

ENGLISH & COMMUNICATION



DUT
DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE



**FACULTY OF
ARTS &
DESIGN**

20 HAND 24 BOOK

ENVISION2030

transparency • honesty • integrity • respect • accountability
fairness • professionalism • commitment • compassion • excellence

CREATIVE. DISTINCTIVE. IMPACTFUL.

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ENGLISH AND COMMUNICATION

The English and Communication Programme sits within the Department of Media, Language and Communication within the Faculty of Arts and Design. The Programme teaches undergraduate modules to students across several faculties and a postgraduate Advanced Diploma.

I. FACULTY OF ARTS AND DESIGN: Vision, Mission, and Values

VISION: Leading Arts, Design and Education in Africa, and Beyond

MISSION: "Empowering Creative Changemakers" through Critical Thinking, Innovation and Expression

CORE VALUES:

Curiosity

We value the process of discovery and inquiry and all that it leads us to. We keep open minds and are willing to explore

Creativity

We are willing to look at different perspectives, experiment and take risks. We imagine, collaborate and enjoy the creative process of collaboration

Care

We show empathy and compassion to one another. We treat others with kindness, respect and dignity

Commitment

We are dedicated, disciplined, willing and follow through on our promises and priorities. Giving of ourselves through involvement matters

Dare. Do. Disrupt

2. ENGLISH AND COMMUNICATION VISION AND MISSION

VISION: To be a preferred programme for English studies and general education.

MISSION: To produce:

- Effective communicators by learning receptive and productive communication skills.
- Active and reflective thinkers through participation in group discussions and engaging with a variety of texts.
- Critical and creative thinkers through discourse and textual analysis.
- Culturally, environmentally, and socially aware within a local and global context.

- Knowledge practitioners who are able to contribute actively to contemporary societal debates on issues related to their chosen field of study.

3. CONTACT DETAILS

All Departmental queries to:

Secretary: Ms L Ntombela
Tel No. (031) 373 2823
Location Programme: Steve Biko Campus, S3 Level I

Programme Co-ordinator: Dr E.M Rapeane-Mathonsi
Tel No. (031) 373 2827
Location Programme: Steve Biko Campus, S3 Level I

4. STAFFING

Head of Department: Dr S Zulu, PhD (University of Zululand)
Programme Co-ordinator: Dr E.M Rapeane-Mathonsi, PhD (University of Cape Town)
Senior Lecturers: Dr N Nako, PhD (Binghamton University)
Dr V Partab, PhD (University of KwaZulu-Natal)
Dr E.M Rapeane-Mathonsi, PhD (University of Cape Town)
Dr S.E Usadolo, PhD (University of Fort Hare)
Lecturers: Ms Z Mdletye, MPhil (University of Pretoria)
Dr J Smith, PhD (Rhodes University)
Dr U Vooght, PhD (University of KwaZulu-Natal)
Part-time Lecturers: The programme may be assisted by part-time lecturers who are experienced practitioners.

5. UNDERGRADUATE COMMUNICATION MODULES

5.1 PRE-REQUISITES:

Learners will need to have conversational fluency in English and to be able to write in English. They will also need to be able to read and understand textbooks in English at National Senior Certificate level. Communication skills are developed through practical use and cannot be simply transferred straight from the textbook or the lecturer. There are some basic precepts to be studied, however, rote learning is not encouraged as a method of learning these. Students will be expected to show understanding and application of any theory which they study to a variety of work situations. If your English is not very fluent, you may need to take extra lessons in English.

5.2 RECOGNITION OF PRIOR LEARNING (RPL)

If students have an RPL request, they must please make an appointment with their lecturer and bring proof of certification as well as the syllabus, so that the Programme Coordinator may decide whether they qualify for an exemption.

5.3 MODULES OFFERED

- Business Communication and Information Literacy
- Communication 1
- Communication 2
- English for the Arts
- Interpersonal Communication and the Self

5.3.1 BUSINESS COMMUNICATION AND INFORMATION LITERACY (BCIF101 and BUCI101)

BCIL is a semester-long, General Education module that is taught by different departments at the University. Overall governance of the module is led by Mercilline Mathews, HRM (mercillinem@dut.ac.za).

The Faculty of Arts and Design English and Communication programme teach BCIL to Faculty of Management Sciences students who are studying:

- Catering Management Diploma (DICTMI)
- Tourism Diploma (DIHSP1)
- Hospitality and Leisure Diploma (DIHSP1)

COURSE CONTENT

SECTION A: COMMUNICATION THEORY

- Communication in Context
- Communication Process & Models
- Barriers to Communication
- Audiences
- Small Group Communication
- Leadership Styles
- Problem Solving

SECTION B: BUSINESS CORRESPONDENCE

- Business Letters
- Letter of Complaint and Adjustment
- Employment Correspondence
- Business Emails

SECTION C: REPORT WRITING

- Formal (Schematic) Reports
- Informal/Short Reports

SECTION D: MEETINGS

- Meetings Procedure and Terminology
- Notice of Meeting
- Agenda
- Minutes

SECTION E: INFORMATION LITERACY. This part of the module is led, taught and assessed by the DUT Library. Contact Bongekile Mpungose for further information (bongekilem1@dut.ac.za).

