

16.2.0 COMMUNICATION SKILLS

16.2.01 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.

16.2.02 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 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

16.2.03 MODULE UNIT SUMMARY AND TIME ALLOCATION

COMMUNICATION SKILLS

Code	Sub-Module Unit	Content	Time Hrs
16.2.1	Introduction To Communication	<ul style="list-style-type: none"> • Terms and concept used • Essentials to effective communication • Role of ICT in communication 	4
16.2.2	Communication Process	<ul style="list-style-type: none"> • Stages of communication process • Barriers to effective communication • Ways of overcoming barriers • Basic concepts of transmission 	

		<ul style="list-style-type: none"> • and receipt of a message • Feedback mechanism • Ethical issues in communication 	2
16.2.3	Classification Of Communication	<ul style="list-style-type: none"> • Types of communication • Use of various types of communication 	4
16.2.4	Forms Of Communication	<ul style="list-style-type: none"> • Forms of communication • Advantages and disadvantages of 	4
16.2.5	Channels Of Communication	<ul style="list-style-type: none"> • Communication channels • Advantages and disadvantages 	5
16.2.6	Official Etiquette, Protocol And Diplomacy	<ul style="list-style-type: none"> • Meaning of etiquette, protocol and diplomacy 	5
16.2.7	Writing Skills	<ul style="list-style-type: none"> • Punctuation marks • Courtesy in writing • Paragraph development • Essay writing • Functional writing 	10
16.2.8	Summary	<ul style="list-style-type: none"> • Importance of summary writing • Essential steps in summary writing 	4
16.2.9	Report Writing Skills	<ul style="list-style-type: none"> • Definition of a report • Role of reports • Formats of reports • Preparation for report writing • Report writing , editing and dissemination • Referencing styles • Preparation of power point slides 	8
16.2.10	Conducting Meetings And Minute Writing	<ul style="list-style-type: none"> • Definition of terms • Role of meetings and minutes • Types of meetings • Planning and conducting meetings • Minute writing • Challenges in conducting 	8

		meetings	
16.2.11	Interviews	<ul style="list-style-type: none"> • Meaning of the term interview • Purpose of interviews • Types of interviews • Preparation for an interview • Interviewing skills 	4
16.2.12	Public Relations And Customer Care	<ul style="list-style-type: none"> • 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 	4
16.2.13	Emerging Issues In Communication	<ul style="list-style-type: none"> • Emerging trends and issues in communication • Challenges posed by emerging issues and trends • Ways of coping with emerging issues and trends 	4
Total			66

16.2.1 INTRODUCTION TO COMMUNICATION

Theory

16.2.1T0 *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.

Content

16.2.1T1 Terms and concepts used in communication

16.2.1T2 Purpose of communication

16.2.1T3 Essentials to effective communication

16.2.1T4 Role of I.C.T. in communication

Practice

16.2.1P0 *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

16.2.1P1 Effective use of terms and concepts in communication

16.2.1P2 Application of essentials of communication

Competence

The trainee should have the ability to use the terms and concepts in communication effectively in different situations.

16.2.2 COMMUNICATION PROCESS

Theory

16.2.2T0 *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

- d) identify basic concepts of transmission and receipt of a message
- e) describe feedback mechanism
- f) 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

Competence

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

Content

- 16.2.2T1 Stages of communication process
- 16.2.2T2 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

16.2.2T3 Ways of overcoming barriers to effective communication

16.2.2T4 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

16.2.2T5 Feedback mechanism

16.2.2T6 Ethical issues in communication

Practice

16.2.2P0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:

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

Content

16.2.2P1	Application of the process of communication	By the end of the sub-module unit, the trainee should be able to apply the various types of communication in given situations.
16.2.2P2	Encoding and decoding messages	
16.2.2P3	Demonstration of ethical issues in communication	
16.2.3	CLASSIFICATION OF COMMUNICATION	
	<i>Theory</i>	
16.2.3T0	<i>Specific Objectives</i> By the end of the sub-module unit, the trainee should be able to: a) explain the various types of communication b) explain the use of various types of communication.	
	<i>Content</i>	
16.2.3T1	Types of communication i) Formal ii) Informal iii) Internal iv) External v) Inter personal vi) Intra-personal	
16.2.3T2	Use of various types of communication	
	<i>Practice</i>	
16.2.3P0	<i>Specific Objective</i>	
16.2.3P1	Application of various types of communication	
16.2.4	FORMS OF COMMUNICATION	
	<i>Theory</i>	
16.2.4T0	<i>Specific Objectives</i> 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. c) communication.	
	<i>Competence</i> The trainee should have the ability to use various forms of communication effectively	
	<i>Content</i>	
16.2.4T1	Forms of communication i) Oral ii) Written iii) Visual	

	iv) Audio-visual	communication in a given situation
16.2.4T2	Advantages and disadvantages of each form of communication	
	<i>Practice</i>	
16.2.4P0	<i>Specific Objective</i> By the end of the sub-module unit, the trainee should be able to use the various forms of communication.	
	<i>Content</i>	
16.2.4P1	Using various forms of communication	
16.2.5	CHANNELS OF COMMUNICATION	
	<i>Theory</i>	
16.2.5T0	<i>Specific Objectives</i> 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. c) communication.	
	<i>Competence</i> The trainee should have the ability to apply various channels of	
		16.2.5T1 <i>Content</i> Channels of communication i) Vertical ii) Upwards iii) Downwards iv) Lateral/horizontal v) Diagonal
		16.2.5T2 Advantages and disadvantages of each channel of communication
		<i>Practice</i>
		16.2.5P0 <i>Specific Objective</i> By the end of the sub-module, the trainee should be able to role play the use of different channels of communication.
		<i>Content</i>
		16.2.5P1 Role play of use of different channels of communication
16.2.7	OFFICIAL ETIQUETTE, PROTOCOL AND DIPLOMACY	
	<i>Theory</i>	
		16.2.6T0 <i>Specific Objectives</i> 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:

- i) Interact with others without offending
- ii) Observe protocol requirements
- iii) Exercise diplomacy in daily interactions
- iv) Adhere to official etiquette requirements

Content

- 16.2.6T1 Meaning of etiquette, protocol and diplomacy
- 16.2.6T2 official etiquette
- 16.2.6T3 Accepted protocol and diplomacy

Practice

- 16.2.6P0 Specific objective
By the end of the sub-module unit, the trainee should be able to practice the accepted official etiquette.

Content

- 16.2.6P1 Demonstration of accepted official etiquette

16.2.7 WRITING SKILLS

Theory

16.2.7T0 *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 should have the ability to:

- i) Punctuate correctly
- ii) Prepare business documents

Content

- 16.2.7T1 Punctuation marks
- 16.2.7T2 Courtesy in writing

- i) Use of polite language
- ii) Choice of words
- iii) Right expressions
- 16.2.7T3 Paragraph development
 - i) sub-module unit sentence
 - ii) Support details
- 16.2.7T4 Essay writing
 - i) Descriptive
 - ii) Explanatory
 - iii) Narrative
 - iv) Argumentative
- 16.2.7T5 Functional writing
 - i) Business letters
 - ii) Memorandum
 - iii) Notices
 - iv) Agenda
 - v) Minutes
 - vi) Advertisements
 - vii) E-mail
 - viii) Facsimile messages
 - Press release

Practice

pdfeducation.com

- 16.2.7P0 *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

- 16.2.7P1 Punctuating correctly
- 16.2.7P2 Demonstrating courtesy in writing
- 16.2.7P3 Writing different types of essays
- 16.2.7P4 Writing different functional writing

16.2.8 SUMMARY

Theory

- 16.2.8T0 *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

Ability to summarize passages, reports and conversations

Content

- 16.2.8T1 Importance of summary writing

16.2.8T2 Essential steps in summary writing

Practice

16.2.8P0 *Specific Objective*

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

16.2.8P1 Summarizing passages, reports and conversations.

