


EYE CONTACT



▶ Eye contact is part of everyday communication and an audience can feel uncomfortable if they are denied it. Making eye contact with individuals gives them a sense of involvement in your presentation and helps to convey your objectives on a personal level.

A handy tip

- ▶ Make sure that you share eye contact with all members of a small audience and all areas of a large audience.
- ▶ Regularly shift your focus around the room, not so that you look nervous, but to help involve as many people as possible in your talk.
- ▶ If you can't make eye contact in a large group, don't look at the floor or ceiling. Try looking at people's foreheads. The people sat around them will read this as eye contact even if the individual won't.

Western Cultures

- ▶ Eye contact is expected in Western culture, it is a basic essential to a social interaction which shows a person's interest and engagement with your conversation.

Middle Eastern Cultures

- ▶ Eye contact is less common, and considered less appropriate than in Western cultures. There are strict gender rules, whereby women should not make too much eye contact with men as it could be misconstrued as a romantic interest.

Asian Cultures

- ▶ In countries such as China and Japan, eye contact is not considered an essential to social interaction, instead it is often considered inappropriate. In such an authoritarian culture, it is believed that subordinates shouldn't make steady eye contact with their superiors.

African and Latin American Cultures



- ▶ Many African and Latin American cultures, while unique in many ways, remain strong hierarchical societies. In many circumstances intense eye contact is seen as aggressive, confrontational and extremely disrespectful.