

Course Name : Communication Skills II							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
ELL 116	B	Spring	3.00	0.00	0.00	3.00	4.00
Lecturer Eduina Maksuti, Msc							
Assistant							
Course language English							
Course level Bachelor							
Description The course aims at an understanding of the nature of the groups, solving problems in the group and it also aims at public communication. A focus will be on group (academic) and business (technical) use of speech and reporting.							
Objectives The objectives of this course are: the student will be able understand communication as a vital human device, will be able to assess communication at a human and interpersonal level, learn how to be convincing and effective in speaking and during interviews for small groups and the public, and be able to critically analyze the uses of communication in mass media.							
Core Concepts Communication, group, speech, organization, leadership.							
Course Outline							
Week	Topic						
1	The Nature in Groups. This lecture will discuss the individual goals of group members, the goals that are shared with the other members, and the ones that might operate as hidden agendas. Also, it will discuss the ways those individual goals help or hinder the group from achieving its goal. (pg. 258-264)						
2	The Nature in Groups. In this lecture, we will explain the procedural and task norms that help a group be successful, the social norms that interfere with the group's success, and also the way the cultural background of members affect the group's communication. (pg. 265-287)						
3	Solving Problems in Groups. During this lecture we will discuss solving problems in groups, including: when to use (and not use) groups for solving problems, what formats are best for different problem-solving situations, the pros and cons of computer-mediated groups. (pg. 288-297)						
4	Solving Problems in Groups. This lecture will discuss the steps of a structured problem-solving approach, and also look at some ways to maintain good relationships among members of groups. (pg. 298-307)						
5	Leadership. During this lecture we will explain how communication operates to establish influence. We will look at sources of power in groups, showing that not all influence rests with the person who is nominally in charge. (pg. 308-324)						
6	Choosing and Developing a Topic. This lecture will discuss the importance of choosing an effective speaking topic, formulating a purpose statement and thesis statement that helps to develop that topic, and analyzing both the audience and occasion in any speaking situation. (pg. 326-339)						
7	Gathering Information. After learning how to develop a topic and analyze the speaking situation, in this lecture we will look at the ways to gather information for the speech, including from the following sources: Internet research; Library research; Interviewing; Personal observation; Survey research. (pg. 340-351)						
8	Midterm Exam						

9	Organization and Support. In this lecture we will discuss the importance of a clear speech organization, the basic structure of a speech, the steps involved in organizing the body of a speech. (pg. 352-361)
10	Organization and Support. During this lecture, the importance of effective introductions, conclusions, and transitions will be explained. Also, the functions and types of supporting material, the functions and types of visual aids will be discussed. (pg. 362-385)
11	Presenting Your Message. In this lecture we will discuss the differences between facilitative and debilitating stage fright, the sources of debilitating stage fright and some ways to overcome this fright. (pg. 386-391)
12	Presenting Your Message. During this lecture we will learn how to choose the most effective type of delivery for a particular speech, the differences among the various types of delivery and also the visual and auditory aspects of delivery. (pg. 392-403)
13	Informative Speaking. This lecture will discuss the difference between an informative and a persuasive speech topic and the importance of having a specific informative purpose. Also, it will discuss the importance of using clear language. (pg. 404-425)
14	Persuasive Speaking. In this lecture we will discuss the characteristics of persuasion and the ethical questions involved, the importance of setting a clear persuasive purpose and the components of personal credibility. (pg. 426-455)
15	Review weeks 1-14
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• • L. Adler, R. G. Rodman, (2011). Understanding Human Communication, Oxford University Press.
References	• • Alan Barker (2010), Improve Your Communication Skills, London, Kogan
Course Outcome	
1	Students will gain theoretical understanding of intrapersonal, interpersonal, group, public, and mass communication.
2	Students will master the key elements of technical communication in business and reporting
3	The application of this knowledge in their daily lives and in public presentations

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	20	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent		60	
Final exam percent		40	
Total		100	
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	3	3
Midterms	1	3	3
Final Exam	1	4	4
Other	0	0	0
Total Work Load			100
Total Work Load / 25 (hours)			4.00
ECTS			4.00