

F R A S E R V A L L E Y C O L L E G E

COURSE INFORMATION

DEPARTMENT: Communications (Applied)

DATE: Fall 1991

Communications 300
NAME & NUMBER OF COURSE

Cmns for Human Services
DESCRIPTIVE TITLE

3
FVC CREDIT

CATALOGUE DESCRIPTION:

Introduction to basic techniques and forms of written and oral communications. Included are the communication process, basic principles of organization and structure, essay writing, business letters, memos, and oral presentations.

COURSE PREREQUISITES: College Placement Test score (48 or better) or LPI score

COURSE COREQUISITES:

HOURS PER TERM FOR EACH STUDENT	LECTURE	20	HRS	STUDENT DIRECTED LEARNING	HRS
	LABORATORY	20	HRS	OTHER - specify:	
	SEMINAR	20	HRS	FIELD EXPERIENCE	HRS
				TOTAL	60 HRS

COLLEGE CREDIT TRANSFER COLLEGE CREDIT NON-TRANSFER NON-CREDIT

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC

SFU

UVIC English 115

OTHER (specify) OLA

K. Fernstrom
COURSE DESIGNER

J.D. Tunstall, Ph.D.
DEAN OF ACADEMIC STUDIES

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COURSES FOR WHICH THIS IS A PREREQUISITE:	RELATED COURSES
Communications 350	

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS: *English at Work* by Read & Collins, Prentice Hall Canada, 1991

The Writer's Reference by Diana Hacker

OBJECTIVES:

- 1.To learn how to write in a clear, concise and consistent manner.
- 2.To learn to write effective business correspondence.
- 3.To learn persuasive and effective writing techniques.
- 4.To learn the basics of effective public speaking.
- 5.To learn how to write an academic essay.

METHODS:

Lectures, individual and group work. Students practice and demonstrate skills through exercises, rough and final drafts, and oral presentations.

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STUDENT EVALUATION PROCEDURE:

Exercises 20%

- letter of introduction
- sentence structure
- thesis statements
- introductory paragraph to essay
- concluding paragraph
- library assignment

Final Drafts 40%

- 2 bad news messages
 (1 memo, 1 letter)
- 2 routine messages
 (1 memo progress report, 1 other)
- 2 persuasive messages

Oral Presentations 10%

- 2 oral presentations

Essay 30%

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%

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COURSE CONTENT

- 1.The information society and the importance of effective writing.
- 2.Writing and speaking for clarity.
- 3.Routine messages – letters and memos.
- 4.Bad-news messages.
- 5.The passive and active voice.
- 6.Persuasive messages.
- 7.The importance of research.
8. How to formulate your thesis statement.
9. The basic structure of an argumentative essay.
10. Oral presentation skills.