

## **Communication 480: Policy, Information, and Syllabus**

**Time and Place:** ASC 331 T, Th 12:30-1:50  
**Instructor:** Jeffrey A. Hall  
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**Office:** Garden Level, West Wing  
**Office Hours:** T, TH 1:30-3:00  
 I am also available by appointment.

### **Course Text:**

Laura K. Guerrero, Joseph A. DeVito, and Michael L. Hecht  
The Nonverbal Communication Reader: Classic and Contemporary Readings,  
 Second Edition

*Other readings will be made available over Totale.*

### **Attendance/Participation Policy:**

Regular attendance and participation are absolutely essential to the success of this course. Therefore, 15% of your final grade will be determined by your attendance/participation. If you are not here to participate, you cannot. The attendance/participation grade will be based on involvement in the class exercises and discussions, as well as other assignments throughout the semester. Specifically, simply showing up for class will yield a "C" grade for the day, with higher grades going to those who participate more in the educational process. Specifically, being prepared for class by having read and prepared questions appropriate to the readings.

Note: Your participation grade is calculated daily. Each absence lowers the grade somewhat, though missing any class presentation will always diminish your understanding of the course material presented that day. Don't miss class and expect to fully understand everything people are talking about, or what the exam is asking for. Thus, participation grade includes all classes missed (including sick days, accidents, etc.), those attended in body alone, and those attended with active participation. Please attend this class.

### **Plagiarism/ Academic Integrity Policy:**

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the Scampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion of the Communication major or minor.

Any student found guilty of plagiarism, fabrication, or cheating on examinations or purchasing papers or other assignments will immediately receive a failing grade in the course and will be dismissed as a major. There are no exceptions of this policy.

### **Instructor's Philosophy:**

I believe that education is a process, not an endpoint. This course is not designed to achieve a static set of 'facts', but instead to encourage students to engage in the process of learning about how nonverbal communication pervades their lives. This being said, I have two goals for this class. 1) To expose students to relevant and (hopefully) interesting research on nonverbal communication, with the intention of making students seriously consider their future academic goals and how they will engage the process of education. 2) To encourage students to reflectively engage in communication by learning to be aware of the various channels that are employed in everyday interactions. Thereby, the education process consists of neither me "teaching" you, nor you "learning" something, but rather, a dialogue between both parties. My ideas, experiences, and values about the subject matter are but one person's, you represent another. I will challenge your perspective in an attempt to have you arrive at a better, more complete understanding of it.

### **Overall Grade Breakdown:**

Participation/ Discussion Contribution	=	15%
Presentation (Presentation, Bibliography, Discussion)	=	20%
Two Ethnographic Assignments (10% each)	=	20%
Midterm Exam	=	20%
Final Exam	=	25%

### **In-Class Discussion:**

Instead of me spewing forth brilliant pearls of wisdom onto your docile brains, you and I will jointly discover these pearls. For this to occur, you must (a) read the assigned materials carefully (brief discussion on how to read and take notes for academic work will follow), (b) be prepared to answer questions regarding the methodologies and perspective used by the various authors of each reading, and (c) argue with the authors of each reading (make 'em prove it to you). The guidance here is: pre-read, prepare, participate. The more you put into this course, the more you will get out of it. Participation in class discussions which reflects preparation boosts your participation grade above the "C" level.

### **Presentations:**

Each dyad (or triad, depending on class size) will give an in-class presentation on an area of nonverbal communication (e.g., Proxemics, vocalics, etc). This entails: (a) going beyond just completing the assigned textbook and journal readings in a specific nonverbal area, to create an annotated bibliography of 8-12 sources you found most useful and/or comprehensive in this area (reference each article using APA citation, summarize its focus and findings, then discuss your opinion of the article's worth to me). (b) Making a 25-35 minute presentation on the material, defining, explaining, and discussing the main lines of research in this area, (c) although not required, it is often helpful to bring a visual aid for the presentation, especially film clips, (d) Leading class in discussion on the topic after the presentation (e.g., asking fellow students questions based on the assigned readings, providing an outline of the presentation, and generally stimulating discussion the best you can). In short, your assignment is to be a teacher for the day. All students are responsible for reading the assigned materials. Any members of the class-audience not participating in the discussion adversely affect the presenter's discussion grade (which is one-third of the presentation grade). Thus, each student directly involved in the presentation should prepare questions for the presenter.

**IMPORTANT NOTE:** The annotated bibliography is due one week previous to the in-class presentation and should give a) a complete APA referencing of the sources, and b) a one paragraph summary of the article (what is examined, results, and is the article any good?).

