

A Two-session In-person Course in Professional Communication: Get Through to Them!

The Comms Lab of the SU Language Centre presents: Communicate as a professional short course

Have you heard of the four-sides model of communication? Join Prof Carel Jansen and learn the skills to incorporate this artful technique.

Register by 2 October to join the 7 November intake of this course. Visit this link to register: bit.ly/PROF_2023

OR click on our company name, SU Language Centre (Comms Lab), below.

What is the focus of this short course?

This short course, presented by the Communication Lab of the Language Centre, offers an introduction to the communication knowledge and skills that professionals need to complete various communication tasks successfully.

Afterwards, you will be able to:

- analyse communication messages using a method known as the four-sides model of communication
- recognise and critically assess the argumentation in communication messages
- make your oral presentations even more engaging
- prepare and structure more effective professional conversations and apply basic techniques

A certificate of attendance will be awarded to all participants.

Who is the presenter?

Prof Carel Jansen is an emeritus professor in the field of Communication and Information Studies in the Faculty of Arts at the University of Groningen, the Netherlands. In addition, he is an SU Language Centre research fellow. Read more about him here: <https://bit.ly/2VymdKo>

Who should attend and what are the career benefits?

If you need guidance and practical tips for business communication, then this short course is for you!

To ensure optimal learning, we limit the number of participants. The live online sessions and contact sessions are complemented by online learning.

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Date: 07 November 2023 to 14 November 2023

Venue: Stellenbosch University (Comms Lab), Stellenbosch

Cost: R3 750

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▫ **Mother language, heart language** 23 Feb 2023

▫ **About a multilingual mindset** 28 Nov 2022

▫ **Why do translators translate?** 29 Sep 2022

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Stellenbosch University Language Centre



The SU Language Centre offers research-based, language-related products and services to people from diverse educational backgrounds, so that they can enhance their communication skills to be more successful in life.

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