

## **Assignment I Brief**

You will be asked to keep a blog and complete a series of individual and group exercises designed for you relating to the communication issues and theories you have learnt from the course. During these weeks you will also share your blogging identities with the other students in your class and you will be expected to read and comment on at least **one** classmate's blog every week.

This will comprise blog posts of minimum 400 words each and comments on at least one student's blogs (minimum 100 words each)

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### **Blog Post 1**

Introduce yourself to your fellow students and lecturer through a professional and engaging blog post. This is an opportunity to set the tone for your online identity as a student and potential professional.

#### **Guidelines:**

##### **1. About You:**

- Share some details about yourself, such as your background and where you are from.
- Discuss your motivations for studying this course and what you hope to achieve.

##### **2. Professional Photo and Visual Storytelling:**

- Upload a professional photograph of yourself.
- Include additional photographs that highlight your hobbies, past activities, or achievements, such as school events, volunteer work, or projects. Ensure these photos align with your professional aspirations.

##### **3. Skills and Interests:**

- Describe your skill set, including any special skills or certifications.
- Share your hobbies and interests, especially those that reflect your personality or align with your career goals.

##### **4. Blogging Identity and Submission Details:**

- Add the link to your blog post on the shared [Google Spreadsheet](#).

- Check the spreadsheet for submission deadlines.

### **Tips for Success:**

Write clearly and professionally, ensuring your post is error-free and easy to read. Use high-quality, relevant images to make your blog visually appealing and engaging. Highlight your strengths and ambitions to leave a positive impression on potential employers. Ensure the layout is clean and well-organised and take time to edit and refine your post for a polished final submission.

We are excited to learn more about you and see your blogging journey take off!

### **Blog Post 2**

Critically evaluate the completeness of Shannon and Weaver's (1954) communication model. Reflect on its strengths and limitations and consider how it could be improved. Then, **design your version communication model** (construct a brand new model, you cannot use existing models) and share it as part of your blog post.

### **Guidelines:**

#### **1. Evaluate Shannon and Weaver's Model:**

- Discuss whether the model is complete or if gaps exist.
- Use passive voice to explain your reasons in detail.

#### **2. Design Your Communication Model:**

- Create a new model that reflects your understanding of the communication process.
- Attach a clear diagram or drawing of your model to the blog post.

#### **3. Caption and Explanation:**

- Add a caption for your model and explain its components and process. Use passive voice to provide examples or illustrations of how communication occurs within your model.

#### **4. Enhance with Media:**

- Support your answer with pictures, photos, drawings, videos, or animated GIFs to visually enrich your post.

## **5. Proper Referencing**

- Include proper referencing as per the module requirements

### **Tips for Success:**

Provide a detailed and insightful evaluation of Shannon and Weaver's model, demonstrating clear understanding. Design a creative, practical, and original communication model. Use high-quality visuals to enhance your explanation and maintain a professional tone in your writing.

We look forward to seeing your innovative communication models and insights!

## **Blog Post 3**

### **Part I: Understanding the Impact of Stereotypes**

Reflect on how stereotypes influence the way we communicate with others in different settings, such as at work, while travelling overseas, or in daily life. Share one specific experience you had or witnessed (e.g., during National Service, school, or daily interactions) where stereotypes affected communication. Discuss the implications of such events on your social relationships or interactions.

### **Part II: Visual Representation**

Create a storyboard to illustrate the experience or scenario you shared in Part I. Your storyboard should include captions that explain the key moments and highlight how stereotypes influenced communication in the situation.

## **Proper Referencing**

- Include proper referencing as per the module requirements

### **Tips for Success:**

When sharing your experience, be specific and reflective, clearly connecting how stereotypes influenced communication and their broader impact. Ensure your storyboard is visually engaging and effectively conveys the scenario with clear captions that guide the audience

through the narrative. Use relevant examples to add depth to your discussion and enhance your understanding of the implications of social interactions.

## **Blog Post 4**

### **Analysing Conflict in Everyday Situations**

This task aims to develop your analytical skills in understanding conflict dynamics in real-life scenarios. You will identify a recent news article depicting a conflict in a day-to-day setting, analyse the conflict-handling styles employed, evaluate their effectiveness, and propose alternative resolution strategies. Additionally, you will reflect on the roles of communication, non-verbal cues, and cultural factors in shaping the conflict's dynamics.

#### **Task:**

##### **1. Article Selection:**

- Identify a recent news article (published within the last 12 months) that illustrates a conflict in a day-to-day setting.
- The conflict should involve interpersonal or small group dynamics, such as disputes between individuals, families, neighbours, or community members.
- Provide a brief summary of the article, including the context, parties involved, and the nature of the conflict.

##### **2. Conflict-Handling Styles Analysis:**

- Analyse the conflict-handling styles exhibited by the individuals involved:
  - Accommodating
  - Avoiding
  - Competing
  - Compromising
  - Collaborating
- Provide specific examples from the article to support your analysis.

##### **3. Evaluation of Effectiveness:**

- Critically evaluate the effectiveness of the conflict-handling styles used.
- Discuss the short-term and long-term outcomes of these approaches on the individuals and the broader community.

##### **4. Alternative Conflict Resolution Strategies:**

- Propose alternative strategies that could have been employed to handle the conflict more effectively.
- Justify your suggestions with relevant conflict resolution theories and principles.

**5. Reflection on Communication and Cultural Factors:**

- Reflect on how communication styles, non-verbal cues, and cultural factors influenced the conflict and its resolution.
- Consider aspects such as language barriers, cultural norms, and societal expectations.

**6. Proper Referencing**

- Include proper referencing as per the module requirements

**Tips for Success:**

Analyse the news article critically, providing well-supported arguments for each of your answers. Use relevant theories where possible to enhance your analysis. Maintain clarity and professionalism in your writing, and structure your responses cohesively.