



**REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**BROADCAST JOURNALISM**

**KNQF LEVEL 6**

**ISCED PROGRAMME CODE; 0321 654B**



TVET CDACC  
P.O. BOX 15745-00100  
NAIROBI

## COMMUNICATION SKILLS

**UNIT CODE:** ME/CU/BJ/BC/02/6/B

### Relationship to Occupational Standards

This unit addresses the Unit of Competency: Apply Communication Skills

**Duration of Unit:** 40 hours

### Unit Description

This unit covers the competencies required to apply communication skills. It involves applying communication channels, written, non-verbal, oral, and group communication skills.

### Summary of Learning Outcomes

1. Apply communication channels.
2. Apply written communication skills.
3. Apply non-verbal skills.
4. Apply oral communication skills.
5. Apply group communication skills.

### Learning Outcomes, Content, and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Apply communication channels	<ul style="list-style-type: none"><li>• Communication process</li><li>• Principles of effective communication</li><li>• Channels/medium/modes of communication</li><li>• Factors to consider when selecting a channel of communication</li><li>• Barriers to effective communication</li><li>• Flow/patterns of communication</li><li>• Sources of information</li><li>• Organizational policies</li></ul>	<ul style="list-style-type: none"><li>• Oral questions</li><li>• Written assessment</li><li>• Observation</li><li>• Portfolio of Evidence</li><li>• Practical assessment</li><li>• Third party report</li></ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
2. Apply written communication skills	<ul style="list-style-type: none"> <li>• Types of written communication</li> <li>• Elements of communication</li> <li>• Organization requirements for written communication</li> </ul>	<ul style="list-style-type: none"> <li>• Oral assessment</li> <li>• Written assessment</li> <li>• Observation</li> <li>• Portfolio of Evidence</li> <li>• Practical assessment</li> <li>• Third party report</li> </ul>
3. Apply non-verbal communication skills	<ul style="list-style-type: none"> <li>• Utilize body language and gestures</li> <li>• Apply body posture</li> <li>• Apply workplace dressing code</li> </ul>	<ul style="list-style-type: none"> <li>• Oral assessment</li> <li>• Written assessment</li> <li>• Observation</li> <li>• Portfolio of Evidence</li> <li>• Practical assessment</li> <li>• Third party report</li> </ul>
4. Apply oral communication skills	<ul style="list-style-type: none"> <li>• Types of oral communication pathways</li> <li>• Effective questioning techniques</li> <li>• Workplace etiquette</li> <li>• Active listening</li> </ul>	<ul style="list-style-type: none"> <li>• Oral assessment</li> <li>• Written assessment</li> <li>• Observation</li> <li>• Portfolio of Evidence</li> <li>• Practical assessment</li> <li>• Third party report</li> </ul>
5. Apply group discussion skills	<ul style="list-style-type: none"> <li>• Establishing rapport</li> <li>• Facilitating resolution of issues</li> <li>• Developing action plans</li> <li>• Group organization techniques</li> <li>• Turn-taking techniques</li> <li>• Conflict resolution techniques</li> <li>• Team-work</li> </ul>	<ul style="list-style-type: none"> <li>• Oral assessment</li> <li>• Written assessment</li> <li>• Observation</li> <li>• Portfolio of Evidence</li> <li>• Practical assessment</li> </ul>

### **Suggested Methods of Instruction**

- Discussion
- Role playing
- Simulation
- Direct instruction
- Demonstration
- Field trips

### **Recommended Resources for 25 trainees**

<b>General Resources</b>	<b>Tools and Equipment</b>	<b>Materials and Supplies</b>
<ul style="list-style-type: none"><li>• 25 Desktop computers/laptops</li></ul>	Mobile phones	Flashcards
<ul style="list-style-type: none"><li>• Internet connection</li></ul>		Flip charts
<ul style="list-style-type: none"><li>• 1 Projector</li><li>• 1 Printer</li></ul>		2 packets of assorted colors of whiteboard marker pens
<ul style="list-style-type: none"><li>• 1 Whiteboard</li></ul>		Printing papers
<ul style="list-style-type: none"><li>• Report writing templates</li></ul>		