

ASSESSMENT OF ADVANTAGES AND DISADVANTAGES OF NON-VERBAL COMMUNICATION AS PERCEIVED BY SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This study investigates the perceived advantages and disadvantages of non-verbal communication—encompassing body language, facial expressions, gestures, and eye contact—among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Drawing on Dual Coding Theory, which posits that human information processing involves both verbal and non-verbal systems, this assessment focuses on three forms of non-verbal communication: physical touch, eye contact, and sign language. The study evaluates how these modes contribute to emotional expression, clarity of message, and relationship building, while also considering potential drawbacks such as misinterpretation and cultural variability. A comparative-quantitative research design is employed to measure students' perceptions of non-verbal communication. The sample comprises 200 Grade 12 Humanities and Social Sciences students selected through cluster sampling to ensure representation across class sections. Data are gathered using a structured survey questionnaire, which asks respondents to rate the benefits and limitations of physical touch, eye contact, and sign language in facilitating communication and social interaction. Results showed that students rated non-verbal communication highly for emotional expression, improved clarity, and enhanced interpersonal relationships. Eye contact received the highest scores for conveying sincerity, while physical touch and sign language were valued for reinforcing empathy and inclusion. Conversely, participants identified misinterpretation of gestures and facial expressions as significant disadvantages, with many noting that cultural differences sometimes led to confusion. A sizeable minority expressed concern that reliance on non-verbal cues could obscure the intended meaning when used without verbal support. Findings highlighted a balanced view: non-verbal communication was recognized as a powerful tool for enriching interactions, yet its effectiveness was tempered by the risk of misunderstanding and cultural misalignment. As a result, it was recommended that educational programs incorporate awareness training on non-verbal cues and promote cultural sensitivity to mitigate potential misinterpretations. Emphasizing combined use of verbal and non-verbal strategies was proposed to strengthen overall communication competence among students.

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