

**Francisco de Vitoria University, Madrid, Spain
&
PG & Research Department of English
Providence Women's College (Autonomous)
Kozhikode**



CERTIFICATE COURSE IN

Advanced Communication Strategies
(Recognised by PWC and UFV)



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Classes commence in
July 2024

Duration: 30 Classes
Fee: Around 2000 Rs

Course Description

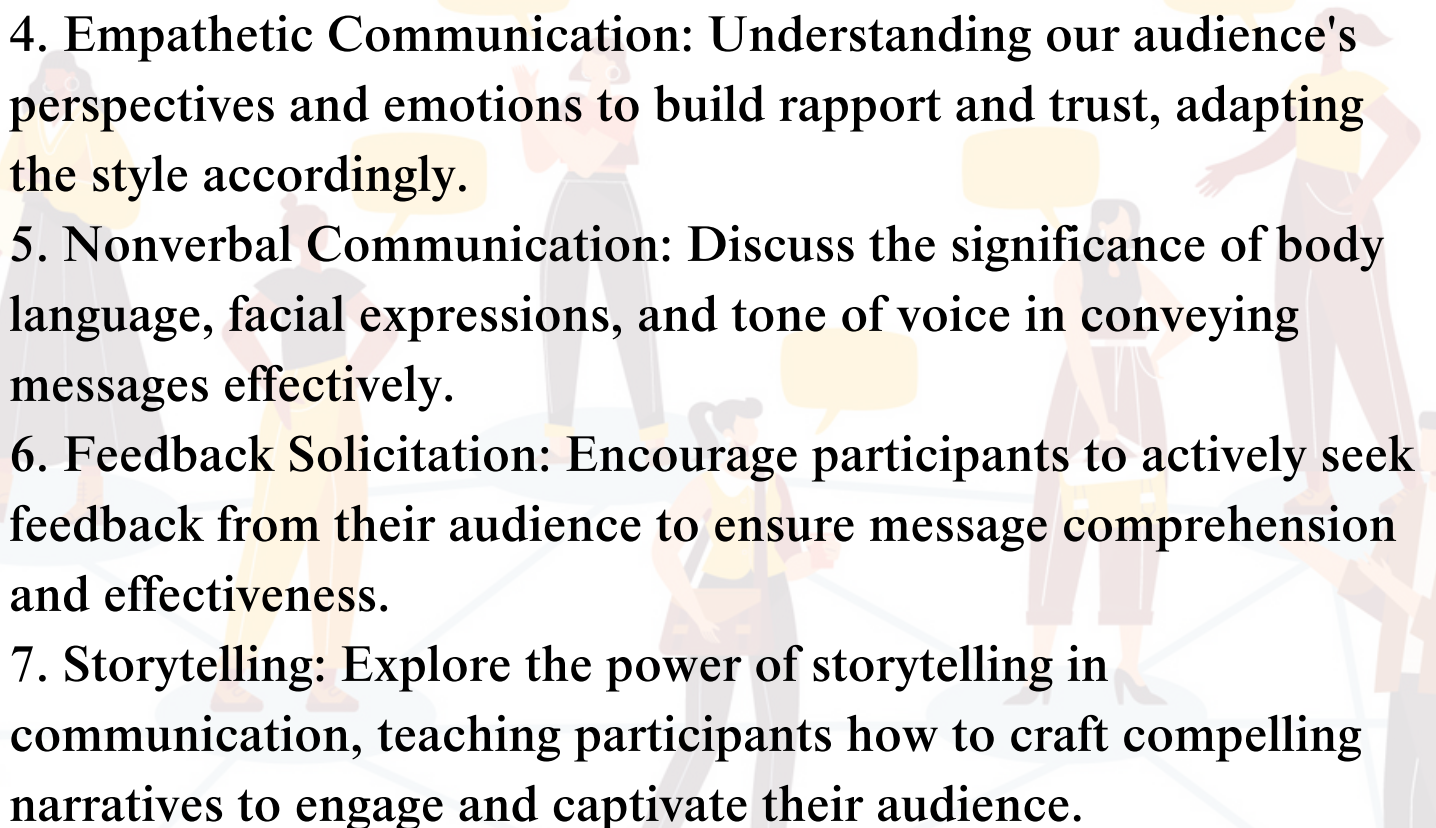
In this 30-hour course, participants will explore advanced communication strategies, focusing on feedback mechanisms, audience dynamics, empathy, and the use of language for desired effects. Participants will learn to refine their communication effectiveness by tailoring messages to engage different audiences, utilizing specific feedback loops and employing language techniques to capture and maintain attention.

Objectives

1. Appreciate the importance of the audience's situation (background, knowledge, point of view, expectations) when communicating.
2. Understand the importance of language usage for different contexts (academic, business, journalism, formal, informal...).
3. Recognise the pivotal role of feedback mechanisms in refining communication effectiveness.
4. Develop arguments and ideas more fully and comprehensively to ensure correct message encoding and decoding.

