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# Research Chronicler

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Volume II Issue IV: May – 2014

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**Communicating Across With a Touch & a Glance****Dr. Archana Durgesh & Dr. Pooja Singh***BBD NITM, Lucknow, (U.P.) India***Abstract**

Communication is much more than words going from one person's mouth to another's ear. In addition to the words, messages are transferred by the tone and quality of voice, eye contact, physical closeness, visual cues, and overall body language. Effective communication is all about conveying your messages to other people clearly and unambiguously. Haptic communication is communicating by touch. This is used in a number of contexts and also has dangers for the unwary as touching for example where another person can in particular circumstances, be interpreted as assault. Touch is often intimate and can be used as an act of domination or friendship, depending on the context and who is touching who, how and when. Skin covers largest part of our body and protects vital organs supported by muscles and bones. Skin is the major part of body that is exposed to outer world. It's the largest sensory organ. It senses temperature, humidity, pressure, and vibrations. It regulates the temperature of body with help of hypothalamus. Most important above all, skin can sense of pain and pleasure.

**Key Words:** Haptics, Oculesics, Gaze, Emotions.

Communication is much more than words going from one person's mouth to another's ear. In addition to the words, messages are transferred by the tone and quality of voice, eye contact, physical closeness, visual cues, and overall body language. Effective communication is all about conveying your messages to other people clearly and unambiguously. It's also about receiving information that others are sending to you, with as little distortion as possible. Doing this involves effort from both the sender of the message and the receiver. And it's a process that can be fraught with error, with messages muddled by the sender, or misinterpreted by the recipient. When this isn't detected, it can cause tremendous confusion, wasted effort and missed opportunity. In fact, communication is only

successful when both the sender and the receiver understand the same information as a result of the communication.

Among the earliest forms of communication for any human being is touch, and it continues to be very important throughout our early years. A touch can often say as much as a lot of words. This is probably most obvious when someone you know is in trouble or in sorrow, taking hold of his or her hand or putting an arm around the shoulder often is much more effective than words. The nearness, the closeness, the touch says that you are ready to help if needed.

**Haptic Communication**

Haptic communication is communicating by touch. This is used in a number of contexts and also has dangers for the unwary as

touching for example where another person can in particular circumstances, be interpreted as assault. Touch is often intimate and can be used as an act of domination or friendship, depending on the context and who is touching who, how and when. Young children and old people use more touching than people in the middle years. Touch provides a direct contact with the other person. This varies greatly with the purpose and setting.

- **Professional**

Some jobs require that the other person is touched in some way, very typically by people in the medical profession or other caring jobs.

- **Punishment**

Touch can be negative as well as positive and a slap or a punch sends a very strong message (that may well get the message sender into very deep trouble!).

- **Greeting**

Touching is a common part of many greeting rituals, from shaking hands to cheek-kissing to full-body hugs. Such communication is highly ritualized and can contain subtle symbolism. For example, clasping the other person for a fraction of a second longer than normal, can send such different signals, as affection and domination.

- **Guiding**

When a person is physically moving, a touch on the body, usually the back, shoulder or arm can guide them in the right direction.

- **Gaining attention**

When you touch another person who is talking or otherwise engaged elsewhere, they are very likely to turn their attention to you. Touching here is very much in safe areas, such as the arm or shoulder. Saying their name at the same time reinforces strongly this move.

