

Communication: Practical Skills

HIGHER NATIONAL DIPLOMA


沟通实用技巧

【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

COMPUTING: Software Development



 中国时代经济出版社


SCOTTISH
QUALIFICATIONS
AUTHORITY

Communication: Practical Skills

HIGHER NATIONAL DIPLOMA

沟通实用技巧

【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

COMPUTING: Software Development



 中国时代经济出版社

SCOTTISH
QUALIFICATIONS
AUTHORITY



著作权合同登记 图字：01-2005-5169号

图书在版编目 (CIP) 数据

沟通实用技巧/苏格兰学历管理委员会著. -北京：中国时代经济出版社，2005.9

ISBN 7-80169-993-9

I.沟… II.苏… III.商业管理-公共关系学-教材-英文 IV.F715

中国版本图书馆CIP数据核字 (2005) 第107965号

“First published by CMEPH”

“All Rights Reserved”

“Authorized Apograph/ Translation/Adaptation of the editions by the Scottish Qualifications Authority. All Intellectual Property Rights vest in the Scottish Qualifications Authority and no part of these “Works” may be reproduced in any form without the express written permission of Scottish Qualifications Authority”

Communication: Practical Skills

沟通实用技巧

苏格兰学历管理委员会著

出 版 者	中国时代经济出版社
地 址	北京市东城区东四十条24号 青蓝大厦东办公区11层
邮政编码	100007
电 话	(010) 68320825 (发行部) (010) 88361317 (邮购)
传 真	(010) 68320634
发 行	各地新华书店
印 刷	北京市优美印刷有限责任公司
开 本	787×1092 1/16
版 次	2005年8月第1版
印 次	2005年8月第1次印刷
印 张	14
定 价	35.00元
书 号	ISBN 7-80169-993-9/G·350

版权所有 侵权必究

Contents

1	Introduction to the unit	1
1.1	What this unit is about	1
1.2	Outcomes	1
1.3	Unit structure	2
1.4	How to use these learning materials	2
1.5	Symbols used in this unit	2
2	Other resources required	7
3	Assessment information	9
3.1	How you will be assessed	9
3.2	When and where you will be assessed	10
3.3	What you have to achieve	11
3.4	Opportunities for reassessment	11
4	Section 1: Respond to written information on a complex vocational issue (reading)	13
4.1	Introduction to this section	13
4.2	Reading complex writing	15
4.3	Fact and Opinion	17

4.4	Language	21
4.5	Writer's viewpoint or stance, implied or stated	26
4.6	Types of communication	27
4.7	Headlines, subheadings and captions	30
4.8	Purpose	32
4.9	Intended or target reader	36
4.10	Summary	41
4.11	Evaluation	46
4.12	Assessment instructions	54
4.13	Summary of this section	54
 5 Section 2: Produce written information in a prescribed format on a complex vocational issue (writing)		 75
5.1	Introduction to this section	75
5.2	Reports and report writing	76
5.3	Letter form	80
5.4	Memorandum form	82
5.5	Business reports: short and long	82
5.6	Classification of reports	84
5.7	The extended or long business report	87
5.8	Comments on the report	106
5.9	How to reference and write a bibliography	109
5.10	Writing the report	115
5.11	An example of a report	129
5.12	Summary of this section	149

6	Section 3: Contribute to a formal group discussion on a complex vocational issue (discussion)	151
6.1	Introduction to this section	151
6.2	Assessment procedures	153
6.3	What is a group discussion?	155
6.4	Three stages of a discussion	163
6.5	Topics for discussion	171
6.6	Checklist for analysing group discussions	183
6.7	Summary of this section	187
7	Answers to SQAs and Activities	189
8	Glossary	211
9	Acknowledgements	215

1

Introduction to the unit

1.1

What this unit is about

This unit is about applying practical communication skills to complex issues in a vocational context. On completion of the unit candidates should be able to respond to all types of communication involving reading, writing, listening and talking, all of which contribute to effective communication in the workplace.

1.2

Outcomes

There are three as follows:

- Respond to written information on a complex vocational issue
- Produce written information in a prescribed format on a complex vocational issue
- Contribute to a formal group discussion on a complex vocational issue.

