

13.2.0 COMMUNICATION SKILLS

13.2.1 Introduction

This module unit is intended to equip the trainee with knowledge, skills and attitudes to enable him/her to perform duties, process information from a variety of sources and apply communication skills at the work place.

13.2.2 General Objectives

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

- a) explain the importance of communication in the work place
- b) apply the acquired skills for effective communication
- c) apply different modes and forms of communication
- d) apply information and communication technology in communication
- e) apply the acquired writing skills to write various documents
- f) apply official etiquette, protocol and diplomacy at the work place
- g) identify emerging issues in communication

13.2.3 Module Unit Summary and Time Allocation

Code	Sub-Module Unit	Content	Time (Hrs)		
			Theory	Practice	Total
13.2.01	Introduction to Communication	<ul style="list-style-type: none">• Terms and concept used in communication• Purpose of communication• Essentials to effective communication• Role of ICT in communication	2	2	4
13.2.02	Communication Process	<ul style="list-style-type: none">• Stages of communication process• Barriers to effective	1	1	2

Code	Sub-Module Unit	Content	Time (Hrs)		
			Theory	Practice	Total
		communication <ul style="list-style-type: none"> • Ways of overcoming barriers to effective communication • Basic concepts of transmission and reception of a message • Feedback mechanism • Ethical issues in communication 			
13.2.03	Classification of Communication	<ul style="list-style-type: none"> • Types of communication • Use of various types of communication 	4	0	4
13.2.04	Forms of Communication	<ul style="list-style-type: none"> • Forms of communication • Advantages and disadvantages of communication 	3	1	4
13.2.05	Channels of Communication	<ul style="list-style-type: none"> • Communication channels • Advantages and disadvantages of communication channels 	3	2	5
13.2.06	Official Etiquette, Protocol and Diplomacy	<ul style="list-style-type: none"> • Meaning of etiquette, protocol and diplomacy • Official etiquette • Accepted protocol and diplomacy 	2	3	5
13.2.07	Writing Skills	<ul style="list-style-type: none"> • Punctuation marks • Courtesy in writing • Paragraph development • Essay writing • Functional writing 	4	6	10
13.2.08	Summary	<ul style="list-style-type: none"> • Importance of summary writing • Essential steps in 	2	2	4

Code	Sub-Module Unit	Content	Time (Hrs)		
			Theory	Practice	Total
		summary writing			
13.2.09	Report Writing Skills	<ul style="list-style-type: none"> • Definition of a report • Role of reports in an organisation • Types of reports • Formats of reports • Preparation for report writing • Report writing , editing and dissemination • Referencing styles • Application of ICT in report writing, editing and dissemination • Preparation of power point slides 	4	4	8
13.2.10	Conducting of Meetings	<ul style="list-style-type: none"> • Definition of terms ‘meetings’ • Role of meetings and minutes • Types of meetings • Planning and conducting meetings • Minute writing • Challenges in conducting meetings and minute writing • Advantages and disadvantages of meetings 	2	6	8
13.2.11	Interviews	<ul style="list-style-type: none"> • Meaning of the term ‘interview’ • Purpose of interviews in an organisation • Types of interviews 	2	2	4

Code	Sub-Module Unit	Content	Time (Hrs)		
			Theory	Practice	Total
		<ul style="list-style-type: none"> • Preparation for interviews • Interviewing skills 			
13.2.12	Public Relations and Customer Care	<ul style="list-style-type: none"> • Definitions of term customers and public relation • Types of customers • Roles of public relations and customer care • Interpersonal and public relation skills • Definition of quality management • Customer care skills • Challenges faced in public relations and customer care 	2	2	4
13.2.13	Trends and Emerging Issues in Communication	<ul style="list-style-type: none"> • Trends and emerging issues in communication • Challenges posed by emerging issues • Ways of coping with trends and emerging issues 	2	2	4
Total Time			33	33	66

13.2.01 INTRODUCTION TO COMMUNICATION

Theory

- 13.2.01T *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

- 13.2.01C Competence**
The trainee should have the ability to use the terms and concepts in effective communication effectively in different situations

Content

- 13.2.01T1 Terms and concepts used in communication
- 13.2.01T2 Purpose of communication
- 13.2.01T3 Essential steps to effective communication
- 13.2.01T4 Role of I.C.T. in communication

Practice

- 13.2.01P *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- a) use terms and concepts in effective communication
 - b) observe essential steps of communication in a given situation.

