Queen’s College

Department of English and Communication Studies

**Christmas Term Communication Studies Outline**

**Subject Title**: Communication Studies

**Periods:** Six (6)

**Teacher**: Mr. Samuel Sandy

**Objectives**:

**Module 1: Gathering and Processing Information**

At the end of Module 1 students are expected to:

* Speak and write with an acceptable control of grammar, vocabulary, mechganics, and conventions of Caribbean Standard English usage.
* Be able to identify the format and organisational features of the different genres and types of writing and speech.
* Evaluate the appropriateness of data collection methods.
* Apply any of the different levels of comprehension to examples of spoken and written material.
* Evaluate the effect of source, content, medium, and channel on the reliability and validity of the information gathered.
* Gather, evaluate and present information about current issues in an appropriately structured oral and written form.
* Create a portfolio containing both oral and written work.

**Module 2: Language and Community**

At the end of this module students are expected to be able to:

* Define a language, and language.
* Describe the characteristics of language.
* Know the purpose of language.
* Define dialect and creole.
* Have a concept of Creole history in the West Indian context (influence of colonisers).
* Identify the characteristics of creole languages.
* Identify the differences between Creole and Standard English.
* Identify the points on the Creole Continuum (Acrolect, Mesolect and Basilect).
* Identify and define registers.
* Identify the attitudes that persons develop and display toward Language.
* Identify types of communication technologies and their impact on communication.

**Module 3: Speaking and Writing**

At the end of this module you should be able to:

* Describe the process of communication.
* Apply specific communication concepts to different situations.
* Identify specific features of verbal and non-verbal communication and appropriate contexts of use.
* Describe the mental and social processes involved in speaking and writing.
* Identify how specific purposes or intentions and audiences influence speech writing.
* Employ appropriate channels/ mediums for specific oral and written presentations.
* Speak in their own Caribbean Standard English on prepared topics using appropriate non-verbal communication cues.
* Evaluate communications according to set criteria of advertisements, proposal, speeches, blogs, emails, campaigns.
* Describe the many ways in which information communication technologies (ICT) can be used in the learning process.

**Week One (1) 8th -12th September**

*Language and Community*

* An overview of the syllabus
* Language journal
* Tools that will be required for use in the class

**Week Two (2) 15th-19th September**

* A language and language
* Properties or characteristics of language
* Functions or roles of language
* Language can also be seen as…..
* Language and Identity
* About dialects
* Standard and non-standard dialects
* Reasons for a standard dialect
* Languages are called dialects
* Standard English in the Caribbean
* Characteristics of Standard English

**Week Three (3) 22nd-26th September**

*Gathering and Processing Information*

* Oral and written forms of expression
* Comprehension
* Research
* Why a focus on research and data collection skills?
* Starting your research
* Research is
* Research is not
* The characteristics of research
* The research process
* Primary and secondary sources
* Acknowledging your sources

**Week Four (4) 29th-3rd September/ October**

*Speaking and Writing*

* The process of communication
* Barriers to communication
* Forms of communication
* Non-verbal communication
* The importance of non-verbal communication

**Week Five (5) 6th- 10th October**

*Language and Community*

* Arguments for Standard English as a language
* Creole and Pidgins
* Creole in a West Indian Context
* Language experiences in the Caribbean
* Characteristics or features of Creole languages
* Arguments against creole as a language
* Similar words used in British English, American English and Creole
* Creoles and their geographical distributions
* The creole Continuum

**Week Six (6) 13th-17th October**

*Gathering and Processing Information*

* Checklist for choosing your topic
* Effective listening
* Improving your listening skills
* Tips for listening comprehension exercise
* Factors which affect effective listening
* Different ways of reading

**Week Seven (7) 20th-24th October**

*Speaking and Writing*

* Computerised telecommunications
* Communication tools
* Internet
* Auxiliary products for the computer
* Advantages of communication media
* Disadvantages of these communication media

**Week Eight (8) 27th-31st October**

*Language and Community*

* Registers
* Types of registers
* Attitudes to Language
* Code switching
* Communicative behaviours

**Week Nine (9) 3rd-7th November**

*Gathering and Processing information*

* Organisational Features of written and oral works
* Data Collection
* Readily available data
* Choosing the right data collection methods
* Data collection methods
* Categories of methods
* Types of research study
* Factors to consider when choosing a research method

**Week Ten (10) 10th-14th November**

*Speaking and Writing*

* Landline versus Cellular phones
* Cell phones
* Technology then and now
* Communicating then and now
* Advantages and disadvantages of the internet
* Social networking

**Week Eleven (11) 17th-21st November**

*Language and Community*

Presentations by students:

* **Group A**: 1. Anthea Percival 2. Menawattie Singh 3. Anthea Atkinson 4. Simeon Chester 5. Elson White
* **Group B**: 1. Tianna Blair 2. Felicia Collins 3. Jude Eversley 4. Hilton Chester 5. Rajini Jaipaul
* **Group C**: 1. Natifa Viera 2. Demetri Chan 3. Norissa Stuart 4. Keoma Grant 5. Sonny Kothapally
* **Group D**: 1. Shamar Glasgow 2. Romeo Holder 3. Stephon Singh 4. Brandon Yong

**Week Twelve (12) 24th-28th November**

*Gathering and processing information*

* How much information should you collect?
* The strengths and weaknesses of research methods
* Summary chart of data collection methods
* Portfolio preparation

*Speaking and Writing*

* Cultural differences in non-verbal communication
* Paralanguage
* Subliminal non-verbal communication
* Interpreting non-verbal communication
* Non-verbal indicators of positive attitudes
* Non-verbal indicators of negative attitudes

**Week Thirteen (13)**

*Gathering and processing information*

Presentations by students:

* **Group A**: 1. Anthea Percival 2. Menawattie Singh 3. Anthea Atkinson 4. Simeon Chester 5. Elson White
* **Group B**: 1. Tianna Blair 2. Felicia Collins 3. Jude Eversley 4. Hilton Chester 5. Rajini Jaipaul
* **Group C**: 1. Natifa Viera 2. Demetri Chan 3. Norissa Stuart 4. Keoma Grant 5. Sonny Kothapally
* **Group D**: 1. Shamar Glasgow 2. Romeo Holder 3. Stephon Singh 4. Brandon Yong

**Week Fourteen (14)**

*Speaking and Writing*

Presentations by students:

* **Group A**: 1. Anthea Percival 2. Menawattie Singh 3. Anthea Atkinson 4. Simeon Chester 5. Elson White
* **Group B**: 1. Tianna Blair 2. Felicia Collins 3. Jude Eversley 4. Hilton Chester 5. Rajini Jaipaul
* **Group C**: 1. Natifa Viera 2. Demetri Chan 3. Norissa Stuart 4. Keoma Grant 5. Sonny Kothapally
* **Group D**: 1. Shamar Glasgow 2. Romeo Holder 3. Stephon Singh 4. Brandon Yong

Suggested Texts:

Beck, Andrew, Bennett, Peter and Wall, Peter*. AS Communication Studies: The Essential Introduction*. Routledge, New York, 2005.

Berko, R. M. Wolvin, A.D., & Curtis, R. (1986). This Business of Communicating. Dubuque, IO: WCB.

Bovee, C. L., & Thill, J. V. (1992). *Business Communication Today*. NY: McGraw – Hill

Rochford. D. Edlin. Communication Studies: Preparing Students for CAPE.