- **Sympathy**

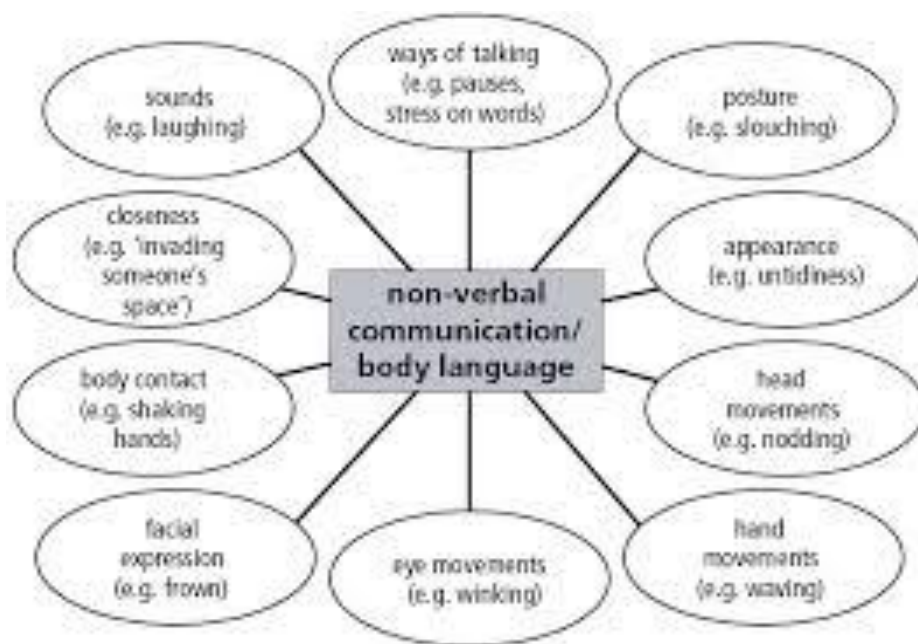
When we are distressed, we will often appreciate the touch of another as a parent, providing physical comfort. The degree of touch in such circumstances varies greatly with the relationship, ranging from a gentle touch on the arm to an arm around the shoulder to a full-body hug.

- **Friendship**

Touching is often a part of friendship and demonstrates closeness. Friends will walk close together and occasionally bump into one another. They will touch more during greeting and may spontaneously touch one another during communication.

- **Arousal**

Touch is also used during sexual arousal, where certain sensitive parts of the body are caressed and stimulated. So think carefully when you touch and use it for purpose. Touching can show friendship and can also be seen as a dominative act. Use it accordingly and understand how it is interpreted.



### Scientific Portal on Body Language, Kinesics, and Nonverbal Communication

#### Importance of Touch

Communication in relationship is incomplete without touch just like an eye contact or smile. In fact, touch can establish, repair or even ruin a relationship. Touch has very crucial importance to express feelings for other person - from formal to intimate. Touch can break boundaries and tie two persons into close relationship. The secret behind same is more than skin-deep.

Skin covers largest part of our body and protects vital organs supported by muscles and bones. Skin is the major part of body that is exposed to outer world. It's the largest sensory organ. It senses temperature, humidity, pressure, and vibrations. It regulates the temperature of body with help of hypothalamus. Most important above all, skin can sense of pain and pleasure.

Apes have their skin almost covered by hairs except face, palms and soles of feet. Apes groom each other by running fingers through

hairs in leisure time to strengthen social bond. We and apes evolved from common ancestors we don't have that much hair covering our skin. Course of evolution lead us to shed hair from most part of skin. Expose skin invited more challenges and opportunities equally.

Being more sensitive to climate, we got to cover our skin by cloths. We started living in shelters accompanied with tribal members for survival. Coming into close contact of each other by exposed skin was quite natural. Our ancestors adopted and evolved touch as medium of communication more efficiently than any other creatures. Touch can be of different type - caring, friendly, supportive, encouraging, suggestive, provocative, grabbing, offensive or dominant.

We cannot imagine the kind of soothing and sense of security child experiences while being cuddled or massaged by mother.

Gentle touch or caress secretes happiness hormone Oxytocin inside the brain. It helps strengthening emotional bond between mother and child so among others. Oxytocin prohibits Autism. Research proves that lack of massage can lead to emotional and cognitive disorders in children. When we experience caring and firm touch, we feel quite relaxed and cherished. Self-touching brings same relaxation at some extent.

Hostile touching leads to anxiety, threat, and sense of vulnerability. Accidental touch among strangers can lead to retaliation or even fighting. Absence of touch between two persons in close relationship is precursor to lack of interest, trust or sympathy.

Persons not interested to go beyond formality, avoid touching each other. Even if they touch, it appears to be brief or happened by mistake. Touching to each other in public might be regulated by social, gender, cultural, regional or religious norms.

When we read about communicating with someone with borderline personality disorder, we learn what we're supposed to say and not supposed to say. As it turns out, all the techniques we memorize may matter less than our body language, which communicates a whopping 93% of our attitudes and beliefs about something.