16.2.9 REPORT WRITING SKILLS

Theory

16.2.9T0 *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
- 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

16.2.9T1 Definition of a report

16.2.9T2 Role of reports in an organization

16.2.9T3 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

16.2.9T4 Formats of reports

16.2.9T5 Preparation for report writing

i) Audience analysis

ii) Reading skills

iii) Data collection

iv) Data analysis

16.2.9T6 Report writing, editing and dissemination

16.2.9T7 Referencing styles

16.2.9T8 Preparation of power point slides

Practice

16.2.9P0 *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

16.2.9P1 Preparation of different types of reports

16.2.9P2 Editing and dissemination of reports

16.2.9P3 presenting a report

16.2.10 CONDUCTING MEETINGS AND MINUTE WRITING

Theory

16.2.10T0 *Specific Objectives*

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 writing
- f) discuss the advantages and disadvantages of meetings.

Competence

The trainee should have the ability to:

- i) Plan and conduct meetings
- ii) Write minutes effectively

Content

16.2.10T1 Definition of the terms meetings and minutes

16.2.10T2 Role of meetings and minutes in an organization

- 16.2.10T3Types of meetings
- 16.2.10T4Planning and conducting meetings
- 16.2.10T5Challenges in conduct of meetings and minute writing
- 16.2.10T6Advantages and disadvantages of meetings

Practice

- 16.2.10P0*Specific objective*
By the end of the sub-module unit, the trainee should be able to write minutes correctly.

Content

- 16.2.10P1 Writing minutes

16.2.11 INTERVIEWS

Theory

- 16.2.11T0*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

Content

- 16.2.11T1Meaning of the term ‘interview’
- 16.2.11T2Purpose of an interviews in an organization
- 16.2.11T3Types of interviews
- 16.2.11T4Preparation for an interview
 - i) Dressing and grooming
 - ii) Role of interviewer
 - iii) Role of interviewee
 - iv) Interview environment
- 16.2.11T5 Interviewing skills
 - i) Briefing skills
 - ii) Conducting the interview
 - iii) Debriefing skills

Practice

- 16.2.11P0*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

16.2.11P1 Role playing the interviewer and interviewee

- ii) Interact with different types of people
- iii) Care for customers appropriately

16.2.12 PUBLIC RELATIONS AND CUSTOMER CARE

Competence

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

Theory

16.2.12T0 *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
- d) organization
- e) explain interpersonal and public relations skills
- f) define quality management
- g) explain the skills in customer care
- h) explain the challenges faced in public relations and customer care.

Content

16.2.12T1 Definition of the terms public, customer and public relations

16.2.12T2 Types of customers

16.2.12T3 Role of public relations and customer care in an organization

16.2.12T4 Interpersonal and public relations skills

16.2.12T5 Quality management

16.2.12T6 Customer care skills

16.2.12T7 Challenges faced in public relations and customer care

Practice

16.2.12P0 *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.

Competence

The trainee should have the ability to:

- i) Demonstrate proper public relations

Content

16.2.12P1 Application of public relation skills

**16.2.13 EMERGING ISSUES
IN
COMMUNICATION**

Theory

16.2.13T0 *Specific Objectives*

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

- c) state emerging trends and issues in communication
- d) outline challenges posed by emerging issues
- e) explain ways of coping with emerging trends and issues in communication.

Content

16.2.13T1 Emerging trends and issues in communication

16.2.13T2 Challenges posed by emerging trends and issues

16.2.13T3 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

- i) Boards
- ii) Charts
- iii) Language laboratory
- iv) Machines and equipment
 - Power point
 - Projectors
 - Audio tapes
 - Telephone/fax
 - E-mail
 - Internet
- v) Lecturers and resource persons
- vi) Library
- vii) Newspapers/magazines/journals

Suggested Evaluation Methods

- i) Continuous assessment tests
- ii) Term papers
- iii) Questions and answers
- iv) Examinations – written/oral