

Paralinguistics: An Important Factor in the Business World

Pallavi Gupta

*Research Scholar Department of English Studies Dayalbagh Educational Institute (Deemed University) Agra
E-mail: pallavi.eng.dei@gmail.com*

Abstract—*Paralanguage or Paralinguistics is a variety of non-verbal communication planted on the qualities of one’s articulation and the manner one pronounces. It means that it adds something to one’s words when one communicates with others. Human speech is a very vibrant phenomenon with nearly continual forms of variations. The manner in which one expresses oneself varies from one situation to another. This variation of expression depends upon the context or one’s intentions. Paralinguistics is the study of non-verbal vocal cues. Voice, volume, pace/ rate, pitch, pronunciation, accent, stress, pauses etc have a very emphatic impact on language. These non-verbal vocal cues make a presentation impressive if the presenter knows how to use them. In reality, it is the technique the words are articulated rather than the actual words themselves. It affects communication because it allows words to be interpreted in a different way depending on the message one wants to convey. It is an important factor in the business world to have the complete knowledge of language and paralanguage.*

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