Back in the 1970s and 1980s, pioneering Professor Albert Mehrabian conducted research that would forever change the way we look at interpersonal communication. He discovered that we overwhelmingly deduce our feelings, attitudes, and beliefs about

what someone says not by the words spoken but by body language and tone of voice.

His research showed that we convey a puny seven percent of our attitudes and beliefs through the actual words we speak. The rest--a whopping 93 percent--comes from our tone of voice (38 percent) and our facial expressions (55 percent).

Furthermore, if our words and body language disagree, listeners will believe the nonverbal communication, not our words.

Without nonverbal cues, all we're left with, essentially, is e-mail--a method so fraught with the possibility of miscommunication that we had to invent the "language" of emoticons to make sure we're not misunderstood. (For example, typing a sly wink ;) shows we're just kidding.) I don't know about you, but that's gotten me into trouble more than once.

Research is starting to suggest that people with borderline personality disorder are better able to read subtle changes in the facial expressions of others. In fact, adolescent psychiatrist Blaise Aguirre says that people with BPD can appear to be incredibly attuned to nonverbal communication to the point where others remark on their intuitiveness.

And what aspect of body language speaks most loudly? A February, 2010 article in the New York Times says it may be touch.

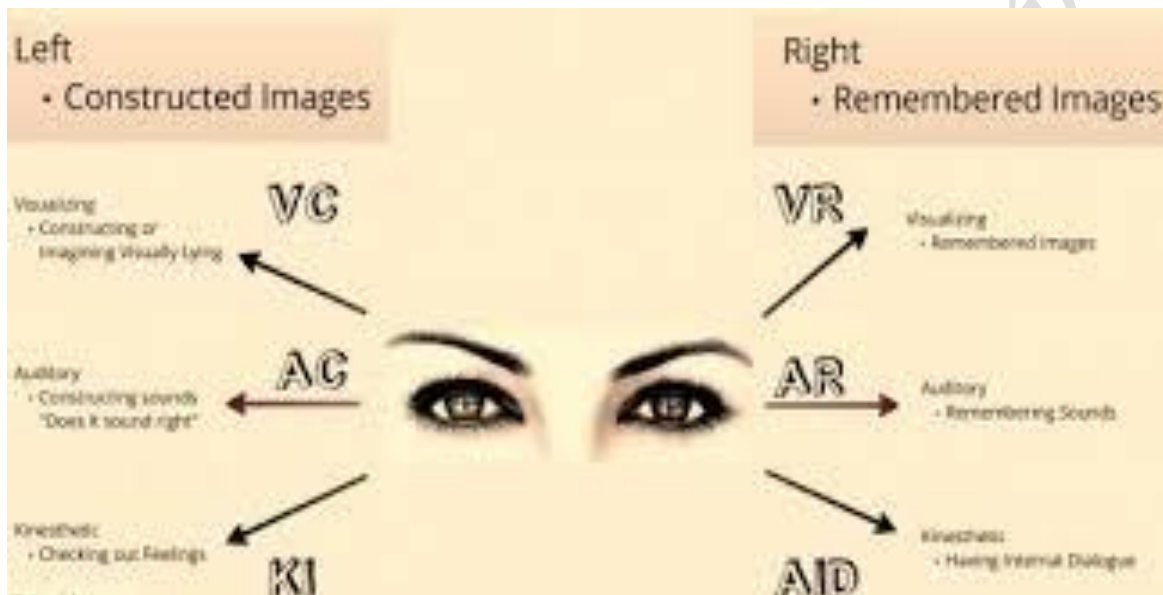
Momentary touches, the experts say - whether an exuberant high five, a warm hand on the shoulder, or a creepy touch to the arm - can communicate an even wider range of emotion than gestures or

expressions, and sometimes do so more quickly and accurately than words.

Nonverbal communication is one of the most powerful--and simplest--ways to communicate with your family member. You can use it by itself to reinforce your

verbal message or to correct a mistaken impression.