### **Two Ethnographic Assignments:**

Although there are many ways to study nonverbal communication, this class will ask you to employ observational/ ethnographic methods. We will review and discuss how and why this methodology is employed, as well as how to do it and how to do it well. There will be two observational assignments due **Sept. 29** and **Nov. 17**. The first observation assignment will ask you to document your experience in line buying something at a grocery store. Examples of this process will be provided in the readings. The second assignment will ask you to document either yourself or another person being picked up at a social gathering. This could be a party, a bar, a club, or a grocery store. Because it is due later in the semester, there will be a much higher expectation of identifying terminology and theory to explain the interaction, specifically a focus on gender, intimacy, and ornamentation. More specific page limits and lengths will be discussed later.

**Midterm:**

There are two written exams given in this class. The first exam will be given after the first half of the class (roughly), and will conclude the section of the class that I will primarily present. It will consist of three parts: a) a reading identification part, where I will give a paragraph or two of a class reading, and you will be expected to identify the author, and discuss generally what the article was about; b) a short answer section where questions about nonverbal theory, culture, or gender will be presented, and you will be expected to answer questions about major theoretical issues and the implications of those issues, c) an essay question about nonverbal communication in context. You will need to bring 2 new blue books to the exam, which will be exchanged for completely blank blue books.

**Final Exam:**

The final exam will resemble the format of the midterm, but the reading identification and short answer will focus on the various channels of nonverbal communication (haptics, chronemics, etc.). The essay(s) will integrate information from both sessions of the class. You will have a 2 hour testing period to finish the exam, and the exam is closed book, which means you cannot bring notes or other reference materials to the exam. You will need to bring 2 new blue books to the exam, which will be exchanged for completely blank blue books.

**Week 1 - August 23 and 25:** Expectations, Syllabus, Introductions

Cha 1. Perspectives on Nonverbal Communication: Codes, Functions, and Contexts (Michael L. Hecht, Joseph A. DeVito, and Laura K. Guerrero)

**Week 2 - August 30 and Sept. 1:** Can Someone Not Not Communicate?

Motley, M. T. (1990). On whether one can(not) not communicate: An examination via traditional communication postulates. *Western Journal of Speech Communication*, 54, 1-20.

Beavin Bavelas, J. (1990). Forum: Can one not communicate? Behaving and communicating: A reply to Motley. *Western Journal of Speech Communication*, 54, 593-602.

**Week 3 - Sept. 6 and 8:** Theory Week

Cha. 48. Accommodating Nonverbally (Howard Giles and Paul Mark Wadleigh)  
 Cha. 49. Expectancy Violations Theory (Kory Floyd, Artemio Ramirez, Jr., and Judee K. Burgoon)  
 Cha. 51. Creating Close Relationships through Nonverbal Communication: A Cognitive Valence Approach (Peter A. Andersen)

**Week 4 - Sept. 13 and 15:** Research Week

Cha 3. Perspectives on Nonverbal Research Methods (Michael L. Hecht and Laura K. Guerrero)  
 Cha 32. Varieties of Emotional Cues in Everyday Life (Sally Planalp)

Chapter from Ethnography Book

**Week 5 - Sept. 20 and 22:** Gender

Cha 11. The Effect of Television Advertising and Programming on Body Image Distortions in Young Women (Philip N. Myers, Jr. and Frank A. Biocca)

Burgoon, J. K. (1993). Nonverbal signals. In M. K. Knapp & G. R. Miller (Eds.), *Handbook of Interpersonal communication* (2<sup>nd</sup> Ed, pp. 229-285). Beverly Hills: Sage.

**Week 6 - Sept. 27 and 29:** Culture**Sept. 29 First Ethnographic Assignment Due**

Cha 20. Cultural Uses and Interpretations of Silence (Charles A. Braithwaite)

Cha 44. Stereotypes and Nonverbal Cues: Showing How We Feel about Others during Cross-Cultural Interactions (Valerie Manusov)

Cha 45. Initiating Interaction: Greetings and Beckonings across the World (Roger E. Axtell)

Hecht, M. L., Andersen, P. A., & Ribeau, S. A. (1989). The cultural dimensions of nonverbal communication. In M. K. Asante & W. B. Gudykunst (Eds.), *Handbook of International and Intercultural Communication* (pp. 163-184). Newbury Park, CA: Sage Publications.

