

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	of Letters
1.3 Department	Department of Theoretical and Applied Linguistics
1.4 Field of study ¹⁾	Master
1.5 Study level ²⁾	Master
1.6 Study programme/Qualification	Culture and discourse in the Anglo-American space (IFR)

2. Data about the course

2.1 Name of course	Cultural Differences in Nonverbal Communication							
2.2 Course convenor	Prof. dr. Elena BUJA							
2.3 Seminar/ laboratory/ project convenor								
2.4 Study year	1	2.5 Semester	1	2.6 Evaluation type	C	2.7 Course status	Content ³⁾	DCC
							Attendance type ⁴⁾	DO

3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					76
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					15
Tutorial					2
Examinations					2
Other activities					2
3.7 Total number of hours of student activity		111			
3.8 Total number per semester		125			
3.9 Number of credits ⁵⁾		5			

4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> It is not the case.
4.2 competences-related	<ul style="list-style-type: none"> Basics of intercultural culture and communication

5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> -
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> Classroom with video projector

6. Specific competences and learning outcomes

Professional competences	<p>Cognitive competences - understanding the development of the Anglo-American language, literature and culture and the identity elements of the Anglo-American space</p> <p>Cp1. In-depth knowledge of the latest cultural theories and trends</p> <p>L.O.1. The graduate is able to describe the characteristics of Romanian nonverbal behavior in the context of European multiculturalism.</p> <p>Applied-practical competences - the ability to identify and use sources of information needed to solve new problems</p> <p>Cp5. Knowledge of current strategies and techniques for designing scientific research in the cultural field</p> <p>L.O. 5. The graduate is able to develop scientific research in the field, applying appropriate and modern methods and methodologies</p>
Transversal competences	<p>Ct1. knowledge of communication and cooperation strategies in professional and/or intercultural contexts</p> <p>L.O.1. The graduate is able to communicate ideas, values, attitudes in English effectively and appropriately in different contexts.</p> <p>Ct2. know how to apply acquired knowledge in different professional and research situations</p> <p>L.O.2. The graduate is able to organize his/her professional and research work effectively and creatively.</p>

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	The course provides students with the basic information necessary to understand intercultural communication. At the same time, it introduces the key elements of face-to-face communication (verbal and non-verbal) as well as the cultural differences that can intervene in this process.
7.2 Specific objectives	<ul style="list-style-type: none"> - Developing new communication strategies in intercultural contexts and encouraging the evaluation of pre-existing ideas about cultures and stereotypes. - To identify values and symbols of lesser-known cultures. - Developing students' ability to identify and understand cultural differences in verbal and non-verbal communication. To adopt an objective/impartial attitude towards other cultures.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Professional communication in intercultural contexts	exposure in ID technology	2	
2. Kinezica: hand gestures	exposure in ID technology	2	
3. Kinesics: gestures involving arms, elbows and legs	exposure in ID technology	2	
4. Facial expression	exposure in ID technology	2	
5. Touching	exposure in ID technology	2	
6. Use of space	exposure in ID technology	2	
7. Use of time	exposure in ID technology	2	

Bibliography

Aaron, W. W (ed), (1997), *Nonverbal Behaviour: Perspectives, Applications, Intercultural Insights*. Hogrefe and Huber, Seattle

Baker, W. 2022. *Intercultural and Transcultural Awareness in Language Teaching*. Cambridge: CUP.

Collet, P. (1993), *Cartea gesturilor europene*, Editura Trei, Bucuresti

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Givens, D. P. (2000), *Dictionary of Gestures, Signs and Body Languages*. Spokane, Washington: Center for Nonverbal Studies Press

Hofstede, G. (1994), *Cultures and Organizations. Intercultural Cooperation and its Importance for Survival*. Harper Collins Publishers, London

Knapp, M. L. (1972). *Nonverbal Communication in Human Interaction*. Holt, Rinehart and Winston Inc. New York, London

Kunkhe, E. (2007) *Body Language for Dummies*, John Wiley & Sons, Ltd., West Sussex

