

From the Principles of Professional Communication 2013 Learning Guide pp. 4-5

Schedule Learning and Teaching Activities:

Date	Semester Week	Lecture Topic	Weekly Activities
25 February 2013	1	What is communication – meaning or message?	Reading: Textbook: Chapter 1 pp.2-18
4 March 2013	2	Perception – is the truth really out there?	Readings: 1) Textbook: Chapter 1 pp. 18-21 2) Sadler & Tucker Ch. 3 <i>Perception</i> 3) Lester: <i>Sensual and Perceptual Theories of Communication</i> Question: How does the way our brains perceive information, impact on what we understand? Why does the brain sometimes make mistakes? How might this cause communication breakdowns?
11 March 2013	3	Language & communication – I know what you said but not what you mean	Readings: 1) Textbook: Chapter 2
18 March 2013	4	Non-verbal communication – more than just words	Readings: 1) Textbook: Chapter 3 2) Richmond & McCloskey: <i>Physical Appearance</i> 3) Ekman <i>Face Values</i> 4) Ackerman – <i>The Eyes have it</i> Question: What is the relationship between verbal and non-verbal communication as outlined in the reading(s)? Can you give other examples?
25 March 2013	5	Censorship – not just dirty pictures Good Friday Public Holiday: Friday 29th March 2013	Readings: 1) Vnuk <i>The Evils of Pornography</i> 2) Pinker: <i>What the f***? Why we curse</i> 3) Barker & Petley: <i>Ill effects: the media/violence debate (Introduction)</i> Question: Is censorship is an effective weapon in maintaining appropriate 'social and moral standards' or do we merely censor what we are most afraid of? What arguments do the various readings make for and against different forms of censorship?
1 April 2013	6	Mediated Communication – the impact of technology on communication Easter Monday Public Holiday: Monday 1st April 2013	Readings: 1) Textbook: Chapter 5 2) Hallowell: <i>The Human Moment at Work</i> 3) Carr: <i>The Shallows: what the internet is doing to our brains (ch5)</i> 4) Crystal: <i>Texting: the gr8 db8 (ch 6)</i> Question: Consider the extent to which different electronic communication technologies such as email, SMS, social networking spaces like Facebook and Twitter merely replace traditional forms of communication. Do they change the nature of the communication experience? REPORT OVERVIEW AND ANNOTATED BIBLIOGRAPHY DUE
8 April 2013	7	Intercultural Communication	Readings: 1) Textbook: Chapter 4 p.77 2) Ishii et al <i>Our locus in the universe</i> 3) Beebe: <i>Adapting to others.</i> 4) Hall <i>The Voices of Time</i> Question: Differences in culture are not merely a

			matter of differences in language." How is this statement reflected in the articles about various aspects of intercultural communication?
15 April 2013	8	Intra-Session Break	
22 April 2013	9	Lecture online: Writing a business report Public Holiday: Thursday 25 April 2013	Report Writing (part 1) Readings: 1) Textbook: Chapter 12 p.328 NOTE: Classes between weeks 9-14 will take place in a computer lab. Check your timetable or vUWS for the room number.
29 April 2013	10	No Lecture	Report writing (part 2)
6 May 2013	11	Lecture online: Issues in professional writing: what's a cliché anyway?	Readings: 1) Textbook: Chapter 11 p.292 2) Gregory: <i>Writing for the web vs. writing for print</i> 3) Miller & Swift: <i>Non sexist writing</i> Question: Which issues in relation to professional writing do these readings focus on and how important are they to the decisions to how a reader reads and a writer writes? DRAFT REPORT DUE
13 May 2013	12	Lecture online: Visual communication – a picture paints a thousand words	Readings: 1) Textbook: Chapter 12 p.352 2) Wong: <i>Wong words & visuals</i> 3) Harrison: <i>Understanding how still images make meaning</i> Question: How do visuals and layout affect how a reader understands a text?
20 May 2013	13	Lecture online: Ethics in professional communication	Readings: 1) Textbook: Chapter 5 pp.127-133 2) Ornatowski <i>Internet Ethics</i> Question: What are some of the ethical issues that we are facing as a result of new communications technologies?
27 May 2013	14		Activity: Editing your report/portfolio completion EXERCISE PORTFOLIO DUE
3 June 2013	15	STUVAC	FINAL REPORT DUE