**Week 7a - Oct. 4:** Midterm Review and Catch Up

**Week 7b - Oct. 6:** MIDTERM

**Week 8a - Oct. 11:** Presentation 1 Kinesics

Cha 4. Hand Movements (Paul Ekman and Wallace V. Friesen)

Cha 8. Social and Emotional Messages of Smiling (Robert E. Kraut and Robert E. Johnston)

**Week 8b - Oct. 13:** Presentation 2 Proxemics

Cha 21. Territoriality: A Neglected Sociological Dimension (Stanford M. Lyman and Marvin B. Scott)

Cha 22. Proxemics and Haptics in Managerial Communication (Larry Smeltzer, John Waltman, and Donald Leonard)

Cha 29. "Stop" Signs: Regulating Privacy with Environmental Features (Aileen L. S. Buslig)

Cha 43. Civil Inattention Exists—in Elevators (Miron Zuckerman, Marianne Miserandino, and Frank Bernieri)

**Week 9a - Oct. 18:** Presentation 3 Haptics

Cha 23. Communication with Touch (Stanley E. Jones)

Cha 24. Public Touch Behavior in Romantic Relationships between Men and Women (Laura K. Guerrero and Peter A. Andersen)

Cha 25. The Midas Touch: The Effects of Interpersonal Touch on Restaurant Tipping (April H. Crusco and Christopher G. Wetzel)

**Week 9a - Oct. 20:** Presentation 4 Oculistics

Cha 7. Eye Contact: The Core of Interpersonal Relatedness (Gerald W. Grumet)

**Week 10a - Oct. 25:** Presentation 5 Paralanguage and Vocalics

Cha 17. Nonverbal Vocalizations (Michael Argyle)

Cha 18. Vocal Attractiveness: What Sounds Beautiful Is Good (Beth Semic)

Cha 19. The Power of Silence in Communication (Adam Jaworski)

Cha 33. Expressing and Managing Emotion with Nonverbal Communication (Peter A. Andersen and Laura K. Guerrero)

**Week 10b - Oct. 27:** Presentation 6 Physicalics and Clothing

Cha 12. Beauty Can't Be Beat (Glenn Wilson and David Nias)

Cha 13. Women's Appearance and Clothing within Organizations (Susan B. Kaiser)

**Week 11a - Nov. 1 :** Presentation 7 Olfactory

Cha 15. The Smell of Love (F. Bryant Furlow)

Cha 16. The Effects of Perfume Use on Perceptions of Attractiveness and Competence (R. Kelly Aune)

Review of contemporary research (on Totale)

**Week 11b - Nov. 3:** Presentation 8 Chronemics

Cha 27. Time in Perspective (Alexander Gonzalez and Philip G. Zimbardo)

Cha 28. Monochronic and Polychronic Time (Edward T. Hall and Mildred Reed Hall)

**Week 12a - Nov. 8:** Presentation 9 Developmental/ Childhood Nonverbal Communication

Cha 5. Deaf Babies Babble with Hands (Natalie Angier)

Cha 9. Who Can Resist Smiling at a Baby? (Dick Pothier)

Cha 26. Family Interactions in Public: Parent-Child Distance and Touching (Carol K. Sigelman and Robert M. Adams)

**Week 12b - Nov. 10:** Presentation 10 Intimacy

Cha 6. Sex and Relationship Affect Social Self-Grooming (John A. Daly, Elizabeth Hogg, David Sacks, Marcy Smith, and Lori Zimring)

Cha 34. The Nonverbal Communication of Romantic Love (Peter J. Marston and Michael L. Hecht)

Cha 35. Friendly? Flirting? Wrong? (Liana B. Koeppel, Yvette Montagne, Dan O'Hair, and Michael J. Cody)

Cha 36. Nonverbal Behavior in Intimate Interactions (Karen J. Prager)

Cha 37. Nonverbal Communication in Developing and Deteriorating Relations: A Conceptual Framework (Mark L. Knapp)

**Week 13a - Nov. 15:** Presentation 11 Nonverbal Communication and Deception

Cha 41. Can You Tell When Someone Is Lying to You? (Daniel Goleman)

Cha 42. Nonverbal Cues to Deception among Intimates, Friends, and Strangers (David B. Buller and R. Kelly Aune)

Knox, D., Schacht, C., Holt, J., & Turner, J. (19??). Sexual lies among university students. *College Student Journal*, 269-272.**(Not meeting Nov. 17 - NCA Convention Boston, MA)**

**Nov. 17: Ethnographic Assignment Two Due**

**Week 14a - Nov. 22:** Presentation 12 Nonverbal Communication in the Organization and Interview

Cha 10. Nonverbal Behavior and the Outcome of Selection Interviews (Ray J. Forbes and Paul R. Jackson)

Cha 38. Positions of Power: Nonverbal Influence in Organizational Communication (Peter A. Andersen and Linda L. Bowman)

Cha 39. The Influence of Nonverbal Behaviors in Compliance-Gaining Processes (Chris Segrin)

**(Not meeting Nov. 24 - Thanksgiving)**

**Week 15a - Nov. 29:** Ending a Conversation

Cha 46. Turn-Taking in Conversations (John M. Wiemann and Mark L. Knapp)

Cha 47 The Last Ten Turns in Conversations between Friends and Strangers (Maria J. O'Leary and Cynthia Gallois)

**Week 15b -Dec. 1:** Final Exam Review (Come prepared with questions).

**Final: December 13**

Time: 11 am - 1 pm

Bring Two Blue Books with you