

Syllabus Outline: Communication

NQF Level 5

Prescribed textbook: Cleary, S: *Communication – a Hands-On Approach, 2014: Juta*

The overall aim of this module is to understand and apply the principles, concepts and strategies of communication.

Syllabus topics	Syllabus detailed content	Prescribed text
Learning Outcome 1: Explain basic communication concepts and analyse communication processes		
Communication theory	<ul style="list-style-type: none"> The communication model 	Chapter 1: Communication Theory
Learning Outcome 2: Use language structures and conventions appropriately and effectively.		
Structurally sound sentences for use in a meaningful and functional manner in texts.	<ul style="list-style-type: none"> Paragraph conventions to ensure coherence using topic sentences, introduction and conclusion, logical progression of paragraphs, cause and effect, comparison and contrast. Grammar: Conjunctions, pronouns, adverbs and prepositions to ensure cohesion. Word choice and sentence and paragraph structure, ambiguity, verbosity, redundancy, slang, offensive language, unnecessary jargon and malapropisms 	Chapter 17: Grammar in Use
Learning Outcome 3: Present data in a variety of graphical forms for a variety of purposes		
Oral and written communication	<ul style="list-style-type: none"> Charts, posters, photographs, slides, electronic media, images, electronic media; mind-maps, diagrams, lists of key words, flow-charts. 	Chapter 3: Reading and Note-taking Chapter 4: Listening Chapter 2: Audience and Purpose Chapter 8: Oral Presentations
Writing for a specific purpose, audience, and context.	<ul style="list-style-type: none"> Advanced writing strategies and techniques: narrating, entertaining, persuading, arguing, explaining, informing, analysing, describing, manipulating. Correspondence (letters on a range of topics); reports; email; memoranda; meeting documentation; articles; press releases. Locating, accessing, selecting, organising and integrating relevant data independently from a wide variety of sources. Converting a wide range of information from one form to another, such as from graphs to prose form. 	Chapter 7: Meetings Chapter 9: Written Communication Chapter 10: Business Correspondence Chapter 11: Shorter Business Messages Chapter 12: Online Business Presence Chapter 13: Business career: employment communication Chapter 14: Academic Writing Chapter 15: Academic Referencing Chapter 16: Report Writing

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		See additional resources for press releases
Learning Outcome 4: Communicate effectively with the board of directors, management, co-workers, employers, clients, customers and other stakeholders in a professional and appropriate manner		
Soft skills in communication*	<ul style="list-style-type: none"> • Emotional intelligence • Conflict resolution • Legal implications: Confidentiality, and privacy • Legal privilege • Assertiveness • Impromptu communication • Influencing and negotiating skills 	Chapter 5: Communication and Difference Chapter 6: Small-Group Communication See URLs below. You may use other similar resources

Practical work	
<ul style="list-style-type: none"> • Presentations • Correspondence • Meeting documentation • Reports including graphic communication • Case studies on soft skills 	Chapter 7: Meetings Chapter 8: Oral presentations Chapter 9: Written Communication Chapter 10: Business Correspondence Chapter 16: Report Writing Additional readings and video resources

Additional readings and resources: for downloading or reading/viewing:

- Soft skills: <https://www.managementstudyguide.com/essential-soft-skills-at-workplace.htm>; <https://www.managementstudyguide.com/gestures-and-body-language-in-soft-skills.htm>
- Emotional intelligence: <https://www.managementstudyguide.com/what-is-emotional-intelligence.htm>; <https://www.managementstudyguide.com/emotional-intelligence-components.htm>; <https://www.managementstudyguide.com/emotional-intelligence-at-work.htm>
- Conflict resolution: <https://www.helpguide.org/articles/relationships-communication/conflict-resolution-skills.htm>
- Assertiveness: <https://www.managementstudyguide.com/what-is-assertiveness.htm>; <https://www.managementstudyguide.com/assertiveness-skills.htm>; <https://www.managementstudyguide.com/assertiveness-in-business-meetings-and-presentations.htm>
- Influencing and negotiating skills: <https://www.managementstudyguide.com/role-of-assertiveness-in-persuasion.htm>; <https://www.managementstudyguide.com/essential-persuasion-skills.htm>
- Legal implications: <http://www.nust.na/sites/default/files/documents/LEGAL%20AND%20ETHICAL%20ISSUES%20IN%20COMMUNICATION.pdf>
- Press releases: <https://prowly.com/magazine/how-to-write-press-release-guide/> ; <https://www.contentgrip.com/how-to-write-a-press-release-examples/>
- Professionalism: <https://youtu.be/7dPWVjQSad4>
- Enthusiasm and attitude: https://youtu.be/-vk-99seC_I
- Critical thinking and problem-solving: <https://youtu.be/hPii44XEKgs?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>
- Teamwork: <https://youtu.be/sMFh9QYFh2I?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>
- Communication: <https://youtu.be/X0voPIW2pSs?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>
- Synopsis: <https://youtu.be/OwPArMTI9i8?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>