UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DEPARTMENT: COMMUNICATIONS **DATE:** Fall 1993

Communications 155B	Communications for Early Childhood Education	3
NAME & NUMBER OF COURSE (Formerly CMNS 300)	**DESCRIPTIVE TITLE**	**UCFV CREDIT**

CATALOGUE DESCRIPTION:

CMNS 300 (ECE) prepares students for communications tasks in the field of Early Childhood Education. Components include: essay writing, professional correspondence, resumes, promotional writing, and oral reports.

COURSE PREREQUISITES : College Placement Test score of 48 or better, Engl 101 with "C" or better, Engl 081 or 091 with "C+" or better

COURSE COREQUISITES:

HOURS PER TERM FOR EACH STUDENT	**Lecture**	**20 hrs**	**Student Directed Learning**		**hrs**
	Laboratory	**20 hrs**			
	Seminar	**20 hrs**	**Other - specify:**		
	Field Experience	**hrs**	_____		**hrs**
			TOTAL	**60**	**HRS**

UCFV CREDIT TRANSFER [x]	**UCFV CREDIT NON-TRANSFER** [ ] 1	**NON-CREDIT** [ ] 2

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC

SFU

UVIC English 115

Other Open University

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COURSE DESIGNER	**DEAN OF ACADEMIC STUDIES**

Communications 155B
NAME & NUMBER OF COURSE

COURSES FOR WHICH THIS IS A PREREQUISITE:	RELATED COURSES
Communications 255	

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS : *Impact: A Guide to Business Communication,* Northey

The Writer's Reference or *The Canadian Writer's Reference*, Diana Hacker.

Gage Canadian Dictionary or any good dictionary

Writing Research Papers Across the Curriculum, Susan Hubbick

OBJECTIVES:

- To develop an effective approach to the writing process including planning and revising.
- To learn basic techniques of effective writing such as clarity, conciseness, sincerity, tone, unity, coherence and completeness.
- To learn techniques of document design and format such as spacing, use of headings and listing.
- To learn forms and purposes of commonly used letters and reports.
- To learn techniques of using illustrations effectively within a document.
- To learn interview preparation and techniques.
- To learn techniques of academic writing (e.g. essay structure, documentation, etc.).
- To learn and apply elements of promotional writing (as in brochures, etc.).
- To learn and apply high standards of physical presentation in documents.

METHODS:

Lectures, individual and group work. Students are evaluated through written exercises, final drafts and, in some sections, quizzes.

NOTE: The following exercises are the minimum required. The instructors may change the order and weighting according to the needs of the class.

STUDENT EVALUATION PROCEDURE:

Exercises 25%

- diagnostic writing
- language/vocabulary work
- library research assignment
- memos (informational and progress)
- interview techniques

Final Drafts 60%

- 1 routine letter
- 2 "bad news" messages (1 as memo)
- 1 promotional letter
- job package
    - job ad/description
    - application letter
    - resume
- the essay
    - documentation assignment
    - 1 brief essay on CMNS topic

Oral Presentations 15%

- 2 (1 informational, 1 persuasive)

CMNS DEPARTMENT LETTER GRADE/PERCENTAGE EQUIVALENTS:

A+	=	94 – 100%
A	=	89 – 93%
A-	=	86 – 88%
B+	=	82 – 85%
B	=	78 – 81%
B-	=	75 – 77%
C+	=	71 – 74%
C	=	66 – 70%
C-	=	63 – 65%
P	=	60 – 62%

COURSE CONTENT

Unit Outline:

1. Introduction to course, department policies, course objectives.

2. The communication process: theory, models, non-verbal language.

3. The writing process: pre-planning, organizing, revising, and editing.

4. Professional correspondence: letters and memos; positive and negative messages; and letter of reference.

5. The essay: techniques and purposes.

6. Oral reports.

7. Promotional writing: brochures, newsletters, etc.

8. A job-application package (i.e., letter of application and resume)

9. Interview techniques.