



# FREDERICK UNIVERSITY

## SCHOOL OF ARTS, COMMUNICATION AND CULTURAL STUDIES

### DEPARTMENT OF FINE AND APPLIED ARTS

(CIP file- Classification of instructional programmes)

Course unit title:	<b>ACADEMIC WRITING AND COMMUNICATION</b>		
Course unit code:	<b>ARTC201</b>		
Type of course unit:	<b>REQUIRED</b>		
Level of course unit:	<b>BACHELOR</b>		
Year of study:	<b>2</b>		
Semester when the unit is delivered:	<b>FALL</b>		
Number of ects allocated:	<b>5</b>		
Name of lecturer(s):	<b>ENGLISH INSTRUCTOR</b>		
Learning outcomes of the course unit:	<p><b>By the end of the course, students should be able to:</b></p> <ul style="list-style-type: none"> <li>• communicate effectively orally and in writing to a variety of audiences in different academic and professional settings and situations.</li> <li>• write different types of professional documents for different purposes including research papers, conference proposals, reports, abstracts, reviews, summaries and theses, applying strategies for academic inquiry and argument.</li> <li>• summarise, paraphrase, quote, edit and revise academic and professional writings.</li> <li>• write a polished resume and cover letter.</li> <li>• incorporate and use technology and visual elements such as tables, figures and other images effectively in presenting oral or written work in both their studies and future work frame.</li> <li>• communicate information effectively in social media.</li> <li>• prepare and deliver oral presentations/public messages for presentation to diverse co-cultural audiences with appropriate audio-visual support.</li> <li>• gain confidence in ability to speak in public, decreasing anxiety and improving physical and vocal delivery.</li> <li>• apply critical and evaluating thinking skills in locating, analysing, synthesising, and using information in communication.</li> <li>• evaluate and use printed and electronic source materials appropriate for academic research purposes.</li> </ul>		
Mode of delivery:	Face-to-face		
Prerequisites:	AENG102 or equivalent qualification	Co-requisites:	None
Course contents:	<p><b>The course covers the following:</b></p> <ul style="list-style-type: none"> <li>• preparing and presenting different types of academic and professional documents for different purposes including research papers (introduction, literature review, methodology, discussion, conclusion), conference proposals, reports, abstracts, reviews, summaries and theses, applying strategies for academic inquiry and argument</li> <li>• applying techniques to avoid plagiarism (paraphrasing, summarizing, and quoting) and producing research papers with correct parenthetical and bibliographical citations using specific documentation styles such as MLA, APA, Harvard etc.</li> <li>• applying critical and evaluating thinking skills in locating, analyzing,</li> </ul>		



	<p>synthesizing and using information in communication</p> <ul style="list-style-type: none"> <li>improving the structure, mechanics and writing style for clarity, coherence and emphasis</li> <li>writing emails (inquiry &amp; complaint), memos, resumes with cover letters, reports (assessment &amp; progress), proposals, executive summaries and reviews</li> <li>comprehending and analyzing academic and professional documents including abstracts, web pages and wikis</li> <li>analyzing and using visual elements such as graphs, charts, graphics and tables to communicate data in a clear visual format with unambiguous titles and labelling</li> <li>creating and giving presentations, using body language, eye contact, visual aids etc.</li> </ul>						
Recommended and/or required reading:	<ul style="list-style-type: none"> <li>Burton, G. (2013). <i>Presenting- Deliver presentations with confidence</i> (1<sup>st</sup> edition).UK: Collins –EAP.</li> <li>Bailey, S. (2011). <i>Academic Writing</i> (3<sup>rd</sup> edition). NY: Routledge.</li> </ul>						
Textbooks:	<ul style="list-style-type: none"> <li>Hamp-Lyons, L. &amp; Heasley, B. (2010). <i>Study Writing</i> (2<sup>nd</sup> edition). UK: Cambridge University Press.</li> <li>Instructor’s notes</li> </ul>						
References:	<ul style="list-style-type: none"> <li>Selection of authentic material from newspapers, magazines, journals, etc.</li> </ul>						
Planned learning activities and teaching methods:	<p>The course is delivered to students by means of interactive lectures conducted by the instructor. The major method of teaching is the interactive communicative approach based on the principles of functional language learning and teaching. Audio-visual aids, class discussions, pair and group work and other communicative methods are among the instructor’s tools to keep students’ interest alive and elicit the maximum participation from students. Students are also encouraged to make extensive use of the Internet and social media.</p>						
Assessment methods and criteria:	<p>A formal assessment of the course consists of the following:</p> <p><b>Coursework: 40%</b></p> <table> <tr> <td>-Test</td> <td>20%</td> </tr> <tr> <td>-Oral presentation</td> <td>12%</td> </tr> <tr> <td>-Student’s portfolio</td> <td>8%</td> </tr> </table> <p><b>Final Exam: 60%</b></p>	-Test	20%	-Oral presentation	12%	-Student’s portfolio	8%
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-Oral presentation	12%						
-Student’s portfolio	8%						
Language of instruction:	English						
Work placement(s):	No						