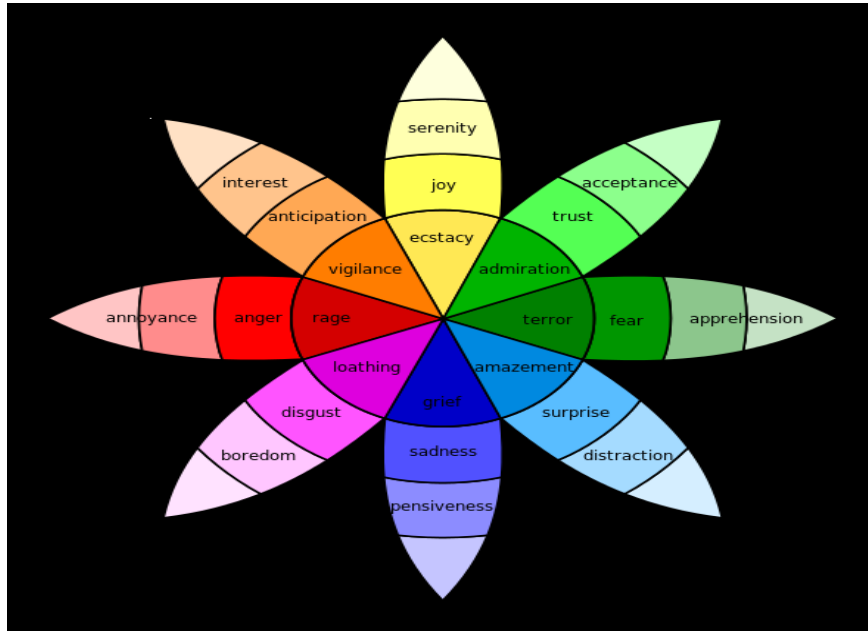
Remember that when it comes to attitudes and beliefs, your body speaks louder than words. Be aware that your body is always communicating something. Make sure you're "saying" what you mean to.



Frequency of actions in 50 service encounters (mean 2.62, SD 0.963)	None (%)	Sometimes (%)	Most of the time (%)	All the time (%)	Total (%)	Results at 21 clothing stores
Made eye contact	8	34	36	32	100	8 high priced stores occurred in 8 (100 percent) 13 medium priced outlets occurred in 12 (93 percent)
Nodded his/her head (mean 2.06, SD 0.843)	26	48	20	6	100	8 high priced stores occurred in 6 (75 percent) 13 medium priced outlets occurred in 11 (85 percent)
Leaned forwards and/or moved backwards (mean 1.34, SD 0.717)	78	12	8	2	100	8 high priced stores occurred in 1 (13 percent) 13 medium priced outlets occurred in 2 (15 percent)

Table V, Kinetic actions





### The Basics of Human Communication

Oculesics refers to the study of eye contact and pupil dilation in terms of nonverbal communication. Eye contact indicates interest, openness, and sometimes even arousal, though aggressive eye contact--or staring--can be interpreted as a sign of hostility. In addition to this, lack of eye contact also transmits a message, oftentimes that the listener is bored and/or is not paying attention. It must be noted that culture plays a role in oculesics, for the necessity of eye contact and the civility it provides in American culture differs greatly from an Asian culture, for example, where eye contact is often considered rude (DeFleur, 2005).

#### Oculesics

It's been said the eyes are the window to the soul. Oculesics studies the eyes and eye movement when communicating which provide signals into what we are thinking or feeling. Since we heavily rely on our sense of sight, eye contact between two or more

individuals serves as the most prominent form of nonverbal communication.

#### Oculesics

People can typically tell individuals who are angry from those who are nervous from those who are confident by what they do with their eyes. Furrowed brows or rolling of the eyes typically constitute impatience, anger or defiance. Looking down or batting the eyes typifies nervousness, while continuing to look at someone and simultaneously shutting the mouth signals compliance with self-confidence.

#### Eye Movement

Squarely looking someone in the eye connotes self-confidence. A confident, engaging public speaker instills confidence in his audience. Continually looking down while speaking either one-on-one or publicly purveys a feeling of nervousness, or lack of confidence. Notice how uncomfortable a person who won't make eye-contact with

you makes you feel. It conveys a feeling of disquiet, or even distrust.

