

**COMM 324 Nonverbal Communication**  
**Spring Semester 2019**  
**Dr. Armeda Reitzel**  
**Humboldt State University**

**TEXTBOOK:**

Matsumoto, David Ricky, Mark G. Frank, and Hyi Sung Hwang, eds. *Nonverbal Communication: Science and Applications*. Los Angeles: SAGE, 2013.

**COURSE PURPOSE:**

Nonverbal Communication (4). How human communication behaviors acquire meaning. Body language, voice, and use of our environment. Humboldt State University Catalog, 2019.

This four-semester-unit course provides a foundation and the building blocks for exploring the definitions, characteristics and roles of nonverbal communication in a variety of contexts. We will focus in on developing your knowledge and skills in understanding, analyzing, synthesizing and applying nonverbal communication principles and practices. We will take a special look at how culture influences nonverbal communication. Our exploration of nonverbal communication will involve readings, discussions, lectures, experiential activities, jigsaw essays, and nonverbal exploration projects. Dr. Reitzel's description, 2019.

**STUDENT LEARNING OUTCOMES:**

At the end of this course, students will be able to:

- Identify the types and functions of nonverbal communication.
- Explain the nature of the relationship between verbal and nonverbal communication.
- Describe the role of nonverbal communication within specific contexts.
- Apply principles of nonverbal communication in different contexts.
- Identify how nonverbal communication influences and is influenced by identity, power, deception, intimacy, culture, gender, personality, and other issues/factors.
- Articulate the major theories of nonverbal communication.
- Analyze, synthesize and apply nonverbal communication theories and research.

**NATIONAL COMMUNICATION ASSOCIATION'S LEARNING OUTCOMES IN COMMUNICATION:**

This course addresses the following NCA Learning Outcomes in Communication.

LOC #2: Employ communication theories, perspectives, principles, and concepts

- Explain Communication theories, perspectives, principles, and concepts
- Synthesize Communication theories, perspectives, principles, and concepts

- Apply Communication theories, perspectives, principles, and concepts
- Critique Communication theories, perspectives, principles, and concepts

LOC #5: Critically analyze messages

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize the influence of messages
- Engage in active listening
- Enact mindful responding to messages

LOC #8: Utilize communication to embrace difference

- Articulate the connection between communication and culture
- Recognize individual and cultural similarities and differences
- Appreciate individual and cultural similarities and differences

## **COURSE REQUIREMENTS:**

**Three examinations.** You will take three examinations. I will ask you short answer questions about course content. Come prepared to define, explain, analyze, synthesize, apply and evaluate concepts and theories in nonverbal communication. You may bring one page of handwritten notes on one side of an 8.5 by 11 inch piece of paper to each exam. Exam #1 is worth 90 points. Exams #2 and #3 are each worth 100 points. (Total possible = 290 points)

**Jigsaw essays (Report, Reflect, Recap).** You will be given the opportunity to read, summarize, contemplate, and highlight significant points of an article assigned to you. You will do this three different times during our course, just before each exam. For each jigsaw essay, you will be assigned one of four articles. After reading the assigned article, write a three-paragraph essay in which you:

### **Report**

Summarize the key points of the article in a paragraph consisting of 250-350 words.

### **Reflect**

Consider one or two of the key points that you summarized in the “report” paragraph. Apply relevant personal, interpersonal, small group, organizational, media, and/or social media examples to the point(s). Include your thoughts, hypotheses and/or questions in your reflection paragraph. This paragraph needs to be between 200-300 words in length.

### **Recap**

Write out clear, concise bullet points that succinctly highlight what you wrote in paragraph one and paragraph two. You need to include three, four or five sentences in this “recap” section. This final paragraph needs to be between 75-120 words in length.

Bring a copy of your essay to class on the date of the jigsaw activity. You will meet with the other students in our class who wrote about the same article. You and your group members will create a giant post-it note listing significant points from the article and give a 5-10 minute oral

presentation about it. Your participation in the giant post-it note activity and presentation is part of your jigsaw essay grade. Each jigsaw essay is worth 30 points. (Total possible = 90 points)

**Nonverbal exploration project.** You will work with two other students in the class as a team. You and your team members will explore aspects of nonverbal communication in specific settings. You will compose a group paper as a Google Doc and give a fifteen-to-twenty minute group presentation on your nonverbal communication exploration. Support your exploration with four or more published sources of information, two of which must be scholarly works. Your project is worth 100 points.

