

Faculty	Arts and Humanities		
Home Department	Linguistics		
Module Topic	Communication Studies		
Generic Module Name	Language and Communication Studies 211		
Alpha-numeric Code	LCS211		
NQF Level	6		
NQF Credit Value	10		
Duration	Semester		
Proposed semester to be offered.	First Semester		
Programmes in which the module will be offered.	BA (2101), BLIS (2201)		
Year Level	2		
Main Outcomes	<p>On completion of the module students should be able to:</p> <ul style="list-style-type: none"> • Examine and analyse the central theoretical issues involved in communication. • Apply models and theories of communication to the complexities of the South African situation. • Critically assess different models of communication and practically evaluate instances of dyadic, group and corporate communication, as well as formal and informal channels of communication flow. 		
Main Content	<p>Topics include:</p> <ul style="list-style-type: none"> • Models and theories of communication and their evaluation. • The nature of verbal and non-verbal communication. • Kinds of communication. • An introduction to small and large group communication. • Mass communication and Organisational communication. • Barriers to effective corporate (vertical, horizontal and external) and interpersonal communication. 		
Pre-requisite modules	LCS111 & LCS121		
Co-requisite modules	None		
Prohibited module Combination	None		
Breakdown of Learning Time	Hours	Timetable Requirement per week	Other teaching modes that does not require time-table
<i>Contact with lecturer / tutor:</i>	28	<i>Lectures p.w.</i>	1
<i>Assignments & tasks:</i>	32	<i>Practicals p.w.</i>	0
<i>Practicals:</i>	0	<i>Tutorials p.w.</i>	0.5
<i>Assessments:</i>	4		
<i>Selfstudy:</i>	36		
Total Learning Time	100		
Methods of Student Assessment	Continuous Assessment (CA): 60% Final Assessment (FA): 40%		
Assessment Module type	Continuous and Final Assessment (CFA)		