
KOMMUNIKASIELAB | COMMUNICATION LAB

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 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 live online sessions and contact sessions are complemented by online learning.

Any prerequisites?

You will need a computer and reliable web browser to run our online learning platforms (MS Teams and SUNOnline) and you need access to a stable internet connection to connect to the live online sessions. You should be familiar with creating electronic documents.

When and how will this short course take place?

We offer this course over two mornings from 09:00 to 12:00. It will take place in the Seminar Room of the Language Centre, Kleine Bosch, 44 Banhoek Road, Stellenbosch, on 2 and 9 November 2022.

Should we be unable to facilitate a contact course, the course will be presented online. Our hybrid courses combine live online sessions, which are facilitated by the course presenter, with self-directed online learning.

This course opens before the first live online session and closes well after the last live online session. This allows enough time for you to activate your SUNOnline presence before the live sessions start.

Course duration (opening and closing dates)	Live online sessions (09:00 to 10:30)	OR	Two morning sessions (09:00 to 12:00)	Enrol by
19 October to 4 November	24, 26, 31 October, and 2 November		2 and 9 November	10 October

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

- two live online sessions per week of 1,5 hours each OR two morning sessions of 3 hours each
- about six hours per week of self-paced reading and completing tasks, quizzes, activities and assignments

What is the cost?

The course fee is R3 726, which includes course material, live online sessions with your presenter and access to the online platforms.

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

Click on this link https://bit.ly/2022_PROF_Infopage_forms if you are interested in doing this course, and fill in the form. We will then send you a link to enrol for the short course.

Further questions?

Contact Michelle Pieters at 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.