**Reviews of peers' nonverbal exploration projects.** Complete reviews of two of the projects presented in class. For each project that you review, include two possible exam questions with their answers. If Dr. Reitzel chooses one of your questions for exam #3, you will earn two extra points on exam #3. You must complete the reviews of two projects in order to earn any points on this assignment. This assignment is worth 20 points.

**The total number of points possible in this course: 500 points**

**COURSE SCHEDULE:**

Week	Topic	Reading
1	Welcome Course expectations Basic definitions Beginning perspectives Greeting behavior	Forsell, Lena M., and Jan A. Åström. "Meanings of Hugging: From Greeting Behavior to Touching Implications." <i>Comprehensive Psychology</i> , Jan. 2012, doi:10.2466/02.17.21.CP.1.13.  Katsumi, Yuta, et al. "When Nonverbal Greetings 'Make It or Break It': The Role of Ethnicity and Gender in the Effect of Handshake on Social Appraisals." <i>Journal of Nonverbal Behavior</i> , vol. 41, no. 4, Dec. 2017, pp. 345–365. <i>EBSCOhost</i> , doi:10.1007/s10919-017-0257-0.
2	Beginning perspectives "Secrets of Body Language" History Channel Documentary	Chapter 1: Reading People: Introduction to the World of Nonverbal Behavior - David Matsumoto, Mark G. Frank, and Hyi Sung Hwang
3	The face and the voice	Chapter 2: Facial Expressions - David Matsumoto and Hyi Sung Hwang

		Chapter 3: The Voice - Mark G. Frank, Andreas Maroulis, and Darrin J. Griffin
4	The body and gestures JIGSAW #1 DUE JIGSAW ACTIVITY IN CLASS Review for Exam #1	Chapter 4: Body and Gestures - David Matsumoto and Hyi Sung Hwang  Selected articles on Canvas for the jigsaw activity
5	EXAM #1 Cultural influences	Chapter 5: Cultural Influences on Nonverbal Behavior - David Matsumoto and Hyi Sung Hwang
6	Deception: Part I	Chapter 6: Deception - Mark G. Frank and Elena Svetieva  Chapter 8: 8. A Cop's Nonverbal Journey: From Gut to Mind - Joseph Ennett  Chapter 9: Anomalies and Nonverbal Behavior - Paul M. Moskal
7	Deception: Part II	Chapter 7: Aviation Security and Nonverbal Behavior - Carl Joseph Maccario  Chapter 10: Understanding Body Language and the Polygraph - Daniel H. Baxter  Chapter 12: Persuasion, Negotiation, and the Law - Clark Freshman
8	JIGSAW #2 DUE JIGSAW ACTIVITY IN CLASS Review for Exam #2	Chapter 11: Nonverbal Behavior in the Courtroom - Scott Brownell  DeWitt, Anthony. "Detecting Deception During Voir Dire." <i>American Journal of Trial Advocacy</i> , vol. 39, no. 1, 2015, pp. 25–50.  Selected articles on Canvas for the jigsaw activity
9	EXAM #2 Interpersonal skills Negotiation	Chapter 14: Interpersonal Skills and Nonverbal Communication - Steve Longford

		Chapter 13: Negotiation and Nonverbal Communication - Andrew Boughton
10	Appearance, adornment, and fashion Consumer research and branding	Selected articles for appearance, adornment, and fashion cues  Chapter 15. Nonverbal Communication in Consumer Research - Nick R. Harrington
11	Health settings	Chapter 16: Nonverbal Communication in Medical Practice - Robert Sheeler  Chapter 17: Nonverbal Behavior and Psychiatric Observation - Michael R. Privitera
12	Exploration Teams - Check in with Dr. Reitzel EXPLORATION TEAM PAPERS DUE	
13	NONVERBAL EXPLORATION TEAM PRESENTATIONS	
14	NONVERBAL EXPLORATION TEAM PRESENTATIONS	
15	TEAM PRESENTATION PEER REVIEWS DUE JIGSAW #3 DUE JIGSAW ACTIVITY IN CLASS Review for Examination #3	Chapter 18: Synthesis and Conclusion - Mark G. Frank, Hyi Sung Hwang, and David Matsumoto  Selected articles on Canvas for the jigsaw activity
16	Final Exam Period EXAMINATION #3	