METHOD OF EVALUATION

Continuous Assessment

1. Communication Theory & Business Writing – written test and workbook tasks(40%)
2. Report Writing and Meetings Correspondence – written test and workbook tasks (40%)
3. Information Literacy – multiple choice quiz (20%)

ADDING UP TO 100% MODULE MARK

5.3.2 COMMUNICATION I (CENLI01, CMONI01, COSCI01, FOCO101, CMCLI01, CMMSI01, CCNSI01)

The purpose of this subject is to develop and enhance communicative competence amongst students. Communication plays a key role in self-development by enhancing relationships with oneself, others, and society. It is fundamental to your understanding and learning in educational environments. Your work is evaluated by others through your ability to communicate. Good communication skills help shape our social and professional lives and reduce cultural boundaries. The essence of effective communication is clear thinking. Generally, people who have good communication skills are likely to be regarded as more credible, more confident, competent, and more dynamic. These skills are invaluable for your personal and professional growth.

COURSE CONTENT

SECTION A: COMMUNICATION THEORY

- Communication Process
- Models
- Barriers
- Perception
- Nonverbal Communication
- Intercultural communication
- Self-awareness

SECTION A: WRITING SKILLS

- Electronic Correspondence (Email)
- Essay Writing

SECTION C: ORAL COMMUNICATION

- Oral Presentation Skills
 - Context and Audiences
 - Content and Organisation
 - Self-presentation
 - Use of slides and visuals

METHOD OF EVALUATION:

- Assessment 1- Writing skills (33.3%)
- Assessment 2- Communication Theory Test (33.3%)
- Assessment 3- Oral Presentation Skills (33.4%)

ADDING UP TO 100% MODULE MARK

5.3.3 COMMUNICATION 2 (CMON201)

Communication 2 course builds on Communication 1 and works towards developing organisational communication skills for effective, productive, harmonious workplace and to work better in a group; meaningfully engage in listening, speaking, writing, and reading activities. Communication 2 is aimed at helping to manage conflict in a positive and constructive manner, realising the need to be culturally sensitive.

Building on the knowledge gained through Communication 1, Communication 2 takes a step further to focus more specifically on Business Communication in organisations, in particular the ability to investigate complex tasks for informed decision-making. Communication 2 emphasises several elements of organisational communication to connect the everyday practices of communication to workplace activities and contexts.

COURSE CONTENT:

- Reading Skills
- Written Communication
- Business Correspondence
- Job Interview
- Oral Communication

METHOD OF EVALUATION:

Assessment 1: Writing and Reading Skills (Cover letter and CV) (34%)

Assessment 2: Reading and Writing Skills (Notice of meeting, agenda and minutes) (33%)

Assessment 3: Oral Communication Skills (Job interview) (33%)

ADDING UP TO 100% MODULE MARK

5.3.4 ENGLISH FOR THE ARTS (EGLA101/ENGA101)

The module English for the Arts seeks to emphasise the linkage between people, communication, and creativity through the everyday use of language in the various disciplines of the Arts, giving life to language as a form of communication and knowledge. Recognising the power and significance of language and communication, this module works on creating a balance between language fluency, critical thinking, and creative thinking as applied in the field of Arts.

The purpose of English for the Arts is to critically understand language as an integral part of socio-political discourse, knowledge production, culture and identity, as well as to apply language to the specific field of the Arts. In doing so, this module will focus on appreciation, criticism, and production of meaning, while strengthening reading, speaking, listening and writing skills. It will also provide a space to critically engage with the language used in the various disciplines of the Arts, nurturing a sense of literacy activism, whereby language, through reading, speech and writing, is understood as a partial practice, revealing worldviews and perceptions through choices of words and modes of expression.

Section A: Reading Skills

- Note-taking
- Summary skills
- Identifying main arguments
- Understanding the roles of English, indigenous languages, and identity in post-colonial society

Section B: Writing Skills

- The writing process (freewriting, mindmapping, drafting)
- Paragraph structure
- Essay structure
- Reflective writing
- Editing for brevity and coherence
- Tone

Section C: Oral communication skills

- Purposes of oral communication
- Audience analysis
- Structuring and rehearsing a speech
- Figurative language
- Paralanguage (body language, gesture, voice control)

METHOD OF EVALUATION:

Three assessments:

Assessment 1: Reading Skills (33%)

Assessment 2: Writing Skills (33%)

Assessment 3: Oral Communication Skills (34%)

ADDING UP TO 100% MODULE MARK

5.3.5 INTERPERSONAL COMMUNICATION AND THE SELF (ICMS101)

Interpersonal Communication and the Self is a General Education Module that is taught by the English and Communication Programme in the department of Media, Language and Communication.

This module is designed to allow the student to interrogate aspects of the Interpersonal Communication process with special emphasis on **The Self**.

Through this understanding, it is hoped that the student will be able to discover their unique identity and their perceptions of themselves and others.

This increased understanding of the self and others will help the student comprehend the dynamics of relationships and the ways they may be effectively managed in a variety of contexts. Effective interpersonal communication is only possible when one understands and respects one's self and others.

COURSE CONTENT

THEORY

- Introduction to Interpersonal Communication
- Listening
- Emotions and Interpersonal Communication
- Self-Disclosure
- Perception
- Verbal Communication
- Non-Verbal Communication
- Oral Communication

METHOD OF EVALUATION

Continuous Assessment

- Communication Theory – written test (30%)
- Assignment (30%)
- Oral Presentation (30%)
- Classwork Exercises (10%)

ADDING UP TO 100% MODULE MARK