Syllabus

Effective Verbal and Non-Verbal Communication in the Media - 50482

Last update 03-03-2019

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Tsfira Grebelsky-Lichtman

Coordinator Email: grbelsky@netvision.co.il

Coordinator Office Hours: Monday, 10:00-11:00, by appointment

Teaching Staff:
Dr. Tsfira Grebelsky
Course/Module description:
This course introduces the relations between verbal and nonverbal communication, both in interpersonal interaction and in the mass media. It is based on holistic approaches for the analysis of communicative situations that has verbal and a visual aspects.
The course will introduce both channels of communication, their relations, from theoretical and methodological points of view.

Course/Module aims:
1. Understand the theoretical and empirical aspects of nonverbal and verbal communication.
2. Understand the theoretical and empirical aspects of the relations between verbal and nonverbal communication - both in interpersonal communication an in the mass media.
3. Introducing research methods for the study of each of the channels and their relationship.
4. Analysis of verbal communication, nonverbal communication and the connection between them in the media.

Learning outcomes - On successful completion of this module, students should be able to:
1. Describe the theoretical and empirical aspects of verbal and nonverbal communication.
2. Describe the theoretical and empirical aspects of the relation between verbal and nonverbal communication.
3. Describe research methods for the study of each of the channels and their relationship.
4. Analyze verbal communication, nonverbal communication and their relationship, in the media.

Attendance requirements(%):
80

Teaching arrangement and method of instruction: Course requirements:
1. Regular reading of the bibliography.
2. Write a theoretical and empirical paper.

Course/Module Content:
1. Introduction.
2. The relationship between verbal and nonverbal communication.
3. Methodological aspects of the relation between the channels.
4. Nonverbal communication.
5. Verbal communication.
6. The two channels and social differences.
7. The two channels and gender.
8. The two channels and family interaction.
9. The two channels in the mass media.
10. The two channels in election campaigns.
11. The two channels in commercials.

Required Reading:

Additional Reading Material:
1. מבוא -ハイברב רדיוIENTcitationViU
2. הנסותезультатי־לקקר יאגרוימפיום כסומן
3. הנטול הוליסטי, הנחות יסוד שיעמודות בנסיסים והיאופיליצירויות ההיאופיליצירויות והיזמות.


research. Cambridge: Cambridge University Press.
Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 100 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information: