

12.1.0 COMMUNICATION SKILLS (70) HOURS)

12.1.01T INTRODUCTION

This module unit is designed to equip the trainee with the necessary knowledge, skills and attitudes that will enable him/her to communicate effectively in day to day life.

12.1.02T GENERAL OBJECTIVES

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

- a) appreciate the role of communication
- b) communicate effectively
- c) appreciate the different modes and forms of communication
- d) appreciate the role and effect of technology in communication
- e) appreciate the impact of emerging issues in communication

12.1.0 COMMUNICATION SKILLS

COURSE SUMMARY AND TIME ALLOCATION (70) HOURS)

CODE	TOPIC	SUB TOPIC	THEORY HOURS	PRACTICE HOURS	TOTAL HOURS
2.1.1T	MEANING AND ROLE OF COMMUNICATION	<ul style="list-style-type: none"> • Definition communication • Role of communication in an organization • Interpersonal relations 	2	-	2
2.1.2T	THE PROCESS OF COMMUNICATION	<ul style="list-style-type: none"> • Communication process • Barriers to effective communication • Overcoming barriers to effective communication 	2	-	2
2.1.3T	PRINCIPLES OF EFFECTIVE COMMUNICATION	<ul style="list-style-type: none"> • Principles of effective communication • Definition of a sentence • Sentence structure (syntax) • Sentence meaning (semantics) 	8	2	10
12.1.4T	SUMMARY WRITING	<ul style="list-style-type: none"> • Definition of summary • Summarization of passages, speeches, reports and correspondences 	8	2	10
12.1.5T	FORMS OF BUSINESS CORRESPONDENCE	<ul style="list-style-type: none"> • Types of business correspondence • Description of business correspondence • Curriculum vitae writing 	6	1	7
2.1.6T	MEETINGS	<ul style="list-style-type: none"> • Definition of meetings • Different types of meetings • Purpose of meetings • Terminologies used in meetings • Preparation of meetings • Procedures of conducting meetings • Advantages and disadvantages of meetings 	4	1	5

12.1.7T	INTERVIEWS	<ul style="list-style-type: none"> • Definition of interview • Types of interviews • Purpose of interviews • Preparation of interview • Role of the interviewer and interviewee • Conducting of interviews • Challenges of an interview 	4	1
12.1.8T	REPORTS	<ul style="list-style-type: none"> • Definition of reports • Types of reports • Purpose of reports • Structure and content of reports • Preparation of a report • Presentation of reports • Style used in report writing 	4	1
12.1.9T	ORAL/VERBAL COMMUNICATION	<ul style="list-style-type: none"> • Definition of oral/verbal communication • Types of oral communication • Importance of oral communication • Barriers to effective oral communication • Overcoming barriers to oral communication 	4	1
12.1.10T	NON-VERBAL COMMUNICATION	<ul style="list-style-type: none"> • Definition of non-verbal communication • Types of non-verbal communication • Importance of non-verbal communication • Barriers to effective non-verbal communication • Overcoming barriers to non-verbal communication 	4	1

11T	AUDIO, VISUAL AND AUDIO-VISUAL COMMUNICATION	<ul style="list-style-type: none"> • Definition of terms • Types of audio communication aids • Importance of audio communication • Barriers to effective audio-communication • Overcoming barriers to effective audio communication • Types of visual communication aids • Importance of visual communication • Barriers to effective visual communication • Overcoming barriers to effective visual communication • Types of audio-visual communication aids • Importance of audio-visual communication • Barriers to effective audio-visual communication • Overcoming barriers to effective audio-visual communication 	8	2	9
12T	TECHNOLOGY IN COMMUNICATION	<ul style="list-style-type: none"> • Definition of technology • Technological development in communication • Role of technology in communication • Impact of technology in communication 	2	1	3
13T	EMERGING TRENDS IN COMMUNICATION	<ul style="list-style-type: none"> • Identification of emerging trends in communication 	1	1	2
	TOTAL		56	14	70

12.1.1T MEANING AND ROLE OF COMMUNICATION

THEORY

12.1.1T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) explain the meaning of the term communication
- b) explain the role of communication in an organization
- c) explain interpersonal relations.

12.1.1T1 Definition of communication

12.1.1T2 Role of communication in an organization

12.1.1T3 Interpersonal relations

12.1.2T THE PROCESS OF COMMUNICATION

THEORY

12.1.2T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) describe the process of communication
- b) explain the barriers to effective communication
- c) discuss ways of overcoming barriers to effective communication

12.1.2T1 Communication process

- conceiving the message
- encoding the message
- selecting the communication medium
- decoding the message
- providing the feedback

12.1.2T2 Barriers to effective communication

- technical barriers
- physical barriers
- psychological barriers

12.1.2T3 Overcoming barriers to effective communication

12.1.3T PRINCIPLES OF EFFECTIVE COMMUNICATION

THEORY

12.1.3T0 Specific objectives

- By the end of this topic, the trainee should be able to:
- describe the principles of effective communication
 - apply the principles of effective communication
 - define a sentence
 - construct a sentence
 - explain the meaning of given vocabulary

12.1.3T1 Principles of effective communication

- conciseness
- completeness
- clarity
- consistency
- coherence
- concreteness
- correctness

12.1.3T2 Definition of a sentence

12.1.3T3 Sentence structure (syntax)

- clear wording
- arrangement of ideas
- paragraphing

12.1.3T4 Sentence meaning (semantics)

- concordance (agreement or harmony)
 - subject and verb agreement
- clauses
 - definition of a clause
 - types of clauses
- phrases
 - definition of a phrase
 - types of phrases

PRACTICE

12.1.3P0 Specific objectives

- By the end of this topic, the trainee should be able to:
- write correct sentences, clauses and phrases

b) apply correct grammar orally

12.1.3P1 Constructing sentences, clauses and phrases

12.1.3P2 Story telling

12.1.3P3 Debating

12.1.4T SUMMARY/PRECIS WRITING

THEORY

12.1.4T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) define the term summary
- b) summarize passages, speeches, reports and correspondence

12.1.4T1 Definition of summary

12.1.4T2 Summarization of passages, speeches, reports and correspondence

- whole passage summary
- part of passage summary
- correspondence summary
- report summary

PRACTICE

12.1.4P0 Specific objective

By the end of this topic, the trainee should be able to:
demonstrate summarization skills

12.1.4P1 Demonstrating summarizing skills

- passages
- speeches
- correspondence
- reports

12.1.5T FORMS OF BUSINESS CORRESPONDENCE

THEORY

12.1.5T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) identify types of business correspondence
- b) describe types of business correspondence
- c) write a curriculum vitae

12.1.5T1 Types of business correspondence

- business letters
- memorandum
- telegram/telex/cables
- forms
- press advertisements
- questionnaires
- message forms
- posters
- electronic mail

12.1.5T2 Description of business correspondence

12.1.5T3 Curriculum vitae writing

PRACTICE

12.1.5P0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) write business correspondence correctly
- b) prepare and fill in business forms correctly
- c) write a curriculum vitae

12.1.5P1 Writing business correspondence

- letters
- memorandum
- press advertisements
- electronic mail
- circulars
- telegram/telex/cables
- questionnaires
- forms
- message forms

12.1.5P2 Preparation of business forms

12.1.5P3 Fill in business forms

12.1.5P4 Writing of a curriculum vitae

12.1.6T **MEETINGS**

THEORY

12.1.6T0 **Specific objectives**

By the end of this topic, the trainee should be able to:

- a) define a meeting
- b) explain types of meetings
- c) explain the purpose of meetings
- d) explain different terminologies used in meetings
- e) explain preparation of meetings
- f) describe the procedures of conducting a meeting
- g) discuss advantages and disadvantages of meeting

12.1.6T1 Definition of a meeting

12.1.6T2 Types of meetings

12.1.6T3 Purpose of meetings

12.1.6T4 Terminologies used in meetings

12.1.6T5 Preparation of a meeting

12.1.6T6 Procedures of conducting a meeting

- role of chairman
- role of secretary
- role of members

12.1.6T7 Advantages and disadvantages of meetings

PRACTICE

12.1.6P0 **Specific objectives**

By the end of this topic, the trainee should be able to:

- a) prepare for a meeting
- b) conduct a meeting

12.1.6P1 Simulation of an exercise in preparation of a meeting

12.1.6P2 Role playing in conducting a meeting

12.1.7T INTERVIEWS

THEORY

12.1.7T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) define an interview
- b) identify types of interviews
- c) explain the purpose of interviews
- d) explain the preparation of an interview
- e) identify roles of the interviewer and interviewee
- f) explain conduct of interviews
- g) discuss challenges of interviews

12.1.7T1 Definition of interview

12.1.7T2 Types of interviews

12.1.7T3 Purpose of interviews

12.1.7T4 Preparation of an interview

12.1.7T5 Role of the interviewer and interviewee

12.1.7T6 Conducting interviews

12.1.7T7 Challenges of an interview

PRACTICE

12.1.7P0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) make preparation for an interview
- b) conduct an interview

12.1.7P1 Role playing for an interview preparation

12.1.7P2 Case study for conducting an interview

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12.1.8T REPORTS

THEORY

12.1.8T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) define a report
- b) identify types of reports
- c) explain the purpose of reports
- d) explain the structure and content of a report
- e) explain the preparation of a report
- f) explain the presentation of a report
- g) explain the style used in report writing

12.1.8T1 Definition of a report

12.1.8T2 Types of reports

12.1.8T3 Purpose of reports

12.1.8T4 Structure and content of reports

12.1.8T5 Preparation of a report

12.1.8T6 Presentation of a report

12.1.8T7 Style used in report writing

PRACTICE

12.1.8P0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) prepare a report
- b) present a report

12.1.8P1 Preparation of a report

12.1.8P2 Presentation of a report

12.1.9T **ORAL/VERBAL COMMUNICATION**

THEORY

12.1.9T0 **Specific objectives**

By the end of this topic, the trainee should be able to:

- a) define oral/verbal communication
- b) identify types of oral communication
- c) explain the importance of oral communication
- d) discuss the barriers to effective oral communication
- e) explain ways of overcoming barriers to effective oral communication

12.1.9T1 Definition of oral or verbal communication

12.1.9T2 Types of oral communication

- face to face communication
- telephone communication

12.1.9T3 Importance of oral communication

12.1.9T4 Barriers to effective oral communication

12.1.9T5 Overcoming barriers to effective oral communication

PRACTICE

12.1.9P0 **Specific objectives**

By the end of this topic, the trainee should be able to:

- a) demonstrate a face to face conversation
- b) participate in an effective telephone conversation

12.1.9P1 Face to face conversation

- presentation of a speech
- presentation of a report

12.1.9P2 Telephone conversation

12.1.10T NON-VERBAL COMMUNICATION

THEORY

12.1.10T0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) define non-verbal communication
- b) identify types of non-verbal communication
- c) explain the importance of non-verbal communication
- d) discuss the barriers to effective non-verbal communication
- e) explain ways of overcoming barriers to effective non-verbal communication

12.1.10T1 Definition of non-verbal communication

12.1.10T2 Types of non-verbal communication

- body language
- written language
- sign language

12.1.10T3 Importance of non-verbal communication

12.1.10T4 Barriers to effective non-verbal communication

12.1.10T5 Overcoming barriers to effective non-verbal communication

PRACTICE

12.1.10P0 Specific objectives

By the end of this topic, the trainee should be able to communicate using:

- a) body language
- b) written language
- c) sign language

12.1.10P1 Communicating using body language

- facial expression
- gestures
- pantomimes
- physical contact mimes

12.1.10P2 Communicating using written language

- written English
- Braille (visually impaired trainee)

- 12.1.10P3 Communicating using sign language (hearing impaired trainee)
- finger spelling
 - signing exact English (SEE)
 - Kenya sign language (KSL)

12.1.11T **AUDIO, VISUAL AND AUDIO-VISUAL COMMUNICATION**

THEORY

12.1.11T0 **Specific objectives**

By the end of this topic, the trainee should be able to;

- a) define the following terms, audio communication, visual communication, audio-visual communication
- b) discuss types of audio communication aids
- c) explain the importance of audio communication
- d) discuss barriers to effective audio communication
- e) explain ways of overcoming barriers to effective audio communication
- f) discuss types of visual communication aids
- g) explain the importance of visual communication
- h) discuss barriers to effective visual communication
- i) explain ways of overcoming barriers to effective visual communication
- j) discuss types of audio-visual communication aids
- k) explain the importance of audio-visual communication
- l) discuss barriers to effective audio-visual communication
- m) explain ways of overcoming barriers to effective audio-visual communication

- 12.1.11T1 Definition of terms
- audio communication
 - visual communication
 - audio-visual communication

12.1.11T2 Types of audio communication aids

12.1.11T3 Importance of audio communication

12.1.11T4 Barriers to effective audio communication

12.1.11T5 Ways of overcoming barriers to effective audio communication

12.1.11T6 Types of visual communication aids

12.1.11T7 Importance of visual communication

- 12.1.11T8 Barriers to effective visual communication
12.1.11T9 Overcoming barriers to effective visual communication
12.1.11T10 Types of audio-visual communication aids
12.1.11T11 Importance of audio-visual communication
12.1.11T12 Barriers to effective audio-visual communication
12.1.11T13 Overcoming barriers to effective audio-visual communication

PRACTICE

12.1.11P0 Specific objectives

By the end of this topic, the trainee should be able to:

- a) identify and operate audio communication aids
- b) make visual communication aids
- c) identify and operate audio-visual communication aids

- 12.1.11P1 Operating audio communication aids
- radio
 - cassette tapes

- 12.1.11P2 Make visual communication aids
- tables
 - charts
 - graphs
 - control board
 - posters
 - slides

- 11.1.11P3 Operating audio-visual communication aids
- films/movies
 - television
 - VCR
 - Computer

12.1.12T

TECHNOLOGY IN COMMUNICATION

THEORY

12.1.12T0

Specific objectives

By the end of this topic, the trainee should be able to:

- a) define technology
- b) discuss technological developments in communication
- c) explain the role of technology in communication
- d) discuss the impact of technology in communication

12.1.12T1 Definition of technology

12.1.12T2 Technological development in communication

- Voice over Internet Protocol (VoIP)
- Teleconferencing
- Videoconferencing
- Electronic mail
- Internet
- Fax

12.1.12T3 Role of technology in communication

12.1.12T4 Impact of technology in communication

PRACTICE

12.1.12P0 **Specific objectives**

By the end of this topic, the trainee should be able to:

- a) use technological devices in communication
- b) discuss the impact of technology in communication

12.1.12P1 Use technological devices in communication

- teleconferencing
- videoconferencing
- electronic mail
- telephone
- internet

12.1.12P2 Group discussion on impact of technology in communication

12.1.13T **EMERGING TRENDS IN COMMUNICATION**

THEORY

12.1.13T0 **Specific Objectives**

By the end of this topic, the trainee should be able to identify emerging trends in communication.

12.1.13T1 Identification of emerging trends in communication

12.1.13P EMERGING TRENDS IN COMMUNICATION

PRACTICE

12.1.13P0 Specific objectives

By the end of this topic, the trainee should be able to:
discuss emerging trends in communication

12.1.13P1 Group discussion on emerging trends in communication

SUGGESTED

1. LEARNING RESOURCES

- a) Boards
- b) Charts
- c) Language lab
- d) Machines and equipment
 - The computer
 - power point
 - E-mail
 - Internet
 - Overhead projectile
 - Audio tapes
 - Telephone/fax
- e) Lecturers and resource persons
- f) Library
- g) Textbooks
- h) The media
 - Newspaper
 - Radio
 - Television

2. LEARNING ACTIVITIES

- a) Group work presentation
- b) Individual presentation
- c) Debating
- d) Story telling
- e) Observation
- f) Listening and participating during lectures
- g) Drama/role playing
- h) Excursions

3. EVALUATION

- a) Continuous Assessment Tests (CATs)
- b) Term papers
- c) Questions and answers
- d) Examination
 - written examination, oral examination, sign language

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