3.1.0 COMMUNICATION SKILLS

3.1. 1 Introduction

This module unit is intended to equip the trainee with knowledge, skills and attitudes to enable him/her, process information and communicate effectively at the work place.

3.1. 2 General Objectives

By the end of the module unit, the trainee should be able to:

a) appreciate the importance of communication in the work place
b) develop necessary skills for effective communication
c) appreciate the use of different modes and forms of communication
d) appreciate the role of Information and Communication Technology (ICT) in communication
e) develop the necessary writing skills for various documents
f) appreciate official etiquette, protocol and diplomacy at the work place
g) appreciate emerging issues in communication

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3.1.3 Module Unit Summary and Time Allocation

Code	Sub-Module Unit	Content	Time Hrs		
			Theory	Practice	Total
3.1.1	Introduction to Communication	• Terms and concept used • Essentials to effective communication • Role of ICT in communication	2	2	4
3.1.2	Communication Process	• Stages of communication process • Barriers to effective communication • Ways of overcoming barriers • Basic concepts of transmission and	1	1	2

		receipt of a message • Feedback mechanism • Ethical issues in communication			
3.1.3	Classification of Communication	• Types of communicatio0n • Use of various types of communication	4	-	4
3.1.4	Forms of Communication	• Forms of communication • Advantages and disadvantages of	3	1	4
3.1.5	Channels of Communication	• Communication channels • Advantages and disadvantages	3	1	5
3.1.6	Official Etiquette, Protocol and Diplomacy	• Meaning of etiquette, protocol and diplomacy	2	3	5
3.1.7	Writing Skills	• Punctuation marks • Courtesy in writing • Paragraph development • Essay writing • Functional writing	4	6	10
3.1.8	Summary	• Importance of summary writing • Essential steps in summary writing	2	2	4
3.1.9	Report Writing Skills	• Definition of a report • Role of reports • Formats of reports • Preparation for report writing • Report writing , editing and dissemination • Referencing styles	4	4	8

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		• Preparation of power point slides			
3.1.10	Conducting Meetings and Minute Writing	• Definition of terms • Role of meetings and minutes • Types of meetings • Planning and conducting meetings • Minute writing • Challenges in conducting meetings	2	6	8
3.1.11	Interviews	• Meaning of the term interview • Purpose of interviews • Types of interviews • Preparation for an interview • Interviewing skills	2	2	4
3.1.12	Public Relations and Customer Care	• Definition of term • Types of customers • Role of public relations and customer care • Interpersonal and public relation skills • Quality management • Customer care skills • Challenges faces in public relation and customer care	2	2	4
3.1.13	Emerging Issues in Communication	• Emerging trends and issues in communication • Challenges posed by emerging issues and trends • Ways of coping with emerging issues and trends	2	2	4
Total			**33**	**33**	**66**

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3.1.1 INTRODUCTION TO COMMUNICATION

Theory

3.1.1T0 *Specific objectives*
By the end of the sub-module unit, the trainee should be able to:
a) define terms and concepts used in communication
b) explain the purpose of communication
c) explain the essential steps to effective communication
d) explain the role of Information and Communication Technology (I.C.T.) in communication

Competence
The trainee should have the ability to:
i) use the terms and concepts in communication effectively in
ii) different situations.

Content
3.1.1T1 Terms and concepts used in communication
3.1.1T2 Purpose of communication
3.1.1T3 Essentials to effective communication
3.1.1T4 Role of I.C.T. in communication

Practice

3.1.1P0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) use terms and concepts in communication effectively
b) apply essentials of communication in a given situation

Content
3.1.1P1 Effective use of terms and concepts in communication
3.1.1P2 Application of essentials of communication

3.1.2 COMMUNICATION PROCESS

Theory

3.1.2T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) describe the stages of the communication process
b) identify barriers to effective communication
c) explain ways of overcoming barriers to effective communication
a) identify basic concepts of transmission and receipt of a message

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b) describe feedback mechanism
c) explain ethical issues in communication

Competence

The trainee should have the ability to:

i) Apply communication process in a given situation
ii) Overcome barriers to effective communication

Content

3.1.2T1 Stages of communication process

3.1.2T2 Barriers to effective communication
i) Age difference
ii) Social economic factors
iii) Language
iv) Competition for attention
v)Noise
vi) Environment
vii) Attitude of sender/receiver and others

3.1.2T3 Ways of overcoming barriers to effective communication

3.1.2T4 Basic concepts of transmission and receipt of a message
i) Encoding of message by the sender
ii) Transmission of message through a channel
iii) Decoding a message by receiver
iv) Decoding of feedback by the sender

3.1.2T5 Feedback mechanism

3.1.2T6 Ethical issues in communication

Practice

3.1.2P0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) apply the communication process in a given situation
b) encode and decode messages
c) demonstrate ethical issues in communication

Content

3.1.2P1 Application of the process of communication

3.1.2P2 Encoding and decoding messages

3.1.2P3 Demonstration of ethical issues in communication

3.1.3 CLASSIFICATION OF COMMUNICATION

Theory

3.1.3T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

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a) explain the various types of communication
b) explain the use of various types of communication

