

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

**COMM-220
Introduction to Nonverbal Communication**

I. Basic Course Information

A. Course Number and Title: COMM 220, Introduction to Nonverbal Communication

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2016

D. Effective Term: Fall 2017

E. Sponsoring Department: Communication and Languages Department

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 3

Lecture: 3

Laboratory: 0

Out of class student work per week: 6

H. Prerequisites/Corequisites: none

I. Laboratory Fees: none

J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Sara Banfield, Sara.Banfield@raritanval.edu

II. Catalog Description

Introduction to Nonverbal Communication is a course that explores theories and types of nonverbal behavior in relation to the overall communication process. Knowledge and practical skills will be gained through a diverse study of different types of nonverbal communication such as appearance, body movement, haptics (touch), proxemics (space), chronemics (time), paralanguage (voice), etc. Student will analyze the influence of language, perceptions, social roles, physical environment, culture and media on the nonverbal communication process. Content of the course will help students become more competent communicators with other individuals and groups.

III. Statement of Course Need

- A. Introduction to Nonverbal Communication is a course that offers students the opportunity to expand their knowledge of an important type of communication. Researchers have found that nonverbal communication is used to establish meaning more than verbal communication. Mehrabian and Wiener suggest up to 93% of meaning is received from nonverbal communication. This is a basic communication class that is offered at many colleges and universities and can be used as another elective. This course would be especially relevant to students who are majoring in Raritan Valley's fields of Communication Studies, Liberal Arts, Nursing, and Human Services.
- B. This course has no lab component.
- C. This course is designed for transfer, yet dependent on transfer institution may transfer as a Communication Studies program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a program specialization for Communication Studies.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

This course explores the following topics:

- A. Foundations of Nonverbal Communication
 - 1. nonverbal communication vs. verbal communication
 - 2. nature of nonverbal communication
 - a. culture-bound
 - b. rule-governed
 - c. ambiguous
 - d. multichanneled
- B. Nonverbal Communication Development: A Reflexive Approach
 - 1. reflexive cycle
 - 2. codes of nonverbal communication
 - 3. nonverbal sending and receiving
- C. Environment as Nonverbal Communication
 - 1. perceptions of environment
 - 2. reactions to environment
 - 3. environment in popular culture and media
- D. Proxemics: Use of Space
- E. Physical Appearance: The Body
- F. Kinesics: Body Movement, Gestures, and Posture
- G. Face and Eye Behavior

- H. Haptics: Touch Behavior
- I. Vocalics: Voice Behavior
- J. Nonverbal Communication on the Internet
- K. Nonverbal Communication in Professional and Educational Contexts
- L. Nonverbal Communication in Learning Environment
- M. Nonverbal Communication in Gender, Intimate Relationships and Sexuality

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Discriminate between verbal and nonverbal communication (GE 1)
2. Explain basic concepts and theories of nonverbal communication (GE 1)
3. Demonstrate effective nonverbal communication skills both informally and in formal oral presentations (GE 1)
4. Write clearly and coherently about their own nonverbal communication processes (GE 1, 5,*)
5. Use technological tools for research and analysis of information related to nonverbal communication (GE 4, IL)
6. Apply nonverbal communication to interactions with diverse individuals and groups. (GE 8)

(*Embedded critical thinking)

B. Course Learning Outcomes:

State the **learning outcomes** for the academic course.

At the completion of the course, students will be able to:

1. demonstrate an understanding of the fundamentals of nonverbal communication
2. describe the effects of the environment, space and territory, physical appearance, bodily movements, touch, vocal cues, artifacts, smell, and culture on nonverbal communication
3. discriminate between verbal and nonverbal communication
4. interpret nonverbal behavior based on communication research
5. communicate nonverbally more effectively with diverse individuals and groups
6. describe the influence of social roles and relationships on nonverbal behavior
7. explain the influence of gender differences on nonverbal communication

C. Assessment Instruments

1. class participation
2. communication skill activities
3. in-class activities
4. research paper or project
5. student oral presentation
6. exams/quizzes
7. demonstrations

VII. Grade Determinants

- A. research paper or project
- B. quizzes
- C. exams
- D. oral presentations
- E. journals
- F. essays
- G. demonstrations

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. guest speakers and lecturers
- D. student oral presentations
- E. one-on-one interaction
- F. simulation/role playing
- G. journal writing
- H. film excerpts

VIII. Texts and Materials

- A. Suggested textbook: Knapp, M.L., Hall, J. A., & Hogan, T. G. (2014) *Nonverbal Communication in Human Interaction (8th ed.)*. Boston, MA: Wadsworth Cengage Learning. Or other comparable current communication theory text.
- B. Internet materials: Internet resources relevant to current communication theories, practices, issues, and controversies, including the communication databases provided through the school.
- C. film, video, audio sources

IX. Resources (may include any of the following):

- A. internet resources/databases/archives
- B. dvd/video projection
- C. CATT classroom
- D. guest speakers
- E. off-campus site visits