COMM 572 – Nonverbal Communication


Course Description: The course is designed to provide you a survey of the theories behind all forms of nonverbal communication. The course is designed for you to learn more about how nonverbal communication affects your lives in interpersonal settings, work settings, advertising, and other areas of cultural interests.

Graded Activities:

1. Four (4) Papers – (2-4 pp.) An observational study of nonverbal communication (a specific area): (2) papers – assigned / (2) papers – student choice. All papers will be accompanied by an oral/speech informative report (3-5 min.) (Preliminary Reports).
2. Four (4) Tests – (study guides prior to each test)
3. Two (2) – Observational/Theory-based studies of nonverbal communication. (Final Projects) These Reports are labeled Preliminary Reports.

Course Objectives:

1. To introduce the historical & theoretical development of nonverbal communication and its scope as an academic discipline.
2. To increase your knowledge & understanding of the research, methodologies, and principles of nonverbal communication in various communication contexts (interpersonal, small group, public, work settings, and so on.
3. To raise your level of communication competence through the application of knowledge regarding the purposes & processes of nonverbal communication in various contexts (interpersonal settings, advertising, etc…)
4. To have you learn to apply the specific nonverbal communication theories to real world situations, advertising contexts, or media contexts.

Class Schedule
(subject to change)

Week 1 – Section One – Chapters 1-2
1. Course Orientation
2. Course Objectives
3. Course Assignments

Week 2 – Section One – Chapters 1-2 (Continued)
- Areas for two Reports
1. Proxemics  
2. Haptics  
3. Physical appearance  
4. Bodily Alterations  

Week 3 – Reports.  
- Pick two of these four areas. Everyone gives two Reports (preliminary)  
  o (start) Section Two: Studies and Subcodes Chapters 3-7  

Week 4 – Section Two: Chapters 3-7  
- Test 1 – Chapters 1-2  

Week 5  
- Everyone gives two Reports (preliminary) from any area in the chapters assigned up to this date. The four (4) Reports for each class member should be concluded during this class period.  

Week 6  
- Section Two: Chapters 3-7 (continue and conclude)  

Week 7  
- Section Two: Chapters 8-10 (Begin)  

Week 8  
- Test 2 – Chapters 3-7  
- Each student should select (2) areas for the Final Reports – to be approved at the end of this class period.  

Week 9  
- Section Two – Chapters 8-10 (conclude)  
- Section Three – Chapters 12-14 (begin)  

Week 10  
- Test 3 – Chapters 8-10  
- Other class work – TBA  

Week 11  
- Section Three – Chapters 12-14 (conclude)  

Weeks 12, 13, 14  
- Final Reports (2) from each class member (TBA)  

Week 15  
- Final Exam – Chapters 11-14
Course Information

Grade System

1. Four (4) papers (Preliminary papers)  25 points each  = 100 points
2. Four (4) tests                 100 points each  = 400 points
3. Two (2) papers (Final Project)  100 points each  = 200 points

TOTAL points  = 700 points

A = 650 – 700
B = 649 – 600

Nonverbal Communication Reports

1. Preliminary Reports (4)
   • You are asked to sit in a public place for at least one (1) hour. You are to observe the specific concept, the particular nonverbal behavior that we have studied for the particular days/chapters in class.

2. Final Reports (2)
   • You are to select two nonverbal research areas and update the research on the subject(s) from 2005 to date by reviewing all published scholarly research, “popular” studies and internet sources. (Internet sources are usually summary in nature. Look for the unedited sources behind the website.)

3. Written/Oral Reports
   • The Preliminary Reports (4) are to be 2-4 pages with a 3-5 minute speech/report.
   • The Final Reports (2) are to be 5-7 pages with a 3-5 minute speech/report.

Tests

Each test will have a combination of multiple choice, short answer, and discussion.