

of it is involuntary and even may reveal feelings or attitudes we would rather conceal. The distinguished film animator Rex Grignon, who worked on the trailblazing films *Toy Story* and *Antz*, summarizes this perfectly when talking to students. He tells them that: 'the real test of an animator is not whether he can move a character around on screen ... but whether, purely through its actions and gestures, he can make the audience believe that a character does not necessarily mean what it says'.

The way we use space is not a simple mechanical matter of distance. The language we use to communicate through bodily gesture in space and occupation of space is a powerful, subtle and complex one. The idea of body language became fairly familiar probably after it was popularized by Julius Fast (Fast 1971). Since then body language has become an everyday concept, and at least one national newspaper runs a regular feature in which photographs of some well-known personalities appearing in public are analysed. We are told how their postures and gestures actually reveal quite different relationships to those we have been given to believe by the publicity. Of course such assertions are never actually tested! Some observers have claimed that at least 75 per cent of all communication is non-verbal (Trompenaars and Hampden-Turner 1997), but this is rather difficult to quantify and so we must be rather cautious about such extravagant claims. However, those who try to do business, especially in foreign cultures, entirely by relying on the telephone or e-mail will soon realize that non-verbal communication is certainly not trivial!

Certainly body language is now far more than a diverting entertainment; it is used in highly professional ways to achieve quite serious objectives. Advertisers make extensive use of body language to communicate their message. A simple review of television and magazine advertisements shows many subliminal messages conveyed this way. An advertisement for a now rather old-fashioned sunlamp illustrates the point beautifully (Plate 10). There are two groups of people sitting at separate outdoor tables, chatting and drinking. They are all wearing beach clothes. One group is tanned and obviously has access to the advertised sunlamp, while the others are pale skinned and clearly do not. The unfortunate ones have tightly closed mouths while their tanned counterparts smile and show their teeth; the pale ones sit with hands clasped defensively in front of them whilst the lucky ones use open postures with limbs splayed out. The tanned ones turn their whole bodies to engage with their friends and clearly therefore benefit from social interaction, while the unfortunate pale skinned and thus miserable creatures turn only their heads and interact with no one, sitting instead isolated in their lonely worlds. Finally, in a totally non-behavioural finishing touch to the misery, the two glasses on the pale-skinned table are empty. On the tanned table not only are the glasses full of