31	59	69
Total	248	58	181	0.422	266	63	157	37
	429				423			
PROXEMICS								
prefer talking to a person in front of you	73	85	10	12	76	88	6	7
aware of the personal distance during conversations	50	58	33	38	46	53	35	41
uses walls, cubicles and any dividers	20	23	66	77	14	16	67	78
Total	143	57	109	43	138	56	108	44
	252				244			
ARTIFACTUAL COMMUNICATION								
aware that other people dress up to win approval	58	67	29	34	51	59	34	40
concerned about wearing normative/conservative clothing	48	56	36	42	66	77	20	23
dresses up & uses adornments to win approval	25	29	60	70	32	37	54	63
always being watched or observed by other people	21	24	82	97	33	38	53	62
Total	152	45	187	55	182	53	161	47
	339				343			

proxemics, only two specifically kinesics and artifactual communication were statistically significant.

It seems that the significant differences in kinesics ($10.7 > 3.84$) were due to how males and females differ in having their legs apart when standing, maintaining their arms close to their bodies, sitting with their legs apart or with legs crossed, smiling at other people, tapping their feet and cracking their knuckles. Men tend to have their legs apart when standing as compared to women. Women, on the other hand, maintain their arms close to their bodies as compared to men. In addition, men sit with their legs apart while women sit with their legs crossed. Also, men smile at people, tap their feet and crack their knuckles more than women do.

Meanwhile, in terms of the artifactual communication, the significant differences ($4.3 > 3.84$) would be traced in how men and women wear conservative or normative clothes, feel that they are always being watched or observed by other people and dress up and use adornments to win approval or make an impression. Women are said to be concerned in wearing conservative/normative clothes and feel that they are always being watched or observed by other people as compared to men. Furthermore, women dress up and use adornments to win approval and make an impression more than men do. (See Table 6)

Table 6. Significant Differences in Kinesics and Artifactual Communication

Nonverbal Communication	MALES	FEMALES
	%	%
KINESICS		
Maintaining their legs at about 10-15 degrees apart	67	15
Maintaining their arms close to their bodies	76	91
Sitting with legs apart	36	5
Sitting with legs crossed	17	33
Smiling at people	81	67
Tapping their feet	47	26
Cracking their knuckles	40	14
ARTIFACTUAL COMMUNICATION		
Concerned about wearing conservative clothes	56	77
Feel that they are being watched/observed by other people	24	38
Dress up and use adornments to win approval/ make an impression	29	37

Table 7. Chi-square Computations

KINESICS				PARALANGUAGE			
	Male	Female			Male	Female	
Yes	1192	1096	2288	Yes	236	255	491
No	484	570	1054	No	100	108	208
	1676	1666	3342		336	363	699
10.76950594	Chi-square			0.006391959	Chi-square		
3.84	χ^2 at 0.05			3.84	χ^2 at 0.05		
Significant				Not significant			
HAPTICS				PROXEMICS			
	Male	Female			Male	Female	
Yes	248	266	514	Yes	143	136	279
No	181	157	338	No	109	108	217
	429	423	852		252	244	496
2.085195457	Chi-square			0.018437976	Chi-square		
3.84	χ^2 at 0.05			3.84	χ^2 at 0.05		
Not significant				Not significant			
ARTIFACTUAL COMMUNICATION							
	Male	Female		For N>40 with continuity correction factor			
Yes	152	182	334				
No	187	161	348				
	339	343	682	$\chi^2 = \frac{N \{ ad-bc - N/2 \}^2}{Klmn}$			
4.290628268	Chi-square						
3.84	χ^2 at 0.05						
Significant							

Chapter V

FINDINGS, CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

Findings

With all the data gathered by the researcher, it was found that the publication company, Philippine Journalists, Inc., was established on October 21, 1972. At present, it has four tabloids and two magazines namely, **People's Journal**, **People's Bagong Taliba**, **People's Tonight**, **People's Tonight Hong Kong Edition**, **Women's Journal** and **People's Journal Insider**. This formally structured organization has 439 employees who work under the three major divisions namely, the Administrative, Production and Marketing divisions. These divisions are further divided into several departments, which are headed by the department managers. In addition, instead of having the usual mission-vision, the organization has the Journal Group Credo, which guide the employees' relationship and behavior in the company.

