

COMM 1026 PRINCIPLES OF PROFESSIONAL COMMUNICATION 1

Credit Points 10

Legacy Code 100483

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Description The subject provides students with an introductory understanding of a range of communication theories and practices necessary for academic work and professional success.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects LGYB 0278 Written and Oral Presentation 2 LGYB 8920 Business Skills for Professionals LGYB 9625 Professional Skills for Science and Technology COMM 1027 Principles of Professional Communication 1 (WSTC)

Learning Outcomes

On successful completion of this subject, students should be able to:

1. An understanding of the wide range of variables which constitute human communication;
2. Knowledge of the range of factors which affect both oral and written communication within professional contexts;
3. An understanding of argumentation, reasoning and persuasion as factors in written and oral communication;
4. Appreciation of communication across cultures;
5. A range of critical perspectives about issues relating to electronic communication from a written, interpersonal and organisational perspective;
6. Skills to write effectively using a variety of formats especially essays, reports and technical documents;
7. Skills of oral presentations;
8. Research skills including use of library catalogues, databases and the Internet;
9. Communication skills through participation in workshops and the importance of consideration of a variety of personal views, perspectives and styles.

Subject Content

- Importance of communication in personal and professional encounters: The notion of interpersonal competence, interpersonal communication, face to face interaction, communication involving reciprocal Creation of meaning rather than linear message transm
- Factors influencing human communication: perception, observation, inference, effects of personal experience, cultural experience, language as a factor in the social creation of meaning;

- Non-verbal communication: proxemics, paralanguage, kinesics, interpreting non-verbal communication, influence of culture on non-verbal communication, ambiguity of verbal and non-verbal messages;
- Censorship: definitions, what types of information/media are censored, brief history of censorship, political, social and cultural nature of censorship, censorship of the internet, issues and problems;
- Electronic communication and the factors which influence its use and impede its effectiveness: writing email, problems of lack of social presence, some organisational problems arising from use of electronic media;
- principles of effective writing: generating ideas, use of outlines, Importance of structure to enhancement of meaning, Importance of identifying audience and purpose, analysis of style, what constitutes good style, types of sentences, types of paragraph
- Common genres of professional and technical writing: reports, letters, instructions;
- oral reports and presentations: how to prepare and present effectively, The Importance of oral organisational strategies, developing appropriate and readable A/v, consideration of The differences between writing and speaking, The implications of non-verbal
- principles of effective library research: using The catalogue, using databases, using The internet, using appropriate referencing conventions.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Presentation	10 - 15 minutes	20	N	Individual	Y
Report	1,500 - 2,000 words	40	N	Individual	Y
Portfolio	Between approx 100 - 300 words per exercise	40	N	Individual	Y