

Module Code	AN-4328		
Module Title	Professional Communication		
Degree/Diploma	Bachelor of Arts		
Type of Module	Major Option/Breadth		
Modular Credits	4	Total Student Workload	8 hours/week
		Contact Hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims The module aims to introduce various aspects of professional discourse/communication, and facilitate the application of the theories onto practice within the context of workplace settings. As a result, students will be able to develop an understanding of key challenges related to professional communication upon entering the workplace.			
Learning Outcomes <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	10%	-	Recall theories in case studies/practical settings
Middle order :	30%	-	Critically observe and analyse language and communication practices in the professional settings
Higher order:	60%	-	Evaluate language and communication practices in professional settings
		-	Carry out small scale empirical study with the use of theories learnt in the module
Module Contents <ul style="list-style-type: none">- Needs analysis and English for Specific Purposes- Leadership in professional settings- Culture and politeness at work- Oral communication in professional settings- Informal language and communication practices in the workplace- New media in professional settings (e.g. emails, social media, online-meetings)- Communication in public relation discourse (e.g. report writing, speech writing and delivery, press releases)- Professional correspondence (e.g. email, requests, complaints)- Applications in the real world			
Assessment	Formative Assessment	-	Face-to-face discussions and analysis during tutorials
		-	Weekly online discussion via Canvas
	Summative Assessment	Examination: 40%	
		Coursework: 60%	
		1 oral presentation – 20%	
		1 written analysis task – 20%	
		1 group project – 20%	