

Washtenaw Community College Comprehensive Report

COM 210 Nonverbal Communication Effective Term: Spring/Summer 2020

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Communication, Media & Theatre Arts (new)

Discipline: Communications (new)

Course Number: 210

Org Number: 11500

Full Course Title: Nonverbal Communication

Transcript Title: Nonverbal Communication

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Outcomes/Assessment

Objectives/Evaluation

Other:

Rationale: In order to heighten the expectations of meeting the outcomes of the course, the standard of success will be more stringent to properly assess student learning.

Proposed Start Semester: Winter 2020

Course Description: In this course, students will explore and examine various functions and categories of nonverbal communication including, but not limited to, gestures, movement, facial expressions, vocal behavior and appearance. Through interactive exercises, students will learn how to enhance their own nonverbal communication behavior and better interpret others' behavior to become more successful in their personal and professional lives.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 2 - Speech

Assoc in Applied Sci- Area 2

Assoc in Science - Area 2

Assoc in Arts - Area 2

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

General Education Area 8 - 2nd Writing or Communication/Speech

Assoc in Applied Sci - Area8

Assoc in Art - Area8

Assoc in Science - Area8

Request Course Transfer**Proposed For:**

Central Michigan University

Eastern Michigan University

Wayne State University

Western Michigan University

Other : Eastern Michigan University transfer for CTAC 226 Nonverbal Communication

Student Learning Outcomes

1. Define the functions of nonverbal communication.

Assessment 1

Assessment Tool: Common exam question

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 25% of students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the sampling will receive an average of 75% or higher.

Who will score and analyze the data: Instructors within the department (excluding those teaching COM 210) will score and analyze the data for all assessment tools.

2. Define the categories of nonverbal communication.

Assessment 1

Assessment Tool: Discipline exam

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 25% of students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the sampling will receive an average of 75% or higher.

Who will score and analyze the data: Instructors within the department (excluding those teaching COM 210) will score and analyze the data for all assessment tools.

3. Identify nonverbal communication functions and categories that are present in different cultures.

Assessment 1

Assessment Tool: Student presentation assessment form

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 25% of students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the sampling will receive an average of 75% or higher.

Who will score and analyze the data: Instructors within the department (excluding those teaching COM 210 during assessment period) will score and analyze the data for all assessment tools.

Course Objectives

1. Define the function of nonverbal communication, substituting, in a variety of communication contexts.
2. Define physical appearance and body behavior in relation to the category of nonverbal communication.
3. Identify an example of a function or category of nonverbal communication that is unique to a specific culture other than their own.
4. Define the function of nonverbal communication, emphasizing, in a variety of communication contexts.
5. Define the function of nonverbal communication, contradicting, in a variety of communication contexts.
6. Define the function of nonverbal communication, regulating, in a variety of communication contexts.
7. Define environment and space in relation to the category of nonverbal communication.
8. Define face and eye behavior in relation to the category of nonverbal communication.
9. Define vocal behavior in relation to the category of nonverbal communication.
10. Define a culturally unique function or category of nonverbal communication.
11. Clearly explain the definition of a function or category of nonverbal communication, culturally unique, to their audience.
12. Clearly explain an example, demonstrating the nonverbal communication function or category chosen to present to their audience.

New Resources for Course

Course Textbooks/Resources

Textbooks

Gamble, Teri Kwal and Michael Gamble. *Nonverbal Messages Tell More*, 1st ed. New York: Ruthledge, 2017, ISBN: 978-0-7656-45.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer

Faculty Preparer:

Allison Fournier

Action

Faculty Preparer

Date

Aug 07, 2019

Department Chair/Area Director:

Allison Fournier

Recommend Approval

Aug 08, 2019

Dean:*Scott Britten**Recommend Approval**Sep 18, 2019***Curriculum Committee Chair:***Lisa Veasey**Recommend Approval**Oct 24, 2019***Assessment Committee Chair:***Shawn Deron**Recommend Approval**Dec 03, 2019***Vice President for Instruction:***Kimberly Hurns**Approve**Dec 04, 2019*

Washtenaw Community College Comprehensive Report

COM 210 Nonverbal Communication

Effective Term:

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities

Discipline: Communications

Course Number: 210

Org Number: 11520

Full Course Title: Nonverbal Communication

Transcript Title: Nonverbal Communication

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Outcomes/Assessment

Rationale: In order to heighten the expectations of meeting the outcomes of the course, the standard of success will be more stringent to properly assess student learning.