Both the male and female members of the organization use nonverbal communication such as kinesics, paralinguistics, haptics, artifactual communication and proxemics in dealing with other people. In kinesics, both males and females use facial expressions such as smiling and using eye contact. Also, both men and women are found to use hands, head, feet and leg movements thus, they play with their hair or wardrobes, tap their feet and crack their knuckles. In addition, they use their posture and bearing to communicate with one another. With regard to the respondent's use of paralinguistics, it was found that many of them use expressive intonation and tend to pronounce the complete "ing" ending of words showing how they give importance to pronunciation.

Furthermore, they talk both in a soft or loud manner and with a low or high pitch. They also use rising intonation as if asking a question when they are making a statement. In terms of the respondents' use of human touch to communicate, it was found that males and females generally relate touching with love, warmth and affiliation and give importance to touching hence, they could also make distinction between various kinds of touch. In addition, both are found to touch other people and are also being touched by others. With regard to how men and women use artifactual communication, it was found that they are concerned about wearing normative or conservative clothing and dress up and use adornments to win approval and to make an impression. In using proxemics, it was found that only few of them are aware of their personal distance during conversations hence, hardly any of the respondents use walls, cubicles and other dividers in their offices.

The similarities and differences in nonverbal communication of males and females were tested for their statistical significance using chi-square test. Results show that of the five types of nonverbal communication such as kinesics, paralinguistics, haptics, artifactual communication and proxemics, only two specifically kinesics and artifactual communication were statistically significant. It seems that the significant differences in kinesics were due to how males and females differ in having their legs apart when standing, maintaining their arms close to their bodies, sitting with their legs apart or with legs crossed, smiling at other people, tapping their feet and cracking their knuckles. Men tend to have their legs apart when standing as compared to women. Women, on the other hand, maintain their arms close to their bodies as compared to men. In addition, men sit with their legs apart while women sit with their legs crossed. Also,

men smile at people, tap their feet and crack their knuckles more than women do. Meanwhile, in terms of the artifactual communication, the significant differences would be traced in how men and women wear conservative or normative clothes, feel that they are always being watched or observed by other people and dress up and use adornments to win approval or make an impression. Women are said to be concerned in wearing conservative/normative clothes and feel that they are always being watched or observed by other people as compared to men. Furthermore, women dress up and use adornments to win approval and make an impression more than men do.

Conclusion

With all the results gathered, it is concluded that the Philippine Journalists, Inc., which was established on October 21, 1972, publishes four tabloids and two magazines.

It was also found that both the male and female members of this organization use nonverbal behaviors particularly kinesics, paralinguistics, haptics, artifactual communication and proxemics in communicating with one another.

Meanwhile, chi-square results show that of the five types of nonverbal communication such as kinesics, paralinguistics, haptics, artifactual communication and proxemics, only two specifically kinesics and artifactual communication were statistically significant.

Finally, it can be concluded that males and females in Philippine Journalists, Inc. differ in using nonverbal communication specifically in kinesics and artifactual communication.

Implications

This study support the Western studies which claim that males and females differ in communicating particularly through nonverbal means. However, it was found that of the five types of nonverbal communication such as kinesics, paralinguistics, haptics, artifactual communication and proxemics, only two specifically kinesics and artifactual communication were statistically significant.

Given this, the study accomplished its goal to fill the gap in knowledge about the said topic in determining whether or not males and females differ in communicating in the Philippine setting.

Also, the findings of the study show that culture can affect how people communicate thus, the results of this study and those of the Western studies are not at all the same. Meanwhile, given that there are instances in which males and females share similarities in nonverbal communication, it can be said that men and women sometimes overlap with how they communicate. This overlap happens because the roles of men and women in society are becoming less distinct that is why communication differences may diminish thru time.

