**Body language and distance**

In some cultures, standing close to each other is accepted and people do not mind physical contact, e.g. gentle touching of someone’s arm while talking to them. In other cultures, people might object to or misinterpret this kind of behaviour.

Ways of acceptable communication is different for different cultures and groups of people. Not only is the verbal communication important, but also in some cultures non-verbal communication is considered to enrich every conversation. Body language can illustrate closeness between two people and their mutual trust by entering each other into „personal space“ while, e.g. tapping someone on the shoulder, a usual hug or whispering something to the other person. Personal space often depends on the culture – people living in Mediterranean and some Arabic countries can accept shorter distances than Europeans from northern countries can.

In one study, people from different cultures were observed engaging in an average of number of touches an hour – North Americans averaged two touches an hour, British averaged zero touches an hour. However, Parisians touched 110 times an hour, and Puerto Ricans 180 times an hour. Furthermore, a hug or a kiss that some cultures consider as typical greetings, other cultures can consider impolite. Touching someone who is not an intimate or close friend, may be considered inappropriate and any physical contact with strangers should be avoided, and apologized for if accidental.