Proposed Start Semester: Winter 2017

Course Description: In this course, students will explore and examine various functions and categories of nonverbal communication including, but not limited to, gestures, movement, facial expressions, vocal behavior and appearance. Through interactive exercises, students will learn how to enhance their own nonverbal communication behavior and better interpret others' behavior to become more successful in their personal and professional lives.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 2 - Speech

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Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

General Education Area 8 - 2nd Writing or Communication/Speech

Assoc in Applied Sci - Area8

Assoc in Art - Area8

Assoc in Science - Area8

Request Course Transfer**Proposed For:**

Central Michigan University

Eastern Michigan University

Wayne State University

Western Michigan University

Other : Eastern Michigan University transfer for CTAC 226 Nonverbal Communication

Student Learning Outcomes

1. Define the functions of nonverbal communication.

Assessment 1

Assessment Tool: Discipline Exam: Each student will complete a discipline exam in which they will be asked one question each, dealing with the following definition. Question: Define a function of nonverbal communication. This question will be worth a total of 2 points and an average of the points will be taken.

Assessment Date: Winter 2017

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: If one section is offered, the entire section will be assessed. If more than one section is offered, a sampling of the running sections will be assessed.

How the assessment will be scored: Discipline developed rubric

Standard of success to be used for this assessment: Success for this assessment will be 70% of the sampling will receive an average of 70% or higher.

Who will score and analyze the data: Instructors within the department (excluding those teaching COM 210) will score and analyze the data for all assessment tools.

2. Define the categories of nonverbal communication.

Assessment 1

Assessment Tool: Discipline Exam: Each student will complete a discipline exam in which they will be asked one question each, dealing with the following definition. Question: Define two categories of Nonverbal Communication. This question will be worth a total of 4 points and an average of the points will be taken.

Assessment Date: Winter 2017

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: If one section is offered, the entire section will be assessed. If more than one section is offered, a sampling of the running sections will be assessed.

How the assessment will be scored: Discipline developed rubric

Standard of success to be used for this assessment: Success for this assessment will be 70% of the sampling will receive an average of 70% or higher.

Who will score and analyze the data: Instructors within the department (excluding those teaching COM 210) will score and analyze the data for all assessment tools.

3. Identify nonverbal communication functions and categories that are present in different cultures.

Assessment 1

Assessment Tool: Student Presentation Assessment Form (individual or group): Each student will identify, research and present functions and/or categories of nonverbal communication, unique to a culture other than their own. Each student will be asked to do the following in their presentation: Part 1: Define a culturally unique category or function of nonverbal communication. Identify an example of this culturally unique category and/or function of nonverbal communication. The above questions will be worth 1 point each. For the second part of this assessment, each student will need to clearly explain the function/category along with an example of nonverbal communication to their audience. Part 2: Clearly explain definition of nonverbal function/category, culturally unique, to the audience. Clearly explain the example, demonstrating the nonverbal communication function/category chosen. Part 2 Questions will be worth 1 point each. The student presentation assessment will be worth a total of 4 points (Part 1 - two points; Part 2 - two points).

Assessment Date: Winter 2017

Assessment Cycle: Every Three Years

Course section(s)/other population: all sections

Number students to be assessed: If one section is offered, the entire section will be assessed. If more than one section is offered, a sampling of the sections will be assessed.

How the assessment will be scored: departmentally-developed rubric

Standard of success to be used for this assessment: Success for this assessment will be 70% of the sampling will receive an average of 70% or higher.

Who will score and analyze the data: Instructors within the department (excluding those teaching COM 102 during assessment period) will score and analyze the data for all assessment tools.

Course Objectives

1. Define functions of nonverbal communication in a variety of communication contexts including, but not exclusive to the following: complementing, contradicting, accenting, repeating, regulating, substituting.
2. Define categories of nonverbal communication including, but not exclusive to the following: physical appearance, gesture and movement, face and eye behavior, vocal behavior, space, touch, environment, time.
3. Identify, research and present a function and/or category of nonverbal communication that is unique to a specific culture other than their own.

New Resources for Course

Course Textbooks/Resources

Textbooks

Richmond, V., J. McCroskey, M. Hickson. *Nonverbal Behavior in Interpersonal Relations*, Sixth Edition ed. Boston: Pearson: Allyn and Bacon, 2008

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer

Originator: *Washtenaw Fournier*

Action

Originator

Date

Oct 27, 2009