Politicians who lie while looking straight into the camera cause many individuals to almost believe them -- up until the teary-eyed truthful press conference. Oculesics not only studies the person communicating, but the person listening as well. Eye contact of the person listening helps gauge the response.

### **Nonverbal**

Successful nonverbal communication depends on understanding the silent cues you send as well as the cues individuals send you. Focusing on your nonverbal provides a look into the messages you send. Videotaping a conversation between you and a friend, colleague or family member allows you to view nonverbal messages.

A critique from a class member in a recent seminar made one woman aware that every time she changed the topic of conversation, she scratched her head. When the class member jokingly asked her if her hair was dirty, she realized it was a nervous habit she'd unknowingly developed and worked to bring it under control.

### **Body Language**

How we sit or stand and the gestures we make speak volumes. Crossing our arms can signify anger or coldness, or some kind of discomfort. Standing too closely can signal intimacy or anger, depending on the situation. Taping yourself in different emotional states while talking with a friend or colleague will help you discover what types of signals you convey through your body language.

Dimensions of Oculesics: There are four aspects involved with oculusics:

#### **Dimension 1:**

##### **Eye Contact**

There are three levels of eye contact:

- Direct eye contact
- Indirect eye contact
- Duration of eye contact

#### **Dimension 2:**

##### **Eye Movement**

Eye Movement occurs voluntarily or involuntarily. It can include changing eye direction, changing focus, or following objects with the eyes.

#### **Dimension 3:**

##### **Pupil Dilation**

Pupillary response is change in the size of the pupil, voluntarily or involuntarily. This change happens at the appearance of real or perceived new objects of focus, and even at the real or perceived indication of such appearances

#### **Dimension 4:**

##### **Gaze Direction**

Gazing deals with communicating and feeling intense desire with the eye, voluntarily or involuntarily.

##### **Communicating Emotions**

In the book Human Emotions, author Carroll Ellis Izard says "a complete definition of emotion must take into account all three of these aspects or components: (a) the experience or conscious feeling of emotion, (b) the processes that occur in the brain and nervous system, and (c) the observable

expressive patterns of emotion, particularly those on the face" (p. 4). This third component is where oculesics plays a role in nonverbal communication of emotion.

Oculesics is a primary form of communicating emotion. The study of Neurolinguistic Programming (NLP) establishes three main types of thinking: in terms of what you see, hear or feel. According to this science, oculesics can show which type of thinking someone is using when they are communicating.[30] A person thinking visually might physically turn their eyes away, as if to look at an imagined presentation of what they are thinking, even to the point of changing the focus of their eyes. Someone thinking in terms of hearing might turn their eyes as much as possible to one of their ears. A person thinking in terms of what they feel could look downwards, as if looking toward their emotion coming from their body.

Whether or not someone intends to send a particular meaning, or someone else perceives meaning correctly, the exchange of communication happens and can initiate emotion. It is important to understand these dynamics, because we often establish relationships (on small and grand scales) with oculesics.

### Lists of Emotions

Main article: Contrasting and categorization of emotions

There are many theories on how to annotate a specific list of emotions. Two prominent methodologies come from Dr. Paul Ekman and Dr. Robert Plutchik (both professors are referenced above as well).

Dr. Ekman states there are 15 basic emotions- amusement, anger, contempt, contentment, disgust, embarrassment, excitement, fear, guilt, pride in achievement, relief, sadness/distress, satisfaction, sensory pleasure, and shame- with each of these fifteen stemming out to similar and related sub-emotions.

Dr. Plutchik says there are eight basic emotions which have eight opposite emotions, all of which create human feelings (which also have opposites). He created Plutchik's Wheel of Emotions to demonstrate this theory. Perceptions and displays of emotions vary across time and culture. Some theorists say that even with these differences, there can be generally-accepted "truths" about oculesics, such as the theory that constant eye contact between two people is physically and mentally uncomfortable.

