MOUNT KENYA UNIVERSITY

BUCU 001 - Communication Skills

WEDNESDAY, 26 OCTOBER 2022

CAT 1 and 2

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1. **Do you agree with the statement that information technology has done more harm than good? (15 mks)**

NO.

Information technology is the use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.

Information technology has many advatages;

1. Information technology has reduced the world into a global village since a person from a different part of the word can easily communicate with another person from a distant place within a short span of time by use of social media platforms like twitter.
2. Information technology has simplified and evolved advertisement among traders and their customers, for the example, use of pop up Ads in computers to advertise products.
3. Information technology has simplified buying and selling of goods. Traders are able to display their products and buyers can easily order for them, for example, jumia, amazon.
4. Information technology facilitate for better education, for example, online learning and accessing e-learning materials.
5. Information technology has increased job opportunities, for example, employees in IT department in institution.
6. Information technology has eased accounting in business companies, for example, computers are used to record and store accounting information like transactions instead of manual registers.
7. Information technology has eased research by use of internet to access multiple research data from different websites like Research gate.
8. Information technology has been used to store patient’s information which can be retrieved later on as the patient’s history.
9. Information technology has been used to counteract infectious diseases like Covid-19. During the Covid-19 pandemic, information technology was used to educate the masses about the pandemic and used during online meetings to prevent face-to-face interaction to minimize spread of the virus.
10. Information technology has been used to enhance security in institutions by use of biometrics that store data eg fingerprints.
11. Information technology has been used in environmental conservation, for example, use of trackers to track endangered species hence protecting them from harm thus enhance tourism. However, information technology has a few disadvantages that may include;
12. Loss of personal touch between the communicating parties as there is no physical interaction like face-to-face interactions that enhance personal touch.
13. Loss of confidentiality between the communicating parties as the information can easily be intercepted by an external source.
14. Overreliance information technology has led to laziness in the society and people have become less creative.
15. Information technology has led to erosion of native culture, for example, people are trying to copy what they see in social media platforms like Instagram.
16. **Communication is essential at the university, Discuss. (18 Marks)**

The first type of communication is oral communication, which includes pragmatic and social language used in everyday interactions. Nonverbal communication includes what is said, how it is said, and nonverbal cues such as maintaining eye contact, facial expressions, and body language. Communication is essential for navigating the world and social interactions. Understanding how to effectively communicate with peers lays the groundwork for positive self-esteem. When students can "talk the talk" in their social lives, they feel great and gain a sense of self-satisfaction.

Students can also advocate for themselves when they use oral communication effectively. They must be able to express when and how their academic requirements are not being met. A student who can effectively ask questions and receive assistance from a lecturer will often outperform students who remain silent even when they are unsure of what is being asked of them.

The second aspect of communication is writing skills. In addition to oral communication, all students must learn how to effectively communicate with the written word. As they progress through university, students are expected to present more of their work in written form, such as lab reports. They must be able to write arguments, summaries, hypotheses, and synthesize complex ideas and concepts. Thoughts and ideas must be expressed clearly, using appropriate tone and language for the intended audience.

Academic success is dependent on strong communication skills, which begin with clear oral communication. In class, students are frequently called upon to answer questions. These questions can range from those with simple answers to those that require you to put your thoughts together and make arguments. Questions must be answered precisely so that lecturers can assess a student's knowledge.

Students who struggle with oral communication may become embarrassed if they are unable to communicate on par with their peers. When a student mumbles, they may become afraid of speaking up in class, which can lead to poor grades and low self-esteem.

Communication is one of the most important life skills for university students to master: they must be able to communicate effectively. Understanding how to effectively communicate with peers lays the groundwork for positive self-esteem. When students can "talk the talk" in their social lives, they feel more empowered. Students can also advocate for themselves when they use oral communication effectively. Creating a dialogue between students can be a difficult but necessary part of learning. Effective communication can aid in the creation and maintenance of a safe learning environment in which students can thrive, prosper, and learn.

In conclusion, proper communication skills among university students is important in making sure they thrive both socially and academically.