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## MODULE DESCRIPTOR

### Module Title

Communication Principles And Practice

Reference	BS1327	Version	2
Created	April 2017	SCQF Level	SCQF 7
Approved	July 2016	SCQF Points	30
Amended	August 2017	ECTS Points	15

### Aims of Module

Develop awareness of principles and practice of communication in academic and current industry settings. Develop competence in appropriate skills, techniques and processes of communication. Promote critical understanding of communication models and their application to relevant communication contexts. Examine the impact of digital communication tools upon communication postulates.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Produce written communication that is clear, coherent, literate and appropriate to purpose and target audiences.
- 2 Recognise, discuss and critique essential principles, concepts and models within the communication process.
- 3 Apply communication principles and models to practical professional contexts
- 4 Demonstrate the ability to evaluate information from a variety of sources and reference sources appropriately.
- 5 Demonstrate a professional sense of procedure and presentation in writing assignments, meeting deadlines, proofreading and revising documents prior to submission.

### Indicative Module Content

Conventions of academic and professional writing are examined and practiced. Examine the role of audience, genre and purpose. Grammar, proofreading, editing and summarising. Citing and referencing. Communication contexts and models are discussed and critiqued. The role of the behavioural sciences in communication is studied. Channels and media of communication are considered. The impact of digital communication practices is analysed.

### Module Delivery

This is a workshop based course, supplemented with library sessions and guest lectures. The workshops consist of lectures, which are then discussed in class. Elements of the lecture are then put into practice in a class exercise in order to underpin learning. Students are expected to contribute to critical discussion and engage in student-centred activities.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	48	48
Non-Contact Hours	252	252
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 4, 5
Description:	Individual Portfolio Assessment				

**Component 2**

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The Module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	At least 70% on weighted aggregate and at least 35% in each component
<b>B</b>	At least 60% on weighted aggregate and at least 35% in each component
<b>C</b>	At least 50% on weighted aggregate and at least 35% in each component
<b>D</b>	At least 40% on weighted aggregate and at least 35% in each component
<b>E</b>	At least 35% on weighted aggregate
<b>F</b>	Less than 35% on weighted aggregate
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None, in addition to SCQF 7 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 COTTRELL, S., 2011. *Critical thinking skills*. 2nd ed. Hampshire: Palgrave MacMillan.
- 2 COTTRELL, S., 2008. *The study skills handbook*. 3rd ed. Hampshire: Palgrave MacMillan.
- 3 DEVITO, J., 2002. *Essentials of human communication*. 4th ed. Boston: Allyn and Bacon.
- 4 FISKE, J., 1990. *Introduction to communication studies*. London: Routledge.
- 5 PRICE, S., 1996. *Communication studies*. Harlow: Longman.
- 6 PRICE, J. and PRICE, L., 2002. *Hot text: web writing that works*. Indiana: New Riders.
- 7 REDMAN, P., 2006. *Good essay writing*. 3rd ed. London: Sage.
- 8 ROBINSON, Z. and PEDLEY-SMITH, S., 2010. *A student's guide to writing business reports*. Wokingham: Kaplan publishing.