Given this, men and women do not have to be extremely cautious of how they deal with one another in terms of communicating nonverbally specifically in paralanguage, haptics and proxemics because they do almost the same things unlike when they use kinesic behaviors and artifactual communication since it was shown that they have significant differences in these areas.

Recommendations

For future studies. The researcher used only one business organization as its subject and limited the study only to the biological sexes that is why the issue of third sex such as gays and lesbians was not covered. Further, the researcher did not focus on the interpersonal relationships the respondents have with one another and did not relate their demographics with the results gathered. This study did not use actual observation as one of its tools as well. Hence, the researcher recommends the following to the future researchers who will pursue the same or similar topic to: 1) test other nonverbal communication such as silence and chronemics; 2) use another type of organization such as an academic organization; 3) include those who are in the third sex (gays and lesbians) in the study; 4) relate the results of the study with the age of the respondents, nature of their jobs and their interpersonal relationships with one another; and 5) make use of actual observation in gathering the data needed for the study

For the organization. Meanwhile, given that misunderstandings occur because of miscommunication about gender differences, the researcher recommends that the administration of Philippine Journalists, Inc. takes time in making all employees aware of these communication differences through seminars and/or workshops. Through this, misunderstandings and miscommunication will be avoided because male employees will understand why the female employees are behaving in a certain manner and vice-versa. This will be beneficial in fostering harmonious interpersonal relationship among members of the organization. It is believed that having good interpersonal relationships among members of any organization will result in greater organizational effectiveness and efficiency.

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APPENDICES

Appendix A

MAIN PROBLEM: Do the male and female members of Philippine Journalists, Inc. differ in using nonverbal communication?

PROBLEM	CONCEPT	DEFINITION	OPERATIONALIZATION	QUESTIONS	METHOD	SOURCE	TOOLS
1. What is the nature of the Philippine Journalists, Inc?	nature	"vital forces in an organization" (Laird 273)	history - people and events organizational structure mission vision	1. What is the history of the organization? 2. What is the organization's structure? 3. What is the org's mission? 4. What is the org's vision?		HR Head	Interview schedule
2. Do the male and female members of the Philippine Journalists, Inc. engage in nonverbal communication? If so, what are these?	nonverbal communication	"process of communicating without the use of words which includes proxemics, kinesics, haptics, paralanguage and artifactual communication" (Bovee and Thill 36)	Proxemics, Kinesics, Haptics, Paralanguage and Artifactual communication			male and female org. members	Survey questionnaire
	Proxemics	Proxemics- "the space or distance we put ourselves and other people" (Adler and Elmhorst 92)	space distance				
	space	"a primary means by which a culture designates who is important who has privilege...there is a close connection between status and the size of a person's home, car, office, and so forth." (Wood 1999 146)	office space use of walls and cubicles hormies car	1. Do org. members use walls, or cubicles in their office spaces to imply something? If so, what meanings are implied?			
	distance	"There are four distance zones used by middle-class Americans: intimate (ranging from physical contact to about 18 inches) casual-personal (18 inches to 4 feet) social-consultative (4-12 feet), and public (12 feet and beyond)" (Adler and Elmhorst 92)	intimate (ranging from physical contact to about 18 inches) casual-personal (18 inches to 4 feet) social-consultative (4-12 feet), and public (12 feet and beyond)	2. Are the org. members aware that they can already send messages gauging from how close or far they are from the person they are talking to? If so, what meanings are implied?			
	Kinesics	Kinesics- "body motion, or kinetic behavior, typically includes gestures, movements of the body, limbs, head, feet and legs, facial expression (smiles), eye	gestures body movements (movements of hands, head, feet and legs)	3. Do org. members send messages by using their body movements such as hands, head, feet and legs? If so, what meanings are implied?			

