UNIVERSITI TEKNOLOGI MARA

EPC430: LANGUAGE AND COMMUNICATION

Course Name (English)	LANGUAGE AND COMMUNICATION `APPROVED`
Course Code	EPC430

MQF Credit	4

Course Description	This course provides an overview of the fundamentals of communication and the types of communication situations commonly encountered. It highlights the language appropriate for these situations and the impact of perception on self and others. It also includes student-centred activities to reinforce communication skills in a variety of situations.

Transferable Skills	Demonstrate ability to communicate clearly and confidently, and listen critically Demonstrate ability to socialize with people from different walks of life

Teaching Methodologies	Lectures, Simulation Activity, Presentation

CLO	CLO1 apply communication models to explain the communication process CLO2 explain the process of initiating and maintaining communicative relationships CLO3 listen effectively in a variety of communication situations CLO4 interpret and respond spontaneously and appropriately to verbal and non verbal messages expressed by other people in a variety of communication situations CLO5 apply key communication principles to manage interpersonal, small group, public and mass communication situations

Pre-Requisite Courses	No course recommendations

Topics

1. Introduction to Language and Communication
1.1) What is Language?
1.2) What is Communication?
1.3) Relationship between language and communication
1.4) Communication theories

2. The Communication Process
2.1) Ideation, encoding, transmission, decoding, and response
2.2) Linear, interactive and transactional models

3. Communication Models
3.1) Berlo's
3.2) Dance's Helical
3.3) Laswell
3.4) Shannon and Weaver

4. Types of Communication
4.1) Intrapersonal and Interpersonal
4.2) Small group
4.3) Public
4.4) Mass
4.5) New Media

5. The Role of Perception in Communication
5.1) Perceiving people and objects
5.2) Forming impressions
5.3) Variables involved in accurate perception
5.4) Improving perception for better communication

6. Language
6.1) Words and meaning
6.2) Message encoding
6.3) Language and thought
6.4) Words in action

7. Verbal Communication
7.1) Nature of language - impeding or facilitating
7.2) Power of language
7.3) Troublesome language

8. Non-verbal Communication
8.1) Channels of non-verbal communication
8.2) Interpreting non-verbal communication
8.3) Spatial and temporal cues
8.4) Visual cues
8.5) Vocal cues

9. Effective Listening in Communication
9.1) Misconceptions about listening
9.2) Challenges to effective listening
9.3) Informational, critical and emphatic listening
9.4) How to become effective listeners

10. Overcoming Communication Barriers
10.1) Differences in perception
10.2) Incorrect filtering
10.3) Language problems
10.4) Poor listening skills
10.5) Differing emotional states, background and status
10.6) Information overload
10.7) Complexity of information
10.8) Lack of trust
10.9) Incorrect choice of medium

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	The assignment focuses on topics 1, 2 and 3	15%	CLO1 , CLO2
	Group Project	This project focuses on the analytical skills applied in multiple communication contexts	30%	CLO3 , CLO4 , CLO5
	Portfolio/Log Book	The portfolio focuses on student's ability as an autonomous learner who takes charge of his/her own learning.	10%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5
	Test	The test focuses on verbal and non-verbal communication	15%	CLO4

Reading List	Recommended Text	• Adler, R. B. & Rodman, G. 1997, *Understanding Human Communication. 6th Ed.* , Rinehart & Winston Inc. Holt, New York
	Reference Book Resources	• Tubbs, S. L. & Moss, S. 2006, *Human Communication*, McGraw Hill Higher Education
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	