Content

- 13.2.01P1 Effective use of terms and concepts in communication
- 13.2.01P2 Observation of essential steps of communication

13.2.02 COMMUNICATION PROCESS

Theory

- 13.2.02T *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
- d) identify basic concepts of transmission and receipt of a message
- e) describe feedback mechanism
- f) explain ethical issues in communication

13.2.02C Competence

The trainee should have the ability to:

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

Content

- 13.2.02T1 Stages of communication process
- 13.2.02T2 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

13.2.02T3 Ways of overcoming barriers to effective communication

13.2.02T4 Basic concepts of transmission and reception 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

13.2.02T5 Feedback mechanism

13.2.02T6 Ethical issues in communication

Practice

13.2.02P *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) observe ethical issues in communication

Content

13.2.02P1 Application of the process of communication

- 13.2.02P2 Encoding and decoding messages
- 13.2.02P3 Observation of ethical issues in communication

13.2.03 CLASSIFICATION OF COMMUNICATION

Theory

- 13.2.03T *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- explain the various types of communication
 - explain the use of various types of communication

- 13.2.03C Competence**
The trainee should have the ability to apply various types of communication in a given situation

Content

- 13.2.03T1 Types of communication
- formal
 - informal
 - internal
 - external
 - inter personal
 - intra-personal
- 13.2.03T2 Use of various types of communication

Practice

- 13.2.03P *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

- 13.2.03P1 Application of various types of communication

13.2.04 FORMS OF COMMUNICATION

Theory

- 13.2.04T *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- explain the various forms of communication
 - discuss the advantages and disadvantages of each form of communication.
 - communication.

- 13.2.04C Competence**
The trainee should have the ability to use various forms of communication effectively

Content

- 13.2.04T1 Forms of communication
- oral
 - written

- iii) visual
 - iv) audio-visual
- 13.2.04T2 Advantages and disadvantages of each form of communication

Practice

- 13.2.04P *Specific Objective*
By the end of the sub-module unit, the trainee should be able to use the various forms of communication.

Content

- 13.2.04P1 Use various forms of communication

13.2.05 CHANNELS OF COMMUNICATION

Theory

- 13.2.05T *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.

13.2.05C Competence

The trainee should have the ability to apply various channels of communication

Content

- 13.2.05T1 Channels of communication
- i) Vertical
 - ii) Upwards
 - iii) Downwards
 - iv) Lateral/horizontal
 - v) Diagonal

- 13.2.05T2 Advantages and disadvantages of channels of communication

Practice

- 13.2.05P *Specific Objective*
By the end of the sub-module unit, the trainee should be able to role play the use of different channels of communication

Content

- 13.2.05P1 Role play the of use of different channels of communication

**13.2.06 OFFICIAL
ETIQUETTE,
PROTOCOL AND
DIPLOMACY**

Theory

- 13.2.06T *Specific Objectives*
By the end of the sub-
module unit, the trainee
should be able to:
- explain the meaning
of etiquette,
protocol and
diplomacy
 - explain the
importance of
official etiquette
 - explain the accepted
protocol and
diplomacy

13.2.06C Competence

- The trainee should have
the ability to:
- Interact with others
without offending
 - Observe protocol
requirements
 - Exercise diplomacy
in daily interactions
 - Adhere to official
etiquette
requirements

Content

- 13.2.06T1 Meaning of etiquette,
protocol and diplomacy
13.2.06T2 Official etiquette
13.2.06T3 Accepted protocol and
diplomacy

Practice

- 13.2.06P *Specific objective*
By the end of the sub-
module unit, the trainee
should be able to
practice the accepted
official etiquette.

Content

- 13.2.06P1 Demonstration of
accepted official
etiquette

13.2.07 WRITING SKILLS

Theory

- 13.2.07T *Specific Objectives*
By the end of the sub-
module unit, the trainee
should be able to:
- determine how to
use punctuation
marks in a written
document
 - explain the
importance of
courtesy in writing
 - develop well
constructed
paragraphs
 - explain writing of
different types of
essays
 - explain writing of
different functional
writing.

13.2.07C Competence

The trainee should have the ability to write functional writings correctly

Content

- 13.2.07T1 Punctuation marks
- 13.2.07T2 Courtesy in writing
 - i) use of polite language
 - ii) choice of words
 - iii) right expressions
- 13.2.07T3 Paragraph development
 - i) introductory sentence
 - ii) support details
- 13.2.07T4 Essay writing
 - i) descriptive
 - ii) explanatory
 - iii) narrative
 - iv) argumentative
- 13.2.07T5 Functional writing
 - i) business letters
 - ii) memorandum
 - iii) notices
 - iv) agenda
 - v) minutes
 - vi) advertisements
 - vii) e-mail
 - viii) facsimile messages
 - ix) Press release

Practice

- 13.2.07P *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

- 13.2.07P1 Punctuating correctly
- 13.2.07P2 Demonstrating courtesy in writing
- 13.2.07P3 Writing different types of essays
- 13.2.07P4 Writing different functional writing

13.2.08 SUMMARY

Theory

- 13.2.08T *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) explain the essential steps in note taking,

summarizing
passages,
reports and
conversations.