behavior (blinking, direction and length of the gaze, and pupil dilation) and posture" (Knapp 12).	facial expressions (smile)	1. ... by smiling? If so, what meanings are implied? 2. ... by blinking or using the direction of their gaze? If so, what meanings are implied? 3. ... by their posture and bearing? If so, what meanings are implied?
Nonverbal acts that "substitute for or add redundancy to the verbal like waving good-bye and signaling A-OK with a circle made from the thumb and index finger." (Knapp 8)	eye behavior (blinking, direction, length of gaze) posture and bearing	4. ... using their gestures or nonverbal signaling OK with a circle made from the thumb and index finger or raising the thumb so, what meanings are implied? 5. ... by using their fingers to point on a particular thing? If so, what meanings are implied?
"They co-occur with speech and serve to (1) specify the referent of an ambiguous verbal statement, (2) specify a speaker's relationship to his or her verbal message, and (3) specify the intensity or emphasis for a particular message like pointing movements" (Knapp 6)	pointing movements as in pointing a particular thing	6. ... by the length of their look on a particular person or thing? If so, what meanings are implied?
"refers to an individual's looking behavior, which may or may not be at the other person" (Knapp 296)	when one looks at a particular person or thing	7. ... by touching and being touched by someone? If so, what meanings are implied?
Haptics: the use of touch in human communication (Pearson, West and Turner 126)	touch	8. ... through the loudness or softness of their voices? If so, what meanings are implied? 9. ... through the highness and lowness of their voices? If so, what meanings are implied?
Paralanguage: "describes a wide range of vocal characteristics, each of which helps express an attitude" (Adler and Einhorst 88)	vocal characteristics	10. ... using the words "uh-huh," "um," "uh," and "um"? If so, what meanings are implied?
"This includes intensity (overloud to oversoft), pitch (high to overhigh to overlow), and accent (extreme drawl to extreme clipping)." (Knapp 19)	overloud to oversoft of the voice overhigh to overlow of the voice	
"These are such things as "uh-huh," "um," "uh," "ah," and variants thereof" (Knapp 19)	the use of the words "uh-huh," "um," "uh," and "um"? If so, what meanings are implied?	

3. What are the similarities and differences in the nonverbal communication among the male and female members of the Philippine Journalists, Inc.?	Artifactual communication	Artifactual communication- "exchange of messages by means of objects or object language, refers to our display of material things, including our hair styles, clothing, jewelry, cosmetics, and other adornments" (Pearson, West and Turner 134)	material things, including our hair styles, clothing, jewelry, cosmetics, and other adornments	14. ... using material things like hair styles, clothing, jewelry, cosmetics, and other adornments? if so, what meanings are implied?		
	similarities	"The quality or state of being similar" (Webster Dictionary 1987)	similar	1. What are the behaviors that males and females have in common when using nonverbal communication? 2. What are the behaviors that males and females do not have in common when using nonverbal communication?	male and female org. members	Survey questionnaire
	similar	"Having like characteristics, nature, or degree" (Webster Dictionary 1987)	like or the same			
	differences	"The way in which persons or things are different" (Webster Dictionary 1987)	different			
	different	"Not the same, distinct, other" (Webster Dictionary 1987)	not the same			

Appendix B

**Department of Arts and Communication
College of Arts and Sciences
University of the Philippines Manila
Padre Faura, Ermita, Manila**

XXXXXXXXXXXX

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XXXXXXXXXXXX

Dear Mr. XXXXXXXXXXXX,

I am a graduating BA Organizational Communication student of University of the Philippines- Manila. I am currently taking the course Organizational Communication 200—Thesis Writing and the topic of my study is “Gender Differences in Nonverbal Communication” in the Philippine business setting.

In line with this, I am asking for your permission to conduct the study in your company. The study will include an interview for the management and survey questionnaires for some of your employees. Rest assured that all information given will be highly confidential and will strictly be used for academic purposes only.

The study will center on the communicative and relationship building patterns of both genders. An undertaking of the behaviors will be beneficial in fostering harmonious interpersonal relationship among members of the organization. A copy of the results of the study will be given upon request. Attached are the interview schedule and questionnaires for your information.

I sincerely appreciate a favorable response. Thank you very much.

Very truly yours,

Rochelle B. Llaguno

Appendix C

INTERVIEW SCHEDULE

1. What is the history of the organization?
2. What is the organization's structure?
3. What is the organization's mission?
4. What is the organization's vision?

Appendix D

Questionnaire for Male and Female Members of Philippine Journalists, Inc.

