

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Faculty of Letters
1.3 Department	Theoretical and Applied Linguistics
1.4 Field of study ¹⁾	Master
1.5 Study level ²⁾	Master
1.6 Study programme/ Qualification	Language Studies for Intercultural Communication (in English)

2. Data about the course

2.1 Name of course	Cultural Features of Verbal and Non-verbal Communication							
2.2 Course convenor	Prof. Elena Buja							
2.3 Seminar/ laboratory/ project convenor	Prof. Elena Buja							
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	E	2.7 Course status	Content ³⁾	CC
							Attendance type ⁴⁾	EC

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

3.1 Number of hours per week	3	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					57
Additional documentation in libraries, specialized electronic platforms, and field research					30
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					40
Tutorial					2
Examinations					2
Other activities.....					2
3.7 Total number of hours of student activity	133				
3.8 Total number per semester	175				
3.9 Number of credits ⁵⁾	7				

4. Prerequisites (if applicable)

4.1 curriculum-related	• None
4.2 competences-related	• Basic knowledge related to culture and communication

5. Conditions (if applicable)

5.1 for course development	• None
5.2 for seminar/ laboratory/ project development	• Classroom provided with internet connection and projector

6. Specific competences and learning outcomes

Professional competences	<p>PC1. Professional competencies</p> <p>L.O.1.1. The graduate possesses advanced theoretical knowledge in the field of linguistics and related fields, necessary for processing information and identifying ways to facilitate communication between individuals from different cultural backgrounds.</p> <p>L.O.1.2 The graduate is able to observe and understand the similarities and differences between cultures and to approach them impartially, in the spirit of ethno-relativism.</p> <p>L.O.1.3 The graduate can initiate, design, monitor and complete research projects in the field of linguistics.</p> <p>L.O.1.4 The graduate can use the methodology and research tools specific to the field to document and investigate phenomena associated with interculturality.</p> <p>L.O.1.5 The graduate has the ability to process information from various sources, to compare and correlate it for research purposes and to develop original solutions to solve concrete problems arising in various communication situations.</p> <p>PC2. Competencies in the field of intercultural communication in professional and social contexts, using traditional and digital means</p> <p>L.O.2.1 The graduate possesses the ability to disseminate the results of his research, to present and argue his ideas in English, in writing, orally or with the help of digital means, in accordance with international academic norms and professional ethics.</p> <p>L.O.2.2 The graduate has the ability to mediate and manage communication between non-native speakers, in various communication situations and to use the tools necessary for effective collaboration with partners from different cultural and professional backgrounds.</p> <p>L.O.2.3 The graduate can participate in interactions in multicultural contexts, demonstrating understanding and tolerance towards the interlocutors opinions and values of the interlocutors, adapting his behavior to the given communication situation.</p>
Transversal competences	<p>CT1. Research-related and metacognitive competencies</p> <p>L.O.1.1 The graduate is prepared for independent or team work, and is able to plan and oversee activities designed for different project types.</p> <p>L.O.1.2. The graduate has the ability to efficiently organize his professional activity and to correctly and timely fulfill his work tasks, achieving a pre-established set of objectives.</p> <p>L.O.1.3 The graduate has the metacognitive skills necessary to gauge one's own strengths and liabilities relevant for the project in hand, and commits thereto accordingly.</p> <p>CT2. Career management and development</p> <p>L.O.2.1. Is able to identify and explore lifelong learning opportunities.</p> <p>L.O.2.2. Can set objectives for one's own career management and is able to act towards attaining them.</p> <p>L.O.2.3. Is capable of self-assessment, self-adjustment, and management of professional issues.</p> <p>L.O.2.4. Possesses the coping strategies to control professional and emotional stress.</p> <p>L.O.2.5. Is able to commit to and perform the tasks in keeping with the ethical principles and shared values of the professional community.</p>

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

7.1 General course objective	<ul style="list-style-type: none"> The course material offers students basic information necessary to understand intercultural communication. At the same time, it presents the key elements that appear in face-to-face communication (both verbal and non-verbal), as well as aspects pertaining to cultural differences between interlocutors belonging to different cultures.
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7.2 Specific objectives	<ul style="list-style-type: none"> • Developing new communication strategies in intercultural contexts and encouraging the examination of pre-existent ideas related to cultures and stereotypes, as well as adopting tolerance for members of other cultures. • Encouraging the identification of values and symbols of lesser-known cultures. Avoiding the use of symbols which may cause misunderstandings or may offend members of those cultures. • Making students aware of the existence of certain social rules that differentiates between men's and women's nonverbal behaviour. • Developing the students' capacity to identify and understand cultural differences in non-verbal communication and to adopt an objective/impartial attitude towards other cultures.
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8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Professional communication in intercultural contexts	Lecture and interactive methods	2	
Defining cultures and its dimensions; Hofstede's cultural dimensions	Lecture and interactive methods	2	
Intercultural encounters; culture shock (causes and symptoms)	Lecture and interactive methods	2	
Non-verbal communication: introduction	Lecture and interactive methods	2	
Body language (kinesics)	Lecture, interactive methods; watching short videos on YouTube	2	
Touching behaviour (haptics)	Lecture, interactive methods; watching short videos on YouTube	2	
Chronemics (use of time)	Lecture, interactive methods; watching short videos on YouTube	2	
Proxemics (use of space)	Lecture and interactive methods	2	
Silence in different cultures	Lecture	2	
Use of artefacts	Lecture and interactive methods; artefact exhibition	2	
Paralanguage	Lecture, interactive methods; watching short videos on YouTube	2	
Culture and linguistic diversity	Lecture, interactive methods; watching short videos on YouTube	2	
Types of intercultural misunderstandings	Lecture, interactive methods; watching short videos on YouTube	2	