Content

3.1.3T1 Types of communication
i) Formal
ii) Informal
iii) Internal
iv) External
v) Inter personal
vi) Intra-personal

3.1.3T2 Use of various types of communication

Practice

3.1.3P0 *Specific Objective*
By the end of the sub-module unit, the trainee should be able to apply the various types of communication in given situations

Content

3.1.3P1 Application of various types of communication

Competence
The trainee should have the ability to: apply the various types of communication in a given situation

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3.1.4 FORMS OF COMMUNICATION

Theory

3.1.4T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) explain the various forms of communication
b) discuss the advantages and disadvantages of each form of communication

Competence
The trainee should have the ability to: use various forms of communication effectively

Content

3.1.4T1 Forms of communication
i) Oral
ii) Written
iii) Visual
iv) Audio-visual

3.1.4T2 Advantages and disadvantages of each form of communication

Practice

3.1.4P0 *Specific Objective*
By the end of the sub-module unit, the trainee should be able to use the

various forms of communication.

Content

3.1.4P Using various forms of communication

3.1.5 CHANNELS OF COMMUNICATION

Theory

3.1.5T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) outline the various channels of communication in an organization
b) discuss the advantages and disadvantages of each channel of communication

Competence
The trainee should have the ability to apply various channels of communication in a given situation

Content

3.1.5T1 Channels of communication
i) Vertical
ii) Upwards
iii) Downwards
iv) Lateral/horizontal
v) Diagonal

3.1.5T2 Advantages and disadvantages of each channel of communication

Practice

3.1.5P0 Specific Objective
By the end of the sub-module, the trainee should be able to role play the use of different channels of communication

Content

3.1.5P1 Role play of use of different channels of communication

3.1.6T0 OFFICIAL ETIQUETTE, PROTOCOL AND DIPLOMACY

Theory

3.1.6T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) explain the meaning of etiquette, protocol and diplomacy
b) explain the importance of official etiquette
c) explain the accepted protocol and diplomacy

Competence
The trainee should have the ability to Interact with others

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without offending
i) Observe protocol requirements
ii) Exercise diplomacy in daily interactions
iii) Adhere to official etiquette requirements

Content

3.1.6T1 Meaning of etiquette, protocol and diplomacy
3.1.6T2 Official etiquette
3.1.6T3 Accepted protocol and diplomacy

Practice

3.1.6P0 *Specific objectives*
By the end of the sub-module unit, the trainee should be able to practice the accepted official etiquette

Content

3.1.6P1 Demonstration of accepted official etiquette

3.1.7 WRITING SKILLS

Theory

3.1.7T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) determine how to use punctuation marks in a written document
b) explain the importance of courtesy in writing
c) develop well constructed paragraphs
d) explain how to write different types of essays
e) determine how to write different functional writing

Competence

The trainee will have the ability to: Punctuate correctly Prepare business documents

Content

3.1.7T1 Punctuation marks
3.1.7T2 Courtesy in writing
i) Use of polite language
ii) Choice of words
iii) Right expressions
3.1.7T3 Paragraph development
i) Topic sentence
ii) Support details
3.1.7T4 Essay writing
i) Descriptive
ii) Explanatory
iii) Narrative
iv) Argumentative
3.1.7T5 Functional writing
i) Business letters
ii) Memorandum
iii) Notices
iv) Agenda
v) Minutes
vi) Advertisements
vii) E-mail
viii) Facsimile messages
ix) Press release

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Practice

3.1.7P0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) use correct punctuation
b) apply courtesy in writing
c) write different types of essays
d) write different types of functional writing

Content

3.1.7P1 Punctuating correctly
3.1.7P2 Demonstrating courtesy in writing
3.1.7P3 Writing different types of essays
3.1.7P4 Writing different functional writing

3.1.**8** **SUMMARY**

Theory

3.1.8T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) explain the importance of summarizing passages/information
b) determine the steps in note taking when summarizing passages, reports and conversations

Competence

The trainee should have the ability to summarize passages, reports and conversations

Content

3.1.8T1 Importance of summary writing
3.1.8T2 Essential steps in summary writing

Practice

3.1.8P0 *Specific Objective*

By the end of the sub-module unit, the trainee should be able to take notes and summarize passages, reports and conversations

3.1.8P1 Summarizing passages, reports and conversations

3.1.9 REPORT WRITING SKILLS

Theory

3.1.9T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) define the term report
b) explain the role of reports in an organization
c) name different types of reports
d) explain the formats of reports
e) explain the steps to take in preparation for report writing in engineering

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f) explain how to write, edit and disseminate reports
g) explain the referencing styles used in engineering reports
h) prepare power point presentations

Competence

The trainee should have the ability to:

i) Prepare effective reports
ii) Adapt reports to various audiences
iii) Apply I.C.T. in report writing, editing and dissemination
iv) Present reports using power point presentations
v) Select appropriate referencing styles in engineering

