

B.A. in English and Communication Studies (BAECS)

Introduction to Communication

Revised in 2013

AECS 103

Welcome to one of the introductory courses to the BAECS degree programme. The

Communication programme is foundational to the programme, just like its counterparts dealing with literature and linguistics. Practice in conventional universities is to separate these three, yet in practice, the three disciplines defy separation. This gives the qualification you are going to obtain, some kind of uniqueness.

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Comparatively speaking, Communication is an emerging discipline, unlike Literature and Linguistics, and you will be reminded that it will be handled in a vibrant scientific manner. This is because it proceeds on ideas resulting from empirical research. Interestingly, those disciplines, which claim to be scientific (natural sciences) utilise communication principles to strengthen their legitimacy, though this is not often acknowledged. Our primary goal, therefore, is to create awareness in you that Communication is a service subject, which permeates all human activity. It

is the ability to communicate effectively, which makes every human endeavor or preoccupation a success. For example, your awareness of Communication principles will enable you to study Literature more insightfully, and respond to it with purposefulness. Further, you will also be better able to apply language situation ally and get the desired academic results in your exploration of linguistics.

The broader conceptualization of the course is that it will ground you in foundational communication concepts, without claiming to be exhaustive. Interalia, it will enable you to answer these questions, and many others not reflected below.

- What is communication?
- What are some of the basic communication models and theories?
- What is meant by speech or paralanguage, and how are these distinguishable?
- What modes of communication are feasible (interpersonal, intrapersonal, or biosocial communication)
- What is mass communication?
- How can communication models be applied in practice?
- Regarding the Third World, what communication issues are worth understanding?
- What approaches to communication and development are at the disposal of the enterprising communicator?
- In what ways is communication linked with culture?
- What are the possible barriers to communication?
- What is the potential of more effective communication in an organization?
- What sort of awareness should the scholar develop about code switching and communication?

Module Overview

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In addition to these questions, please add your own, and identify relevant literature to address them. By so doing, you will develop a broadened perception of the field of Communication. A further idea is to initiate discussion groups with fellow students on the programme. This conscious enhancement will help you perform better both in academic activities, and in practice.

Assessment

Assessment takes place at three levels. The first one is based on the activities embedded in the various sections of the study material. After each activity, you will be given comments or clues on how best to tackle the activity. Remember, these are not prescriptive answers, but tips to guide active interaction with the material. The second level involves coursework assignments, also known as tutor-marked assignments (TMAs). These come separately from the module, and are marked by your tutor. At the end of the semester you will sit an examination. The University will, from time-to-time, inform you of the weighting between coursework marks, and those from the examination.