



SU Language Centre  
IZiko leeLwimi lase-SU  
US Taalsentrum  
STELLENBOSCH UNIVERSITY



## Communicate as a professional

A certificate of competence 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 course?

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

Afterward, 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 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.

**Interested? Click on [this link](#)** and complete the online form. We will send you further instructions after receiving your form.

Communication Lab | ILebhu yoNxibelelwano | Kommunikasielab



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## What are the 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 course take place?

Our courses combine live online sessions, facilitated by the course presenter, with self-directed online learning. We offer this course over **one online session (09:00 to 11:00), and two contact morning sessions (09:00 to 12:00)**. Online sessions are facilitated on MS Teams and contact sessions will take place in the Seminar Room of the Language Centre, Kleine Bosch, 44 Banhoek Road, Stellenbosch. 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.

	Live online sessions (09:00 to 11:00)	In-person sessions (09:00 to 12:00)	Course opening and closing dates	Applications close
<b>Offering 1</b>	6 October	13 and 20 October	29 September to 30 October	15 September

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

- one live online session per week of two hours each
- ± six hours per week of self-paced reading and completing tasks, quizzes, activities, and assignments

## 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](#).



## The course fee is R4 100 per participant.

- All fees are payable before the short course starts, and includes course material, assessments, live online sessions with your presenter, and access to the online platforms.
- We will present a course only if the required minimum candidates have paid and confirmed attendance.
- Short course participants do not receive access to University facilities such as computer labs or the library.

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