The following emotions and their associated eye behaviors come from Changing Minds.org:

Emotions w/ eye summary:

- Anxiety - wetness or moisture in the eyes
- Anger - eyes glaring and wide open
- Boredom - eyes not focused, or focused on something else
- Desire - eyes wide, dilation of pupils
- Disgust - rapid turning away of eyes
- Envy - glaring
- Fear - eyes could be wide, or looking downward (could also be closed)

- Happiness - "glittery" look to eyes, wrinkled at the sides
- Interest - intense focus, perhaps squinting
- Pity - heavy gaze to eyes, moisture in eyes
- Sadness - tears in eyes, looking downward (also possible sleepless appearance[35])
- Shame - eyes looking down while head is turned down
- Surprise - eyes wide open

Eye behaviors with emotional summaries:

- **Eyes up** - Different people look up for different reasons. Some look up when they are thinking. Others perform that action in an effort to recall something from their memory. It may also be a way for people to subconsciously display boredom. The head position can also come into play, however, as an upwards look with a lowered head can be a coy, suggestive action.
- **Eyes down** - Avoiding eye contact, or looking down, can be a sign of submission or fear. It may also indicate that someone feels guilt. However, depending on the culture of the person, it may also just be a sign of respect.
- **Lateral movement of eyes** - Looking away from the person to whom one is speaking could be a sign that something else has taken their interest. It may also mean that a person is easily distracted. Looking

to the left can mean that a person is trying to remember sound, while the right can mean that the person is actually imagining the sound. Side to side movement, however, can indicate that a person is lying.

- **Gazing** - Staring at someone means that a person shows sincere interest. Staring at a person's lips can indicate that someone wants to kiss another person. In general, staring means, "I want that."
- **Glancing** - Glancing can show a person's true desires. For instance, glancing at a door might mean that someone wants to leave. Glancing at a glass of water might mean that a person is thirsty.
- **Eye contact** - Eye contact is powerful and shows sincere interest if it is unbroken. A softening of the stare can indicate sexual desire. Breaking that eye contact can be threatening to the person who does not break the eye contact.
- **Staring** - Staring is more than just eye contact, it usually involves eyes wider than normal. A lack of blinking may indicate more interest, but it also may indicate a stronger feeling than a person may intend to portray. Prolonged eye contact can be aggressive, affectionate, or deceptive.
- **Following with the eyes** - Eyes follow movement naturally. If a person is interested in someone, than their eyes will follow that person naturally.

- **Squinting** - Squinting of the eyes may mean a person is trying to obtain a closer look. It may also mean that a person is considering whether something is true or not. Liars may use squinting as a tool to keep others from detecting their dishonesty. Of course, squinting may also just be a result of a bright sun.
- **Blinking** - Blinking is also a natural response that can occur for no other reason than having dry eyes. It can also be the result of a person feeling greater levels of stress. Rapid blinking can indicate arrogance while reduced blinking can move towards a stare.
- **Winking** - Winking can indicate that two people understand something without using words. It can mean "hello" or it can be a sign of flirtation.
- **Closing of eyes** - Closing the eyes serves to shut out the world. It can be a reaction to fear or embarrassment. Others may close their eyes as a way to think more sincerely about a particular subject.
- **Eye moisture** - Tears obviously indicate sadness, but moisture also has a more practical purpose to wash and clean the eyes. Damp eyes can be suppressed crying or an expression of extreme happiness or laughter. Men, in many cultures, are not expected to cry but may experience damp eyes in place of crying.
- **Pupil dilation** - Pupil dilation may be harder to detect by most people. Sexual desire may be a cause of such dilation. It may also be an indication of attraction. Physiologically, eyes dilate when it is darker to let in more light.
- **Rubbing of eyes** - Eyes may water, causing a person to rub their own eyes. This can happen when a person feels uncomfortable or tired. It may also happen when a person simply has something in their eyes.

Nonverbal communication has received much attention in the areas of business presentation, sales and marketing, and the development of social skills. Little attention, however, has been given to its importance in general communication despite major differences in cultural use and interpretation of body language, expression, personal space and other nonverbal tools. It is estimated that less than ten percent of interpersonal communication involves words, the remainder being made up of voice tone, sounds and a variety of devices such as kinetics (movement), haptics (touch), oculosics (eye-contact), proxemics (space) and chronemics (time) as well as posture, sound symbols and silence, which either replace or accompany words. Touch and glance have a vocabulary of their own, everyone communicating must be able to comprehend and express.

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