UNIVERSITY OF NAIROBI
DEPARTMENT OF COMMUNICATION SKILLS
CCS 001: COMMUNICATION SKILLS
Instructor: Dr. Oduol C. and Basweti N.O.

Introduction

In this unit, you will learn different skills in the communication realm that will equip you with communication skills and strategies that will enable you to express your ideas clearly and persuasively through different modes of communication, embrace organizational and academic communication skills required in research works and presentations. The Unit serves as preparation for a professional career in the communication industry. 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. Equipping learners for communication research is another aspect of the program.

Course Objectives

By the end of the course, the students will have acquired:

- 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 used in writing a research.
- The abilities in expressing their thoughts clearly and persuasively by emphasizing and practicing basic rhetorical principles of written communication;
- Reading and studying abilities through the use of relevant skills and strategies and learning to locate and the tackle sources of difficulties in texts.
- Listening, organisational and performative skills required in effective public speaking.
- Self-confidence and skills necessary for effective oral presentations.
- The ability to exhibit integrity credibility and knowledge and to utilize visual aids, diction, vocal attributes and anybody language to enhance public presentations.

Course outline

1. Introduction to Communication
   - The communication process;
   - Purpose and levels of communication;
   - Communication models
   - Communication barriers and how to overcome them;
   - Principles of effective communication.
2. 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 the processing a text.
- Poor reading habits
- Better motor reading skills.
- Effective reading strategies.

3. 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.
- Writing a speech for a multicultural and international audience and practicing some notable speeches.

4. Writing Skills
- Pre-Writing- 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

5. 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
SELECTED REFERENCES
Huckin N.T ,and Olsen L.A (1991) Technical writing and professional communication
Fletcher, L: How to speak like a pro.
Rozakls, E.L. Speaking in public with confidence.
Kaltholl, G. You can be an effective speaker.
Carnegie: D. How to Develop self- confidence and referenced people by public speaking
Nuttal C. Reading skills.