Name (Optional): _____ Department: _____ Gender: _____

Direction: Please check your answer if it is a YES or a NO.

- | | | |
|---|---------|--------|
| 1. Do you usually use your facial expressions to convey your emotions? | ___ Yes | ___ No |
| 2. Do you usually recall your own facial expressions? | ___ Yes | ___ No |
| 3. Do you always smile at people? | ___ Yes | ___ No |
| 4. Do you like people who smile? | ___ Yes | ___ No |
| 5. Do you give importance to eye contact? | ___ Yes | ___ No |
| 6. In general, do you often touch other people? | ___ Yes | ___ No |
| 7. Do other people always touch you? | ___ Yes | ___ No |
| 8. Do you give importance to touching? | ___ Yes | ___ No |
| 9. With regards to touching, do you know if a certain touch just shows warmth and care or if it already has malice? | ___ Yes | ___ No |
| 10. Do you dress or use adornments such as jewelries and cosmetics to make an impression or to win approval? | ___ Yes | ___ No |
| 10.1 Are you conscious/aware that other people have the same reasons for dressing up? | ___ Yes | ___ No |
| 11. Are you concerned about wearing normative/conservative clothing? | ___ Yes | ___ No |
| 12. Do you think that you are always being watched or observed by other people? | ___ Yes | ___ No |
| 13. Do you use walls, cubicles or any dividers in your office to imply something? | ___ Yes | ___ No |
| 14. During conversations, are you conscious of the distance you have from the person you are talking to? | ___ Yes | ___ No |

Direction: Please choose the things you usually do and check the appropriate option.

15. When talking to someone, which do you prefer?
___ talking with the person by your side
___ talking with the person in front of you
16. When seated, you
___ cross your legs
___ sit with your legs apart
___ sit with your legs together
___ cross your ankles with your knees slightly apart
___ stretch out your legs in front of you with your ankles crossed
___ others (Pls. specify) _____
17. When someone smiles at you, you
___ are more likely to smile back
___ are less likely to smile back
18. When someone looks at you, you usually
___ avoid his/ her look
___ look back at the person
19. When standing, you usually
___ hold your legs more closely together
___ have your legs apart (at a 10-to-15-degree angle)
20. When standing, you usually
___ maintain your arms close to your body
___ maintain your arms at about 5-to-10 degrees away from your body
21. When walking, you
___ walk with your pelvis rolled slightly forward (*medyo nakaliyad*)
___ walk with your entire pelvis rolled slightly back (*medyo naka-kuba*)
___ others (Pls. specify) _____
22. When walking, you
___ move your arms SLIGHTLY by your side
___ move your arms independently (*medyo magalaw*) and exhibit a slight twist of your rib cage
23. When you think of touch, the first thing that comes into your mind is
___ love, warmth and affiliation
___ sexual activity
24. During conversations, you speak
a. ___ at a high pitch
___ at a low pitch
b. ___ in a soft manner
___ in a loud manner
c. ___ with more expressive intonation patterns
___ with less expression

25. When making a statement, you
- ___ are more likely to pronounce the complete "ing" ending on words (such as talking, dancing)
___ are more likely to substitute "in" for "ing" sounds (such as talkin', dancin')
 - ___ use rising intonation associated with asking a question
___ do not use rising intonation associated with asking a question

Direction: Please check if your answer is YES, NO or SOMETIMES.

- During conversations, do you use hand, head, feet and leg movements? ___ Yes ___ No ___ sometimes
- When talking to someone, do you play with your hair or wardrobes/clothes? ___ Yes ___ No ___ sometimes
- Are you fond of cracking your knuckles? ___ Yes ___ No ___ sometimes
- When seated, do you usually place your hands on your lap? ___ Yes ___ No ___ sometimes
- When seated on a chair with an armrest, do you usually place your hands on the arms of the chair? ___ Yes ___ No ___ sometimes
- Are you fond of tapping your feet (*pagpadyak ng paa*)? ___ Yes ___ No ___ sometimes
- Do you establish eye contact during Conversations? ___ Yes ___ No ___ sometimes
- Do you engage in mutual eye gazing (*nakikipagtitigang*) during conversations? ___ Yes ___ No ___ sometimes

