**02 LEYTON SIXTH FORM COLLEGE – CENTRE NO: 13409**

**DEPARTMENT: COMPUTING AND IT**

**COURSE: BTEC L3 EXTENDED DIPLOMA IN IT - ACADEMIC YEAR 2013-2014**

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| **Student Name: Student ID: Teacher: Mrs J Niles-Brathwaite** | | | | | | | |
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| **Unit No: 1 Unit Name: Communication and Employability Skills in IT**  **Internal Verifier: Mr A Tahir Date Verified: 14th November 2013** | | | | | | | |
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| **Assignment No: # 4 Assignment Title: What is Effective Communication?**  **Assignment Given Out: 25th November 2013 Assignment Submission Date: 16th December 2013 Late: Date Handed In:**  **Learning Outcome: LO2 - Understand the principles of effective communication** | | | | | | | |
| **Task** | **Unit** | **Grading Criteria**  **Reference** | **Grading Criteria** | **Review Date** | **Grade Awarded** | **Date Achieved** | **Page No#** |
| **1** | **1** | **P2** | **Explain the principles of effective communication** | **11/12/2013** |  |  |  |
| **2** | **1** | **P3** | **Discuss potential barriers to effective communication** | **11/12/2013** |  |  |  |
| **3** | **1** | **M1** | **Explain mechanisms that can reduce the impact of communication barriers** | **11/12/2013** |  |  |  |
| **Assignment Rules:**  Any work submitted after the deadline may not be marked. | | | | | | | |
| **Student declaration**  I declare that all of the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which l have worked has not been copied from any source. I understand that if any part of the work submitted for this assignment is found to be plagiarised, none of the work submitted will be allowed to count towards the assessment of the assignment.  **Student Signature: Date:**  **Assessor Signature: Date**: | | | | | | | |

**Scenario**

Having reviewed the work in your previous brief, the topic ‘communication’ in its many formats was highlighted. Dr Lagocki has decided to run a series of seminars to help explain the importance of this issue to potential young employees. It is the key to promotion and a successful time working in the IT sector.

Your next brief is to compile information on the topic in a number of ways, which include:

**Task 1**

Produce a second leaflet that explains the principles of effective communication. It must discuss three points from each of the areas outlined below. **[P2]**

**Task 2**

Within your work you should dedicate a section that discusses any potential barriers to the principles of effective communication that you explained. **[P3]**

**Task 3**

Where appropriate, suggest and explain any ways (mechanisms) in which these barriers can be overcome, or their impact reduced. **[M1]**

**General skills:**

* cultural differences
* adapting content and style to suit audience needs
* question and answer
* accuracy
* techniques for engaging audience

**Interpersonal skills:**

* methods
* techniques and cues
* positive and negative language
* active engagement
* barriers
* types of question

**Written communication skills:**

* email, letters and fax
* spelling and grammar
* ‘smileys’ or emoticons
* structure
* proofreading
* note taking
* reviewing and editing

Again ensure you design the work to meet the needs of the audience.