COMM 1027 PRINCIPLES OF PROFESSIONAL COMMUNICATION 1 (WSTC)

Credit Points 10

Legacy Code 700040

Coordinator Kylie Tyler (https://directory.westernsydney.edu.au/search/name/Kylie Tyler/)

Description This 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 HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects COMM 1026 - Principles of Professional Communication 1

Restrictions

Students must be enrolled at Western Sydney University, The College. Students must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject. Students enrolled in the combined Diploma/Bachelor programs listed below must pass all College Preparatory subjects listed in the program structure before progressing to the Year 2 subjects.

Learning Outcomes

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

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

Subject Content

1. 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 transmission;
2. Factors influencing human communication: perception, observation, inference, effects of personal experience, cultural experience, language as a factor in the social creation of meaning;
3. Non-verbal communication: proxemics, paralanguage, kinesics, interpreting non-verbal communication, influence of culture on non-verbal communication, ambiguity of verbal and non-verbal messages;
4. 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;
5. 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;
6. 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 paragraphing, word choice, ordering, clarity, parallel construction, problems of writing and layout which impede meaning;
7. Common genres of professional and technical writing: reports, letters, instructions;
8. 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 aspects to message effectiveness;
9. 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
Portfolio	300 words	10	N	Individual
Portfolio	1000 words	30	N	Individual
Report	1200 words	40	N	Individual
Oral Presentation	5-7 mins	20	N	Individual

Teaching Periods

Term 1 (2022)
Nirimba Education Precinct
Day
Subject Contact Maria Charalambous (https://directory.westernsydney.edu.au/search/name/Maria Charalambous/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1027_22-T1_BL_D#subjects)

Term 2 (2022)
Nirimba Education Precinct
Day
Subject Contact Maria Charalambous (https://directory.westernsydney.edu.au/search/name/Maria Charalambous/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM1027_22-T2_BL_D#subjects)

Term 1 (2023)
Nirimba Education Precinct
On-site
Subject Contact Maria Charalambous (https://directory.westernsydney.edu.au/search/name/Maria Charalambous/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1027_23-T1_BL_1#subjects)

Term 2 (2023)
Nirimba Education Precinct
On-site
Subject Contact Maria Charalambous (https://directory.westernsydney.edu.au/search/name/Maria Charalambous/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM1027_23-T2_BL_1#subjects)