Milhouse, V.H, Asante, M.K & Nwosu, P.O (eds) (2001), *Transcultural Realities: Interdisciplinary Perspectives on Cross-Cultural Relations*, Sage Publications, London

Monaghan, L. & Godman, J.E. (2007), *A Cultural Approach to Interpersonal Communication*, Blackwell Publishing: Oxford

<p>Navarro, J. (2008), <i>What Every Body is Saying</i>, Harper Collins Publishers, New York</p> <p>Pease, A. (1981) <i>Body Language – How to Read Other's Thoughts by Their Gestures</i>. Camel Publishing Company, North Sydney</p> <p>Pease, A. & Garner, A. (1985), <i>Limbajul vorbirii</i>, Editura Polimark, Bucuresti</p> <p>Segerstrile, U and Molnar Semmelweis, P. (1997), <i>Nonverbal Communication: Where Nature Meets Culture</i>, Lawrence Erlbaum</p> <p>Scollon R. & Scollon, W.S. (1995) <i>Intercultural Communication. A Discourse Approach</i>. Oxford UK & Cambridge USA, Blackwell</p> <p>Trompenaars, F. (1993) <i>Riding the Waves of Culture. Understanding Cultural Diversity in Business</i>. Nicholas Brealey Publishing, London</p> <p>Wharton, T. (2009) <i>Pragmatics and Non-Verbal Communication</i>, CUP</p> <p>Material in ID-IFR technology: Elena BUJA: <i>Cultural differences in non-verbal communication</i>. Curs in tehnologie ID (format electronic), elaborat in 2014 pentru anul I, sem.1.</p>			
8.2 Seminar/laboratory/project	Teaching-learning methods	Number of hours	Remarks
Quiz - knowledge of behavioral culture	alternating exposure with interactive method	2	topic in the subject calendar
Watch the BBC documentary "The Human Animal" (Desmond Morris and identify cultural differences in gestures, symbols, touch, facial expression.	alternating exposure with interactive method	2	topic in the subject calendar
Analyze on text the problems caused by cultural differences in non-verbal communication between Europeans and Asians.	alternating exposure with interactive method	3	topic in the subject calendar
<p>Bibliography</p> <p>Kohls, Robert L. 2001. <i>Learning to Think Korean</i>. Nicholas Brealey, Boston.</p> <p>Kunkhe, E. (2007) <i>Body Language for Dummies</i>, John Wiley & Sons, Ltd., West Sussex</p> <p>Morris, Desmond. <i>The Human Animal</i>(BBC documentary); https://www.youtube.com/watch?v=nsU4WRVpS-k&t=375s</p> <p>Material in ID-IFR technology: Elena BUJA: <i>Cultural differences in non-verbal communication</i>. Curs in tehnologie ID (format electronic), elaborat in 2014 pentru anul I, sem.1.</p>			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Students will acquire knowledge and skills that will help them to adopt appropriate nonverbal behavior in different social situations and intercultural contexts.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Fit to the requirements, logical argumentation, use of subject-specific metalanguage, writing (correctness of expression, coherence of expression), originality	Colloquium	50%
10.5 Seminar/ laboratory/ project	Fit to the requirements, logical argumentation, use of subject-specific metalanguage, writing (correctness of expression, coherence of expression), originality	Checks during the semester	50%
10.6 Minimal performance standard			

- Students should be able to identify the codes of non-verbal communication characteristic of our culture and other cultures closer to or different from ours.
- Students should be able to apply the knowledge acquired in the interpretation of different artistic productions (movies, books).
- Students are expected to adopt an objective attitude towards all world cultures and to be able to adapt their non-verbal behavior to the cultures they visit both professionally and privately.

This course outline was certified in the Department Board meeting on 23/09/2024 and approved in the Faculty Board meeting on 23/09/2024.

Conf. dr. Adrian LĂCĂTUȘ, Dean	Prof. dr. Răzvan SĂFTOIU, Head of Department
Prof. dr. Elena BUJA, Course holder	Prof. dr. Elena BUJA, Holder of seminar/ laboratory/ project

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);
- 4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).