Content

3.1.9T1 Definition of a report
3.1.9T2 Role of reports in an organization
3.1.9T3 Types of reports
i) Oral
ii) Written
iii) Management reports
iv) Operations procedures
v) Production schedules
vi) Maintenance, breakdown and accident reports
vii) Entrepreneurship and trade reports
viii) Internal memos

3.1.9T4 Formats of reports
3.1.9T5 Preparation for report writing
i) Audience analysis
ii) Reading skills
iii) Data collection
iv) Data analysis
3.1.9T6 Report writing, editing and dissemination
3.1.9T7 Referencing styles
3.1.9T8 Preparation of power point slides

Practice

3.1.9P0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) prepare different types of reports
b) edit and disseminate reports
c) present a report through power point slides

Content

3.1.9P1 Preparation of different types of reports
3.1.9P2 Editing and dissemination of reports
3.1.9P3 Presenting a report

3.1.10 CONDUCTING MEETINGS AND MINUTE WRITING

Theory

3.1.10T0 *Specific Objectives*

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By the end of the sub-module unit, the trainee should be able to:

a) define the terms meetings and minutes
b) explain the role of meetings and minutes in an organization
c) identify types of meetings
d) discuss how to plan and conduct meetings
e) highlight the challenges faced in the conduct of meetings and minute
f) writing
g) discuss the advantages and disadvantages of meetings

Competence

The trainee should have the ability toplan and conduct meetings Write minutes effectively

Content

3.1.10T1 Definition of the terms meetings and minutes
3.1.10T2 Role of meetings and minutes in an organization
3.1.10T3 Types of meetings
3.1.10T4 Planning and conducting Meetings
3.1.10T5 Challenges in conduct of meetings and minute writing
3.1.10T6 Advantages and disadvantages of meetings

Practice

3.1.10P0 Specific Objective

By the end of the sub-module unit, the trainee should be able to write minutes correctly

Content

3.1.10P1 Writing minutes

3.1.11 INTERVIEWS

Theory

3.1.11T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) explain the meaning of the term 'interview'
b) explain the purpose of interviews in an organization
c) discuss the various types of interviews
d) explain how to prepare for an interview
e) explain the skills for interviewing

Competence

The trainee should have the ability to:

i) Conduct interviews
ii) Prepare for an interview as an interviewee
iii) Prepare for an interview as an interviewer

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Content

3.1.11T1 Meaning of the term 'interview'

3.1.11T2 Purpose of an interviews in an organization

3.1.11T3 Types of interviews

3.1.11T4 Preparation for an interview
- i) Dressing and grooming
- ii) Role of interviewer
- iii) Role of interviewee
- iv) Interview environment

3.1.11T5 Interviewing skills
- i) Briefing skills
- ii) Conducting the interview
- iii) Debriefing skills

Practice

3.1.11P0 *Specific Objective*

By the end of the sub-module unit, the trainee should be able to role play as an interviewer and as an interviewee

Content

3.1.11P1 Role playing the interviewer and interviewee

3.1.12 PUBLIC RELATIONS AND CUSTOMER CARE

Theory

3.1.12T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

a) define the terms public, customer and public relations
b) name different types of customers
c) explain the role of public relations and customer care in an organization
d) explain interpersonal and public relations skills
e) define quality management
f) explain the skills in customer care
g) explain the challenges faced in public relations and customer care

Competence

The trainee should have the ability to:
- i) Demonstrate proper public relations
- ii) Interact with different types of people
- iii) Care for customers appropriately

Content

3.1.12T1 Definition of the terms public, customer and public relations

3.1.12T2 Types of customers

3.1.12T3 Role of public relations and customer care in an organization

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3.1.12T4 Interpersonal and public relations skills
3.1.12T5 Quality management
3.1.12T6 Customer care skills
3.1.12T7 Challenges faced in public relations and customer care

Practice

3.1.12P0 *Specific Objective*
By the end of the sub-module unit, the trainee should be able to apply public relation skills in dealing with the various people

Content
3.1.12P1 Application of public relation skills

3.1.13 EMERGING ISSUES IN COMMUNICATION

Theory

3.1.13T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
a) state emerging trends and issues in communication
b) outline challenges posed by emerging issues
c) explain ways of coping with emerging trends and issues in communication

Competence
The trainee should have the Ability to cope with emerging trends and issues

Content
3.1.13T1 Emerging trends and issues in communication
3.1.13T2 Challenges posed by emerging trends and issues
3.1.13T3 Ways of coping with the emerging trends and issues

Suggested Teaching/Learning Activities
i) Group work/presentations
ii) Debating
iii) Observations
iv) Listening to lecturers/resource persons
v) Drama/role playing
vi) Excursions

Suggested Teaching/Learning Resources
- Boards
- Charts
- Language laboratory
- Machines and equipment
- Power point
- Audio tapes
- Telephone/fax
- E-mail
- Internet
- resource persons
- Library

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- Newspapers/magazines/ journals

Suggested Evaluation Methods

- Oral tests
- Timed written tests

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