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## KOMMUNIKASIELAB | COMMUNICATION LAB

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# Communicate as a professional

A certificate of attendance short course

**Have you heard of the four-sides model of communication? Join Prof Carel Jansen and learn the skills to incorporate this artful technique.**

### What is the focus of this short course?

This online short course offers an introduction to the communication knowledge and skills that professionals need to complete various communication tasks successfully.

Afterwards, you will be able to:

- analyse communication messages using a method known as the four-sides model of communication
- recognise and critically assess the argumentation in communication messages
- make your oral presentations even more engaging
- prepare and structure more effective professional conversations and apply basic techniques

### Who is the presenter?

Prof Carel Jansen is an emeritus professor in the field of Communication and Information Studies in the Faculty of Arts at the University of Groningen, the Netherlands. In addition, he is an SU Language Centre research fellow. Read more about him here: <https://bit.ly/2VymdKo>



### Who should attend and what are the career benefits?

If you need guidance and practical tips for business communication, then this short course is for you!

To ensure optimal learning, we limit the number of participants. The online live sessions are complemented by online learning.

### Any prerequisites?

You will need a computer that can run our online learning platforms (MS Teams, Zoom and SUNOnline) and access to a stable internet connection to connect to the online live sessions. You should also be able to create electronic documents.

## When and how will this short course take place?

Our hybrid courses combine online live sessions, which are facilitated by the course presenter, with self-directed online learning.

This course opens before the first online live session and closes well after the last online live session. This allows enough time for you to activate your SUNOnline presence before the live sessions start, and to complete and upload all your tasks before the course closing date.

	<b>Course duration</b> (opening and closing dates)	<b>Online live sessions</b> (9:00 to 10:30)	<b>Enrol by</b>
Course 1:	23 March to 23 April	6, 9, 13 and 16 April	12 March
Course 2:	1 October to 5 November	20, 22, 27 and 29 October	1 October

During this course, you will spend your time as follows (this may vary for individuals):

- 2 online live sessions per week of 1,5 hours each
- ±6 hours per week of self-paced reading and completing tasks, quizzes, activities and assignments

## What is the cost?

The course fee is R2 760, which includes course material, online live sessions with your presenter and access to the online platforms.

Please note that all course fees are due before the course starts, and that we will present this course only when a minimum of ten paid candidates have confirmed attendance.

To enrol, please **click** on this link: [https://bit.ly/2021\\_PROF\\_Infopage2](https://bit.ly/2021_PROF_Infopage2)

## Further questions?

Contact Michelle Pieters at [michellep@sun.ac.za](mailto:michellep@sun.ac.za) or 021 808 2812 for more details.

You could also discuss your specific short-course and development needs with us. Enquire about our available short courses, course dates and options for tailor-making a course.