COURSE CONTENT

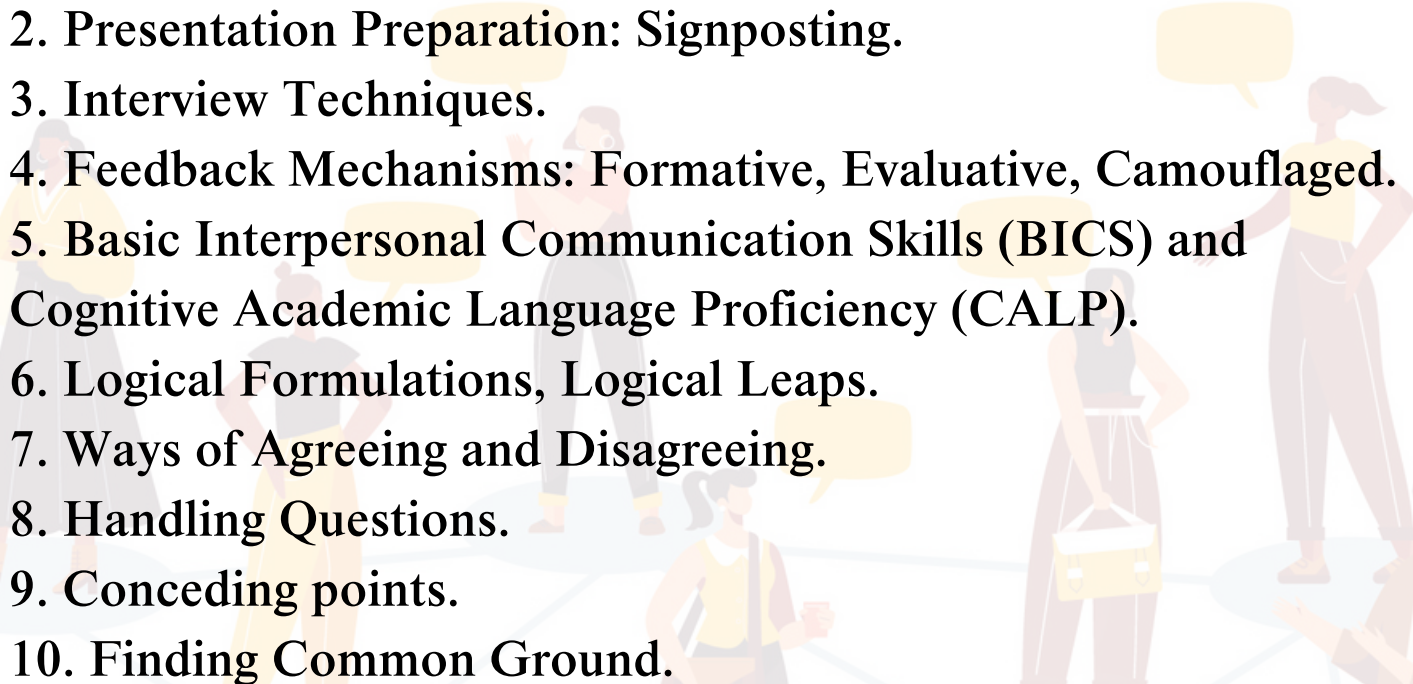
General Communication Concepts

- 1. Know Your Audience:** Encourage participants to research their audience beforehand to tailor their communication and presentation to their preferences and expectations.
 - 2. Active Listening:** Teach participants how to actively listen to understand the speaker's message fully before formulating a response.
 - 3. Clarity and Conciseness:** Emphasise the importance of clear and concise communication to avoid misunderstandings and confusion, focusing on the key messages we wish to transmit.
 - 4. Empathetic Communication:** Understanding our audience's perspectives and emotions to build rapport and trust, adapting the style accordingly.
 - 5. Nonverbal Communication:** Discuss the significance of body language, facial expressions, and tone of voice in conveying messages effectively.
 - 6. Feedback Solicitation:** Encourage participants to actively seek feedback from their audience to ensure message comprehension and effectiveness.
 - 7. Storytelling:** Explore the power of storytelling in communication, teaching participants how to craft compelling narratives to engage and captivate their audience.
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Specific Considerations for Written Communication

- 1. The Different Modalities of Written Communication:**
Academic papers, proposals, reports, journalistic pieces, blogs.
- 2. The Writing Process:** A proposed method for ensuring our written communication is cohesive and coherent.

Specific Oral Communication Techniques

- 1. Communication Vehicle Preparation: Mapping.**
 - 2. Presentation Preparation: Signposting.**
 - 3. Interview Techniques.**
 - 4. Feedback Mechanisms: Formative, Evaluative, Camouflaged.**
 - 5. Basic Interpersonal Communication Skills (BICS) and Cognitive Academic Language Proficiency (CALP).**
 - 6. Logical Formulations, Logical Leaps.**
 - 7. Ways of Agreeing and Disagreeing.**
 - 8. Handling Questions.**
 - 9. Conceding points.**
 - 10. Finding Common Ground.**
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Learning Outcomes

By the end of the course, participants will be able to:

1. Apply advanced communication techniques integrating feedback mechanisms and audience empathy.
2. Utilise language effectively to capture attention, create tension, and engage the audience.
3. Implement feedback mechanisms to continuously improve communication approaches.
4. Tailor the language use, taking into consideration the linguistic ability of others, as well as their background, cultural differences, and knowledge of the subject at hand, in order to help ensure effective and efficient communication.

Methodology

1. Lectures: Engaging lectures will introduce participants to advanced communication concepts and strategies. Multimedia resources and case studies will be utilised to illustrate key principles.
2. Discussions: Group discussions will provide opportunities for participants to delve deeper into what they consider to be “good” communication, becoming more aware of how they speak and write. Participants will share experiences and insights, fostering critical thinking and collaborative learning.
3. Case Studies: Participants will analyse case studies across various sectors to examine effective communication strategies in action.
4. Workshops: Depending on the size of the class, interactive workshops will allow participants to practice implementing feedback mechanisms, tailoring messages, and making use of language techniques for dramatic effect.