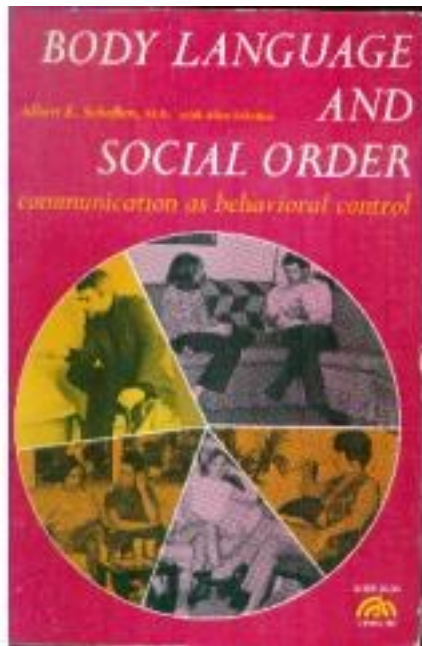


Body Language and the Social Order: Communication As Behavioral Control



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The popular notion that body language is merely a series of unconscious signs which reveal a person's hidden feelings is [also, says Dr. Albert Scheflen, a leading authority in the science of kinesics. Through text and photographs in this

volume, Scheflen, with the assistance of Alice Scheflen, shows that body language, combined with spoken language, primarily serves to control human behavior and to maintain the social order. The author describes greeting, courting, and other social behavior-which man displays in common with the primates and other mammals-and analyzes how territorial and dominance behavior determine the mobility of individuals, and groups within the social hierarchy. In such institutions as the government and corporations, body language and related behavior are used for political control, the indoctrination of people with institutional dogma, and the maintenance of power by blaming individuals [or problems which actually originate in the social order. The effect of these communication controls, Dr. Scheflen reveals, often places individuals and minority groups in inescapable " binds," and, contrary to the desired result, creates strife and deviancy which disrupt the social order.

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