

The Hebrew University of Jerusalem

Syllabus

Effective Communication as a Tool of Conflict Resolution and Negotiation Management - 50817

Last update 20-10-2023

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Tsfira Grebelsky-Lichtman

Coordinator Email: Tsfira.Grebelsky@mail.huji.ac.il

Coordinator Office Hours: Monday, 10:00-11:30

Teaching Staff:

Prof. Tsfira Grebelsky

Course/Module description:

This course is designed to provide an understanding of the process of negotiation and conflict resolution in communicative perspective. The course presents various approaches to the explanation of outcomes, shows their strengths and limitations, and applies them to enhance effective communication. In the process, it will also develop insights into the matter of active listening, interpersonal communication expertise and strategies of creative solutions. The uniqueness of the course is that it combined theoretical approaches and concepts with practice examinations of specific cases. Throughout, the subject will be placed in the context of the social science paradigm of power.

Course/Module aims:

The objectives of this course are to introduce students to the main principles and strategies of effective communication as a tool for conflict resolution and negotiation and to provide them with a theoretical understanding alongside the development of concrete skills for conflict resolution and effective negotiation.

Learning outcomes - On successful completion of this module, students should be able to:

- 1. Evaluate key points in effective communication in negotiation and conflict management.*
- 2. Understand the theoretical perspectives of effective communication in negotiation and conflict management.*
- 3. Explain and criticize the various theoretical approach to effective communication in negotiation and conflict management.*
- 4. Conduct comparative discussion between strategies of effective communication in negotiation and conflict management.*
- 5. Employ effective communication strategies to analyze negotiation and conflict management.*
- 6. Develop and amply the practical implications of effective communication in negotiation and conflict management.*

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: Unique-experiential interactive

teaching. In order to provide students with communication skills for conflict resolution and the management of negotiation processes effectively, in addition to the theoretical parts, practical tools will also be learned and practiced. Thus, alongside the frontal lectures, case studies analysis and simulation exercises will be incorporated in which students will experience diverse business, political, and interpersonal negotiation situations.

Course/Module Content:

1. Introduction to effective communication in negotiation and conflict management.
2. Strategies of effective communication in negotiation and conflict management.
3. Various communication patterns of negotiation and conflict management.
4. Theoretical and analytical framework of effective verbal and nonverbal communication in negotiation and conflict management.
5. The multimodal approach of verbal and nonverbal communication in negotiation and conflict management.
6. The effect of power relations in negotiation and conflict management.
7. Cognitive biases and effective verbal and nonverbal communication in negotiation and conflict management.
8. Active listening as a tool for effective communication in negotiation and conflict management.
9. Building trust as communication skills for effective negotiation and conflict management.
10. A typology of effective questions in negotiation and conflict management.
11. Effective communication for separating people from the problem in negotiation and conflict management.
12. Effective communication as a tool for adding value in negotiation and conflict management.
13. Effective communication as a tool for conflict resolution and negotiation in the context of gender, power and computer-mediated communication.

Required Reading:

- Fisher, R., Ury, W. & Patton, B (1991). *Getting to yes: Negotiating agreements without giving in*. Boston, MA: Houghton Mifflin.
- Grebelsky-Lichtman, T. (2010). The relationship of Verbal and Nonverbal Behavior to Political Stature: The Political Interviews of Israel's Prime Minister Ariel Sharon. *Journal of Political Marketing*, 9(4), 229-253.
- Rogers & Roethlisberger (1991). *Barriers and Gateways to Communication*. *Harvard Business Review*, Nov-Dec, 105-111.
- Shell, G. R. (2006). *Bargaining for advantage: Negotiation strategies for reasonable people*. New York, NY: Penguin Books.
- Stone, D., Patton, B., Heen, S., & Fisher, R. (2010). *Difficult conversations: How to*

discuss what matters most. New York, NY: Penguin Books.

Thompson & Leonardelli (2004). *The Big Bang: The evolution of negotiation research*. *Academy of Management Executive*, 18, 113-117.

Ury, W. (1991). *Getting Past No: Negotiating your way from Confrontation to Cooperation*. Chapter 2: *Don't Argue: Step to Their Side* (p. 52-75).

Walker, M.B. & Trimboli A. (1989). *Communicating affect: The role of verbal and nonverbal content*. *Journal of Language and social Psychology*, 8, 229-248.

Additional Reading Material:

DePaulo, B.M. (1992). *Nonverbal behavior and self-presentation*. *Psychological Bulletin*, 2, 203-243.

Fisher, R., Kopelman, E., & Schneider, A. K. (1994). *Beyond Machiavelli: Tools for coping with conflict*. Boston, MA: Harvard University Press.

Lewicki, R. J., Saunders, D. M., & Minton, J. W. (1999 – Third addition). *Negotiation*. Chapter 5: *Communication, Perception and Cognitive Biases (Cognitive Biases in Negotiation p. 175-181)*. Boston MA: Irwin/McGraw-Hill.

Lunger, S.L. & Wurf, E. (1999). *The effects of channel-consistent and channel inconsistent interpersonal feedback on the formation of metaperceptions*. *Journal of nonverbal Behavior*, 23, 43-65.

Thompson, L. (2001). *The Mind and Heart of the Negotiator*. Chapter 4: *Win-Win Negotiation, Expanding the Pie* (p. 49-67).

Zuckerman, M., DePaulo, B.M. & Rosenthal, R. (1981). *Verbal and nonverbal communication of deception*. *Advances in Experimental Social Psychology*, 14, 1-59.

Zuckerman, M., DePaulo B.M. & Rosenthal, R., (1986). *Humans as deceivers and lie detectors*. In Blanck, P., Buck, R., & Rosenthal, R., (Eds.), *Nonverbal communication in the clinical context*. University Park : Pennsylvania State University Press.

Grading Scheme:

Written / Oral / Practical Exam 100 %

Additional information:

Unique-experiential interactive teaching. In order to provide students with communication skills for conflict resolution and the management of negotiation processes effectively, in addition to the theoretical parts, practical tools will also be learned and practiced. Thus, alongside the frontal lectures, case studies analysis and simulation exercises will be incorporated in which students will experience diverse business, political, and interpersonal negotiation situations.