



UNIVERSITY OF NAIROBI
DEPARTMENT OF COMMUNICATION SKILLS & STUDIES

CCS 001: COMMUNICATION SKILLS

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Student Consultation Hrs: Friday 10 AM- 2 PM

1.0 Preamble

This course is designed to expose students to the fundamentals of academic and professional communication in order to develop professionals who can effectively apply communication Skills, theories and best practices to meet their academic, professional and career communication needs.

2.0 Aims

The course aims to equip students with communication skills suitable for their academic and professional purposes. It is further meant to develop in students the skills necessary for effective communication in business and life in general. In addition, it aims to impart knowledge, attitudes and skills relevant to communication in a broad range of contexts, including interpersonal, group and intercultural communication, with particular attention to issues related to Eastern Africa and World's multi cultural society for global interaction. Equipping learners for engagement in operations research in communication is another aspect of the programme.

3.0 Course Objectives

By the end of the course students should be able to:

- Communicate effectively in writing, verbally and non-verbally,
- Apply the requisite academic communication skills in their essay writing and other forms of academic writing, reading and oral presentations,
- Demonstrate a good understanding of the generic fundamentals of communication
- Use various strategies and types of communication platforms in their academic and professional work
- Gain skills required for effective identification, selection and use of library materials and other information sources, and those that will make them familiar with the established methods of citing publications in their research work.
- Gain the abilities in expressing their thoughts clearly and persuasively by emphasizing and practicing basic rhetorical principles of written communication;
- Acquire reading and studying abilities through the use of relevant skills and strategies and learning to locate and the tackle sources of difficulties in texts.
- Develop abilities to relate to the interpersonal and organizational dynamics that affect effective communication in organizations.

4.0 Course Duration

The contact time is 45 hours spread over 15 weeks. This includes a two hour Examination administered at the end of the academic semester.

5.0 Methodology

The course will be taught mainly through lectures, group discussions, individual student presentations and take home assignments.

6.0 Course Design

The Communication Skills course is composed of 4 distinct skill areas, namely: Introduction to communication with elements of organizational communication; Academic Reading Skills, Academic Writing Skills, Functional Writing Skills and Oral Presentation Skills. To enable students to write effectively, there is an

additional section on documentation and information skills which is important for research and any form of serious academic writing.

7.0 Content of the Course Unit

Section A: Introduction to Communication

- Communication defined
- The process of communication
- Models of the communication process
- Purpose and levels of Communication
- Flow of Communication in an organization
- Communication barriers
- Principles of Effective Communication

SECTION B: Academic Reading Skills

- Nature of the reading process
- Importance of reading skills
- Definition of reading
- Types of reading
- Elements of a good text
- Difficulties inherent in processing a text.
- Poor reading habits and better motor reading skills.
- Effective reading strategies.

SECTION C: Academic Writing Skills

- The Writing Process: Pre-Writing techniques - choosing a topic.
- The paragraph as a unit of Rhetorical development
- Critical thinking in writing
- Common methods of essay development
- Argumentation
- Utilizing sources of information
- The Research /Term paper
- Documentation systems and Referencing styles

SECTION D:1- Functional communication

- Writing Business letters and letters of application
- Writing C.Vs and Resumes
- Job hunting and interview skills
- Writing within the organization
- Writing Reports
- Writing Proposals
- Writing the research project
- Developing a business plan

SECTION D:2- Public Presentation Skills

- The power of speech: overcoming stage fright and basics in public speaking.
- Setting objectives, determining the subject and selecting topic.
- Analyzing the audience and selecting the methods of presentation.
- Collecting the material: structuring and outlining the material and rehearsing.
- Beginning and ending a speech effectively and powerfully.
- Developing poise and self- confidence and exhibiting integrity, credibility, knowing, clarity and appropriate use of visual aids and microphone.
- Exhibiting rhetorical sensitivity and charm.
- Utilizing word-power vocal attributes and body language for effective delivery.
- Active listening, strategies and listening barriers.
- Practicing for effective use of Visual Aids and Delivery of the speech
- Delivery Methods
- Evaluating your speech and closure

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