



UNIVERSITI TEKNOLOGI MARA
ELC092: COMMUNICATIVE SKILLS FOR FOUNDATION STUDIES

Course Name (English)	COMMUNICATIVE SKILLS FOR FOUNDATION STUDIES APPROVED
Course Code	ELC092
MQF Credit	2
Course Description	This course is designed to develop the student's ability to read and present ideas logically and critically using a wide range of texts. It helps students to develop oral communication skills and confidence in content-based situations which are persuasive in nature. Students are taught to write an outline and present a persuasive speech. They are also taught to present ideas in a forum. Students will be exposed to parliamentary style debate and to take part in debates.
Transferable Skills	<p>Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.</p> <p>Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.</p> <p>Demonstrate ability to communicate clearly and confidently, and listen critically</p> <p>Demonstrate ability to socialize with people from different walks of life.</p> <p>Demonstrate enthusiasm, leadership and the ability to positively influence others.</p> <p>Demonstrate maturity of thoughts when responding to multiple inputs and contexts.</p> <p>Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks.</p> <p>Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.</p> <p>Demonstrate ability to investigate problems and provide effective solutions.</p> <p>Demonstrate ability to analyse issues/problems from multiple angles and make suggestions.</p> <p>Demonstrate ability to work professionally and contribute positively in a team.</p>
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation, Debates, Small Group Sessions , Self-directed Learning, Role Play, Problem-based Learning
CLO	<p>CLO1 Demonstrate self-confidence and social communication cogently in preparing for and engaging in various types of discourse.</p> <p>CLO2 Demonstrate effective communication in communicating ideas and information based on various types of discourse.</p> <p>CLO3 Demonstrate the ability to retrieve and manage information relating to resources that are relevant to various types of discourse.</p>
Pre-Requisite Courses	No course recommendations
Topics	<p>1. Recognising the fundamentals of communication</p> <p>1.1) Identify the importance of speaking effectively in public</p> <p>1.2) Recognise the speech communication process</p> <p>1.3) Recognise the importance of effective listening</p> <p>1.4) Identify and apply the guidelines for ethical speaking and listening</p>

2. Choosing appropriate topics

- 2.1) Select a topic
- 2.2) Gather relevant materials
- 2.3) Determine the specific purpose and central idea
- 2.4) Select and use relevant materials to prepare the speech
- 2.5) Using appropriate research sources to locate credible and relevant information for speeches, debates and forum
- 2.6) Use search directories or tools provided to you by your university eg. Emerald if you are performing Internet research
- 2.7) Use keywords relevant to the topic you are researching
- 2.8) Use specific keyword phrases to locate the most relevant information and use alternate words or keyword phrases to locate additional research sources
- 2.9) Determine if the websites are credible and reliable sources
- 2.10) Use current information for your Internet research
- 2.11) Cite or list all the Internet sources used in your research

3. Using appropriate research sources to locate credible, relevant info

- 3.1) Use major search engines
- 3.2) Use search directories or tools provided
- 3.3) Use key words relevant to the topic you are researching
- 3.4) Determine if the websites are credible and reliable sources
- 3.5) Use current information for your Internet search
- 3.6) Cite or list all the Internet sources used in your research
- 3.7) Use appropriate methods of persuasion

4. Preparing and outlining persuasive speeches

- 4.1) Recognise the importance of an outline
- 4.2) Introduce the guidelines for developing an effective preparation outline
- 4.3) Prepare an outline
- 4.4) Write the specific purpose and central idea
- 4.5) Prepare an introduction that gains attention and interest
- 4.6) Organise the body of the speech

5. Presenting persuasive speeches

- 5.1) Use appropriate elements of delivery
- 5.2) Use appropriate methods of persuasion
- 5.3) Avoid offensive language
- 5.4) Emphasise key points

6. Preparing for forums and debates

- 6.1) Use appropriate elements of delivery:
- 6.2) Verbal aspects
- 6.3) Pronunciation
- 6.4) Enunciation
- 6.5) Fluency
- 6.6) Accuracy
- 6.7) Articulation
- 6.8) Intonation
- 6.9) Stress
- 6.10) Rate of speech
- 6.11) Use appropriate non-verbal aspects:
- 6.12) Eye contact
- 6.13) Facial expressions
- 6.14) Gestures
- 6.15) Movement
- 6.16) Physical appearance

7. Participating in forum and debates

- 7.1) Preparing and researching for facts
- 7.2) Preparing a portfolio
- 7.3) Participating in mock debates
- 7.4) Assessment for debates

8. Using appropriate and effective language

- 8.1) Persuasive speeches
- 8.2) Forums
- 8.3) Debates

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Preparation Outline	10%	CLO3
	Assignment	Individual Presentation	20%	CLO2
	Assignment	Forum	30%	CLO1
	Assignment	Debate & Portfolio	40%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Lucas, S. E. 2007, <i>The Art of Public Speaking</i>, 9th Ed., McGraw Hill New York • Hasling. L 2006, <i>The Audience, the Message, the Speaker</i>, 6th Ed., McGraw Hill New York

Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> • CD-ROM Verderber, R. F. 2010, <i>Communicate</i>, Wadsworth Cengage learning, USA • Website <i>One Stop English</i>, Macmillan Publishers Ltd. http://www.onestopenglish.com