An intercultural approach to men-women misunderstandings	Lecture and interactive methods	2	
<p>Bibliography</p> <p>Aaron, W. W (ed.), (1997), <i>Nonverbal Behaviour: Perspectives, Applications, Intercultural Insights</i></p> <p>Banks, S.P., Ge, G. and Barker, J, (1991), <i>Intercultural Encounters and Miscommunication</i>, in Couplan, N, Giles, H, Bowman, J. (2020). <i>Nonverbal Communication. An Applied Approach</i>. Sage Publications.</p> <p>Collet, P. (1993), <i>Cartea gesturilor europene</i>, Editura Trei, Bucuresti</p> <p>Collet, P. (2003), <i>Cartea gesturilor</i>. Editura Trei, Bucuresti</p> <p>Givens, D. P. (2000), <i>Dictionary of Gestures, Signs and Body Languages</i></p> <p>Hofstede, G. (1994), <i>Cultures and Organizations. Intercultural Cooperation and its Importance for Survival</i>. Harper Collins Publishers, London</p> <p>Knapp, M. L. (1972). <i>Nonverbal Communication in Human Interaction</i>. Holt, Rinehart and Winston Inc. New York, London</p> <p>Kunkhe, E. (2007) <i>Body Language for Dummies</i>, John Wiley & Sons, Ltd., West Sussex</p> <p>Matsumoto, D. (ed.) (2010). <i>APA Handbook of Intercultural Communication</i>. Walter de Gruyter et Co.</p> <p>Matsumoto, D., M. G. Frank & H. Hwang. (2012). <i>Nonverbal communication. Science & Applications</i>.</p> <p>Milhouse, V.H, Asante, M.K & Nwosu, P.O (eds.) (2001), <i>Transcultural Realities: Interdisciplinary Perspectives on Cross-Cultural Relations</i>, Sage Publications, London</p> <p>Monaghan, L. & Godman, J.E. (2007), <i>A Cultural Approach to Interpersonal Communication</i>, Blackwell Publishing: Oxford</p> <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>Yoshimura, S. M. (2016), <i>Nonverbal Communication Research. Readings and Applications</i>. Cognella</p>			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Culture quiz	Questionnaire	2	
Desmond Morris - <i>The Human Animal</i> (documentary)	Problem-based learning	2	
Article by Nawal El-Saadawi: "Love and Sex in the Life of the Arab" (the image of women in the Muslim culture)	Discussing the article; personal contribution based on other sources, too.	2	
<i>The White Massai</i> - Intercultural marriages	Movie watching and discussions based on the topic of intercultural / interracial marriages	2	
Miniprojecte – students can choose any topic related to non-verbal behaviour	Presentations & interactive methods	4	
Analysis of some literary fragments from a non-	Problem-based learning	2	

verbal perspective			
<p>Bibliografie</p> <p>El Sadaawi, Awal, <i>Love and Sex in the Life of the Arab</i> in Brunk, T. S. Diamond, P. Pekins, K. Smith (eds). <i>Literacies. Reading, Writing, Interpretation</i>, (1997), W.W. Norton & Co: New York, pp. 461 - 486</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>			

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 adopt the appropriate non-verbal behaviour in various social and intercultural contexts. These skills will help them identify those situations in which the nonverbal behaviour contradicts the verbal message, to avoid offensive situations regarding the interlocutors coming from other cultures through the use of gestures that have a different meaning from the one we are familiar with, and to develop understanding for the values and symbols of other cultures. In other words, the student learns to become a "citizen of the world", not only of his own country.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course		Multiple-choice test	50%
10.5 Seminar/ laboratory/ project	Compliance with the requirements, logical argumentation, use of subject-specific metalanguage, coherence in presentation, originality.	Mini-project	30%
	Active participation in the seminars.	Class-participation	20%
<p>10.6 Minimal performance standard</p> <ul style="list-style-type: none"> Students should become able to identify the non-verbal codes characteristic of our own culture and of other (closely or distantly related) cultures. Students should be able to apply the acquired non-verbal knowledge in interpreting various artistic productions (movies, books, plays, etc.). Students are expected to adopt an objective attitude towards all cultures of the world and to be able do adapt their non-verbal behaviour to the cultures they visit both in their professional and in their private lives, considering the fact that in the era of globalization we live in, intercultural encounters are extremely frequent and important. 			

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.

<p>Assoc. Prof Adrian LACATUS</p> <p>Dean</p>	<p>Prof. Razvan SAFTOIU</p> <p>Head of Department</p>
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Prof. Elena BUJA	Prof. Elena BUJA
Course holder	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).