

Syllabus Outline: Communication

NQF Level 5

Prescribed textbook: Cleary: Communication – a Hands-On Approach

Disclaimer: Please note the following:

- A prescribed textbook may not necessarily cover every aspect of a syllabus. The Institute examines [the syllabus](#) and any omissions should be researched personally or be provided by your tuition provider.
- ISBN numbers may have changed since the publication of this list. Our policy is that you should always use the latest edition of the textbook.
- Many publishers are no longer publishing hard copies and have switched to e-books.
- Some modules require prescribed readings which can be downloaded for personal use from the internet or the CSSA student portal.

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 5: Audience and Purpose Chapter 6: Oral Communication
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: Written Communication Chapter 8: Business Correspondence Chapter 9: Shorter Business Messages Chapter 10: Digital Media Chapter 14: Articles and Media Releases

Syllabus Outline: Communication

Syllabus topics	Syllabus detailed content	Prescribed text
		Chapter 15: Report Writing Chapter 16: Meetings
Learning Outcome 5: 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 	*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

*Additional readings: for downloading or reading online:

- 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>

Video resources:

- Professionalism: <https://youtu.be/7dPWVjQSad4>
- Enthusiasm and attitude: https://youtu.be/-vk-99seC_I
- Critical thinking and problem-solving: <https://youtu.be/hPil44XEKgs?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>
- Teamwork: <https://youtu.be/sMFh9QYFh2I?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>
- Communication: <https://youtu.be/X0voPIW2pSs?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>

Syllabus Outline: Communication

- Synopsis: <https://youtu.be/OwPArMTI9i8?list=PL5-XYot2VKQM9o8zNFuVWXMhrNLSTkEpM>