

**MULTIMEDIA UNIVERSITY OF KENYA**

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# FACULTY OF MEDIA AND COMMUNICATION

**DIPLOMA IN FILM & BROADCAST**

# SEMESTER : SEM 1 – 20/21

# UNIT TITLE : EFFECTIVE COMMUNICATION

# UNIT CODE : BM 126

# LECTURER : FREDRICK MUENDO

## CREDIT : 4 HRS

## OFFICE HOURS : FRIDAY 8:00AM – 2:00PM

## CONTACT : 0721 660 849 / 0756 532 688

## EMAIL : [muendofred@gmail.com](mailto:muendofred@gmail.com)

**COURSE DESCRIPTION**

This course introduces students to effective communication, barriers to effective communication. The course will lay emphasis on Non verbal communication, Importance of effective communication, effective listening, and oral presentations in organizations as well as film related environment.

***Course Objectives***

At the end of the course, students should be able to:

* Communicate effectivefully and learn the non verbal cues across different cultures.
* Identify types of barriers during communication processes.
* Identify the 7C’s of effective communication at any given communication channel.
* Prepare an oral presentation.

**COURSE PURPOSE**

The purpose of this course is to:

1. Introduce students to effective communication principles for mass media.
2. Establish barriers to effective communication and different non verbal cues across various cultures
3. Offer specialized training in public speaking.

**RULES AND REGULATIONS**

Punctual class attendance, students **MUST** attend all classes, Active participation in theory and practical class sessions, Timely submission of assignments, any assignment submitted after deadline shall be deducted **5 marks,** and all mobile phones must be **OFF OR SILENT** during class sessions.

# TEACHING APPROACHES

Lectures, Class Presentations, Group Discussion and tutorials

**GRADING/EVALUATION**

Continuous Assessment Tests (CATs) 15%

Oral Presentation 15%

Assignment 10%

Final Examination 60%

**TOTAL 100%**