



Module Specification

Non-Verbal Communication

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Part 1: Information

Module title: Non-Verbal Communication

Module code: UPNNET-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Linguistics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module explores non-verbal communication (NVC) from varied yet complementary perspectives. It is often the case that NVC is omitted from study in languages / linguistics courses, but research demonstrates that NVC plays a pivotal role in our communicative comprehension. Relatedly, this module provides

the opportunity to explore sign languages – which are used by millions of people around the world – to a sufficient degree for Level 2 study.

Outline syllabus: The module will cover the field of NVC in a logical manner. Firstly, the notions of NVC and “gesture” will be considered in terms of what they mean and why they are of academic interest. Specific forms of NVC will then be explored, such as the functions of eye contact and gaze shift, hand positions and path movements, and nervous self-touching behaviours. Then, NVC will be compared and contrasted with linguistic descriptions of sign languages, followed by opportunities to work with NVC data using appropriate technology. Finally, students will also get a chance to apply non-verbal theory and methods to a more specific linguistic field of study, for instance metaphor.

Part 3: Teaching and learning methods

Teaching and learning methods: There is great public interest in NVC, and this module allows students to discern between popular (yet misguided) views and interpretations which are supported by strong, empirical evidence. It also offers a chance for students to reflect on how they use NVC and how this may be honed to interact in a more confident and assertive way.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand why and how we use non-verbal communication

MO2 Explore the (in)separability of language and gesture

MO3 Juxtapose non-verbal communication and sign languages

MO4 Become acquainted with methods of analysing non-verbal communication

MO5 Explore data collection techniques in the field of non-verbal communication

MO6 Be able to critique current theory in the domain of non-verbal communication

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: This module will assess students' understanding of NVC from both practical and theoretical perspectives (i.e. covering all Learning Outcomes noted below in Part 4). Students will perform an analysis of non-verbal data from a range of potential sources including (but not limited to) political speeches, face-to-face interviews, and interaction in teaching environments. Students will have the opportunity to discuss the progress of their assessment with the course tutor at appropriate times to ensure the best possible outcomes. Students that produce high-quality work will be supported and encouraged to submit their work for presentation at the annual UWE Student Conference.

Assessment tasks:

Portfolio (First Sit)

Description: A 2000-word portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio (Resit)

Description: A 2000-word portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

English Language and Linguistics [Frenchay] BA (Hons) 2022-23

English Language and Linguistics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2021-22