

# **Transformations in Non-Verbal Communication during the COVID-19 Crisis in the United Arab Emirates**

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## **Abstract**

Non-verbal communication plays a vital role in human interaction, allowing individuals to convey emotions, intentions, and meanings beyond spoken words. However, the pandemic has introduced unprecedented obstacles to non-verbal communication worldwide. The UAE, known for its cultural diversity and emphasis on personal connections, has experienced significant impacts on non-verbal communication due to the restrictions on physical contact. This study aims to investigate the effects of limitations on physical contact and face-to-face interactions on non-verbal communication in the UAE context. Additionally, the research examines the role and effectiveness of digital communication channels, such as video chat and messaging apps, in maintaining non-verbal cues. Considering the diverse cultural landscape of the UAE, the study aims to understand how culturally diverse populations perceive and adapt to the challenges in non-verbal communication during the pandemic. By addressing these objectives, the research contributes to a comprehensive understanding of the transformations, challenges, and adaptation strategies in non-verbal communication during the COVID-19 crisis in the UAE.

**Keywords:** COVID-19, Non-verbal communication, UAE; Digital communication, Social distancing