Appendix E

Chi Square Computations

(Given that the number of respondents is more than 40 (172 respondents), the Chi Square formula to be used must have continuity correction factor, $N/2$:

$$X^2 = \frac{N \{Iad-bcl - N/2\}^2}{klmn}$$

KINESICS

Given:	N= 3342	
	a = 1192	k = 1676
	b = 1096	l = 1666
	c = 484	m = 2288
	d = 570	n = 1954

H₀: There is no significant difference between males and females use of kinesics.

H_a: There is a significant difference between males and females use of kinesics.

$$\alpha = 0.05$$

Critical region = 3.84

$$\begin{aligned}\text{Solution: } X^2 &= \frac{3342 \{I(1192)(570) - (1096)(484)I - 3342/2\}^2}{(1676)(1666)(2288)(1054)} \\ &= 10.76950594\end{aligned}$$

Decision: 10.77 is greater than 3.84 thus, reject H₀. Accept H_a.

Conclusion: There is a significant difference between males and females use of kinesics.

PARALANGUAGE

Given:	N= 699	
	a = 236	k = 336
	b = 100	l = 366
	c = 255	m = 491
	d = 108	n = 208

H₀: There is no significant difference in paralanguage between males and females

H_a: There is a significant difference between males and females use of paralinguistics.

$$\alpha = 0.05$$

$$\text{Critical region} = 3.84$$

$$\begin{aligned}\text{Solution: } X^2 &= \frac{699 \{1(236)(108) - (100)(255)I - 699/2\}^2}{(336)(363)(491)(208)} \\ &= 0.006391959\end{aligned}$$

Decision: 0.006 is smaller than 3.84 thus, accept H_0 .

Conclusion: There is no significant difference in paralanguage between males and females.

HAPTICS

Given:	N= 852	
	a = 248	k = 429
	b = 181	l = 423
	c = 266	m = 514
	d = 157	n = 338

H_0 : There is no significant difference in haptics between males and females.

H_a : There is a significant difference in haptics between males and females.

$$\alpha = 0.05$$

$$\text{Critical region: } 3.84$$

$$\begin{aligned}\text{Solution: } X^2 &= \frac{852 \{1(248)(157) - (181)(266)I - 852/2\}^2}{(429)(423)(514)(338)} \\ &= 2.085195457\end{aligned}$$

Decision: 2.08 is smaller than 3.84 thus, accept H_0 .

Conclusion: There is no significant difference in haptics between males and females.

PROXEMICS

Given:	N= 496	
	a = 143	k = 252
	b = 109	l = 244
	c = 136	m = 279
	d = 108	n = 217

H₀: There is no significant difference in proxemics between males and females
 H_a: There is a significant difference in proxemics between males and females.

$$\alpha = 0.05$$

$$\text{Critical region} = 3.84$$

$$\begin{aligned}\text{Solution: } X^2 &= \frac{496 \{1(143)(108) - (109)(136)\} - 496/2 \}^2}{(252)(244)(279)(217)} \\ &= 0.018437976\end{aligned}$$

Decision: 0.018 is smaller than 3.84 thus, accept H₀.

Conclusion: There is no significant difference in proxemics between males and females.

ARTIFACTUAL COMMUNICATION

Given:	N = 682	
	a = 152	k = 339
	b = 187	l = 342
	c = 182	m = 334
	d = 161	n = 341

H₀: There is no significant difference in artificial communication between males and females.

H_a: There is a significant difference in artificial communication between males and females.

$$\alpha = 0.05$$

$$\text{Critical region} = 3.84$$

$$\begin{aligned}\text{Solution: } X^2 &= \frac{682 \{1(152)(161) - (1)(182)\} - 682/2 \}^2}{(339)(342)(348)} \\ &= 4.290628268\end{aligned}$$

Decision: 4.29 is greater than 3.84 reject H₀. Accept H_a.

Conclusion: There is a significant difference in proxemics between males and females.