- 13.2.08C Competence**
The trainee should have the ability to take notes, summarize passages, reports and conversations

Content

- 13.2.08T1 Importance of summary writing
13.2.08T2 Essential steps in summary writing

Practice

- 13.2.08P *Specific Objective*
By the end of the sub-module unit, the trainee should be able to take notes and summarize passages, reports and conversations

Content

- 13.2.08P1 Summarizing passages, reports and conversations.

13.2.09 REPORT WRITING SKILLS

Theory

- 13.2.09T *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- define the term report
 - explain the role of reports in an organization
 - name different types of reports
 - explain the formats of reports
 - explain the steps to take in preparation for report writing in engineering
 - explain how to write, edit and disseminate reports
 - explain the referencing styles used in engineering reports
 - prepare power point presentations.

- 13.2.09C Competence**
The trainee should have the ability to:
- prepare effective reports
 - 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

- 13.2.09T1 Definition of a report
- 13.2.09T2 Role of reports in an organization
- 13.2.09T3 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
- 13.2.09T4 Formats of reports
- 13.2.09T5 Preparation for report writing
 - i) audience analysis
 - ii) reading skills
 - iii) data collection
 - iv) data analysis
- 13.2.09T6 Report writing, editing and dissemination
- 13.2.09T7 Referencing styles

- 13.2.09T8 Preparation of power point slides

Practice

- 13.2.09P *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) Apply I.C.T in report writing, editing and dissemination
 - d) present a report through power point slides.

Content

- 13.2.09P1 Preparation of different types of reports
- 13.2.09P2 Editing and dissemination of reports
- 13.2.09P3 Application of I.C.T in report writing, editing and dissemination
- 13.2.09P4 Presenting a report through power point slides

13.2.10 CONDUCTING MEETINGS AND MINUTE WRITING

Theory

- 13.2.10T *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- a) define the term ‘meetings’
 - b) explain the roles 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 writing
 - f) discuss the advantages and disadvantages of meetings.

- 13.2.10C Competence**
The trainee should have the ability to plan and conduct meetings

Content

- 13.2.11T1 Definition of the term ‘meetings’
- 13.2.11T2 Role of meetings and minutes in an organization
- 13.2.11T3 Types of meetings
- 13.2.11T4 Planning and conducting meetings
- 13.2.11T5 Challenges in conducting of meetings and minute writing
- 13.2.11T6 Advantages and disadvantages of meetings

Practice

- 13.2.11P *Specific objective*
By the end of the sub-module unit, the trainee should be able to conduct meetings

Content

- 13.2.11P1 Conducting meetings

13.2.11 INTERVIEWS

Theory

- 13.2.11T *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.

13.2.11 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

Content

- 13.2.11T1 Meaning of the term ‘interview’
- 13.2.11T2 Purpose of interviews in an organization
- 13.2.11T3 Types of interviews
- 13.2.11T4 Preparation for interviews
 - i) dressing and grooming
 - ii) role of interviewer
 - iii) role of interviewee
 - iv) interview environment
- 13.2.11T5 Interviewing skills
 - i) briefing skills
 - ii) conducting the interview
 - iii) debriefing skills

Practice

- 13.2.11P0 *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

- 13.2.11P1 Role playing the interviewer and interviewee

13.2.12 PUBLIC RELATIONS AND CUSTOMER CARE

Theory

- 13.2.12T *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) explain the role of public relations and customer care in an organization
 - c) name different types of customers
 - 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.	<i>Content</i> 13.2.12P1 Application of public relation skills
13.2.12C Competence The trainee should have the ability to: i) demonstrate proper public relations ii) interact with different types of customers iii) care for customers	13.2.13 TRENDS AND EMERGING ISSUES IN COMMUNICATION
<i>Content</i>	Theory
13.2.12T1 Definition of the terms public, customer and public relations	13.2.13T <i>Specific Objectives</i> By the end of the sub-module unit, the trainee should be able to:
13.2.12T2 Role of public relations and customer care in an organization	a) state trends and emerging issues in communication
13.2.12T3 Types of customers	b) outline challenges posed by emerging issues
13.2.12T4 Interpersonal and public relations skills	c) explain ways of coping with trends and emerging issues in communication
13.2.12T5 Definition of quality management	<i>Content</i>
13.2.12T6 Customer care skills	13.2.13T1 Trends and emerging issues in communication
13.2.12T7 Challenges faced in public relations and customer care	13.2.13T2 Challenges posed by emerging issues
Practice	13.2.13T3 Ways of coping with the trends and emerging issues
13.2.12P <i>Specific Objective</i> By the end of the sub-module unit, the trainee should be able to apply public relation skills in dealing with the various customers	<i>Suggested Teaching/Learning Resources</i>
	- Language laboratory - Machines and equipment - Power point

- Projectors
- Audio tapes
- Telephone/fax
- E-mail
- Internet
- Lecturers and resource persons
- Newspapers / magazines / journals

easytvvet.com