

Re-skilling Competence in Communication (Speaking and Writing)



A THREE DAY WORKSHOP

This four-day workshop is aimed at those who seriously wish to improve their speaking and writing skills in a short time, using some of the latest technology to assist them.

Two of the most basic but also most important communication skills are those of speaking and writing. Perhaps because they are so fundamental, we take it for granted that we are competent in them. The truth is that most people's communicative competence is at the level they were when they first left school.

But at the important level of professional work, as well as in business and social interactions, we find ourselves really short of the required standard, especially when we hear more competent speakers and writers perform. But skills can be improved, in fact they need continuous improvement.

This four-day workshop is aimed at those who seriously wish to improve their speaking and writing skills in a short time, using some of the latest technology to assist them.

Objectives/Key Learning Points

- Improve speaking skills
- Learn elements of communicative competence
- Develop thinking skills for communicative effectiveness
- Master ICT tools for improving speaking ability
- Develop practical techniques for improving writing skills
- Learn body language and other languages of communication

For Whom

Management and Human Resource Personnel, Public Relations and Corporate Communication Managers,

Faculty

Prof. Emevwo Biakolo

A Professor of Cultural Communication, Emevwo Anselm Biakolo has over 23 years of university teaching in Nigeria and abroad. He has spent 15 years of journalism practice at senior editorial level and 10 years of management experience in the communication industry. He was the pioneer dean of the School of Media and Communication of the Pan-Atlantic University from inception till September 2014. Shortly before then, between 1998 and 2007, he was the Director, Communication and Publishing, Black Accents Communications, Gaborone.

Dr. James Tsaaior

James Tar Tsaaior is a Professor and Chair of the Department of Mass Media and Writing in the School of Media and Communication, Pan-Atlantic University, Lagos, Nigeria where he teaches creative writing, media/cultural studies and communication and the arts. He is also the Director, Academic Planning of the University and editor, Journal of Cultural and Media Studies. Between 2010 – 2011, he was a visiting Leverhulme Trust and Isaac Newton Research Fellow, Centre of African Studies, University of Cambridge and was also a visiting scholar, Centre for African American Studies, Princeton University, New Jersey, USA in 2014. He is a media consultant, newspaper columnist and at various times a board member of some Nigerian newspapers. He has consulted for organisations such as Chevron, SuperSport, First Bank, Standard Chartered Bank, Etisalat, and Cutler Communications.

Date 10 - 14 October, 2016

Course Fee N185,000 per participant

Course Fees

Cover course materials, tea and lunch (fees are inclusive of 5 percent VAT)

Certificate

Certificate will be awarded to participants who attend all the modules and fulfill all the requirements of their programmes.

Venue

School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway,
Ibeju-Lekki, Lagos

Enquiries and Registration

Further information on all SMC programmes and activities can be obtained online

@ www.smc.edu.ng

or by calling

Opeyemi - 0806 638 5629, 0806 564 6271

Obinna - 07038211009

or from our office at

School of Media and Communication (SMC)
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Km 52 Lekki-Epe Expressway,
Ibeju-Lekki, Lagos.



...improve your speaking and writing skills

About School of Media and Communication (SMC), Pan-Atlantic University

The School of Media and Communication has evolved directly from the Centre for Media and Communication (CMC). The CMC was instituted in 2006 by the Pan-Atlantic University Council in recognition of the critical role of this sector in shaping societal values and cultural life. No less important, the contribution of the creative industries to economic growth and the GDP is gaining recognition as well.

Specifically, the establishment of the School of Media and Communication is informed by the aspiration to train professionals in this area of culture who would uphold the highest intellectual, ethical and professional values that promote creativity, critical knowledge, technical perfection, social responsibility, and the spirit of enterprise.

The School's programmes will prepare students for careers in the creative industries, in business generally, and in various public and private domains.

Mission

The primary goal of the School of Media and Communication is the formation of media and communication professionals, to enable them pursue their calling to the service of human cultures with a sense of creativity, skill, knowledge and values. We wish to contribute through our expertise to the professional excellence of the creative industries in our country and the continent of Africa.

Vision

The vision of the School is to be internationally recognized as a prestigious institution offering high quality education in communication and media; to be a reference point for research in Africa, and to be a leading centre of learning globally. It is expected that the level and high standard of the School will influence positively all other faculties of its nature across the country and the African continent.

Structure

Programmes at the SMC are broadly divided into two parts:

(a) Academic Programmes

The school offers a full complement of degree programmes, namely:

- Full time undergraduate programme (BSc) in Mass Communication
- Post Graduate Diploma (PGD) in 3 streams (Design and Digital Media, Journalism and Community Relations)
- Full/Part time masters programme (MSc) in Media and Communication
- PhD in Media and Communication

(b) Professional Programmes

Professional programmes exist in three forms, namely, certificate courses, seminars and workshops. In-house programmes tailored to suit organisational needs are also available.



**SCHOOL OF
MEDIA AND
COMMUNICATION**

PAN-ATLANTIC UNIVERSITY

Km 52, Lekki-Epe Expressway,
Ibeju Lekki, Lagos.
P.O.Box 73688, Victoria Island, Lagos
Tel: +234 (01) 712 1728; 440 5524

www.smc.edu.ng



PROFESSIONAL EDUCATION



**SCHOOL OF
MEDIA AND
COMMUNICATION**
PAN-ATLANTIC UNIVERSITY

A FIVE DAY WORKSHOP



**Re-skilling Competence in Communication
(Speaking and Writing)**

10 - 14 October, 2016

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