1.3

Unit structure

This unit contains the following study sections:

Section number and title		Approximate study time
1	Respond to written information on a complex vocational issue (reading)	15 hours
2	Produce written information in a prescribed format on a complex issue (writing)	15 hours
3	Contribute to a formal discussion on a complex vocational issue (discussion)	10 hours

1.4

How to use these learning materials

These learning materials provide all the information required to complete the course. Each outcome has a range of activities and self-assessed questions, and the student should read the sections carefully and carry out the exercises. Exemplars are supplied for each outcome. Assignments will be set by tutors at different times and feedback will be given. Summative assessments will be set when the student is fully prepared.

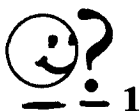
1.5

Symbols used in this unit

These learning materials allow you to work on your own with tutor support. As you work through the course you will encounter a series of symbols, which indicate that something follows that you are expected to do. You will notice that as you work through the study sections you will be asked to undertake a series of self-assessed

questions (SAQs), activities and tutor assignments. An explanation of the symbols used to identify these is given below.

Self-Assessed Question



This symbol is used to indicate a self-assessed question (SAQ). Most commonly, SAQs are used to check your understanding of the material that has already been covered in the sections.

This type of assessment is self-contained; everything is provided within the section to enable you to check your understanding of the materials.

The process is simple:

- you are set SAQs throughout the study section
- you respond to these by writing either in the space provided in the assessment itself or in your notebook
- on completion of the SAQ you turn to the back of the section to compare the model SAQ answers to your own
- if you are not satisfied after checking your responses, turn to the appropriate part of the study

section and go over the topic again

Remember — the answers to SAQs are contained within the study materials. You are not expected to guess at these answers. The answers to SAQs are provided at the end of the relevant section.

Activity



This symbol indicates an activity, which is normally a task you will be asked to do which should improve or consolidate your understanding of the subject in general or a particular feature of it.

The suggested responses to activities can be found at the end of the relevant section.

Remember that the SAQs and activities contained within your package are intended to allow you to check your understanding and monitor your own progress throughout the course. It goes without saying that the answers to these should only be checked after the SAQ or activity has been completed. If you refer to these answers before completing the activities, you cannot expect to get maximum benefit from your course.

Tutor assignment — formative assessment

Tutor
assignment



This symbol means that a tutor assignment is to follow. These will be found at the end of each study section. The aim of the tutor assignment is to cover and/or incorporate the main topics of the section and prepare you for unit (summative) outcome assessment.

2

Other resources required

- A good quality dictionary
- Two different coloured highlighter pens
- A thesaurus
- Tape recorder if available
- Access to a computer if available
- Video conferencing facilities if available.

3

Assessment information

3.1

How you will be assessed

Section 1: Reading

Students will be assessed by reading and analysing a complex written text and answering a set of questions. This will involve summarising the main points and evaluating the effectiveness of the text in meeting the needs of purpose and readership. The conventions of language and format should be recognised.

Section 2: Writing

Students will research and prepare a detailed written document in a prescribed format on a complex vocational issue. This should be in the form of a report or in-depth proposal with a minimum of 800 words.

Section 3: Discussion

Students, working in a group of at least five people, have to be able to contribute to a formal discussion on a complex vocational issue. Using the following checklist the student must demonstrate his/her ability to

make a sustained and significant contribution to the discussion:

- Plan a contribution to a formal discussion.
- Convey selected information accurately and coherently.
- Present supporting material relevant to purpose and audience.
- Use register and language consistently and effectively.
- Use appropriate tone, pace and non-verbal communication.
- Promote communication by responding to the contributions of others.
- Complete a written record of activities and conclusions.

3.2

When and
where you will
be assessed

Sections 1 and 2 can be assessed when the required formative assessments have been completed. Section 3 must be directly observed and assessed by the tutor. Video conferencing may be used.

It may be possible to use the same subject area for more than one outcome, which would reduce your workload. You should discuss this with your tutor. If

you are studying other units at this level, there may be opportunities for further integration.

3.3

What you
have to
achieve

Students will be expected to have the following knowledge and skill:

- read and evaluate complex written information
- write a formal, complex document
- prepare for and contribute to an in-depth discussion.

3.4

Opportunities
for
reassessment

Normally, you will be given one attempt to pass an assessment with one reassessment opportunity.

Your centre will also have a policy covering 'exceptional' circumstances, for example, if you have been ill for an extended period of time. Each case will be considered on an individual basis and is at your centre's discretion (usually via written application), and they will decide whether or not to allow a third attempt. Please contact your tutor for details regarding how to apply.