

MODULE 1

Making Connections



I love Lucy (Slide 25)

Background

This video clip shows the famous Vitameatavegamin scene, from the I love Lucy series, where Lucy films a commercial for a health product. Lucy waltzes down to the TV studio, all set to promote the new sponsored health tonic, Vitameatavegamin. She does a great job reciting her lines... until it comes time to actually taste the nutritional enhancer she's supposed to be promoting (tastes disgusting!).

Say something like

"Now that we have discussed nonverbal communication, we can watch this video clip and be aware of the nonverbal cues being used. Nonverbal communication is said to convey more information than verbal because it uses nonverbal channels. Some of these channels include: facial expressions, body language and gestures. In this video, we will be looking at Lucy's facial expressions."

Skills

Non-verbal communication often conveys more information than verbal communication

Based on Lucy's facial expression after she tries the Vitameatavegamin we can assume that is that it is NOT tasty and nor does it taste like candy!

We can assume this because of the frown she makes after she tastes it and looks like she is having a hard time swallowing the liquid. The man directing this commercial has Lucy re-do this part of the commercial several times because every time she drinks the Vitameatavegamin, she makes an unpleasant facial expression (eyes wide, grimace). No matter how many times Lucy says how good it is for you, and how tasty it is, her facial expressions are showing the opposite of what she is saying, and therefore disputing what she is saying.

Non-verbal communication is usually believed over verbal communication

Sometimes we can receive conflicting messages between what a person says and does. Evidence shows that we believe nonverbal message over verbal ones and if there is a disparity between our verbal and nonverbal communication this has a negative effect on trust.

Think about our interactions with patients and their loved ones. What does our nonverbal communication convey? Does it match our verbal communication?