

# 119472 Accommodate audience and context needs in oral/signed communication

## **Purpose of this Unit Standard**

Learners at this level are aware of their audiences and purposes for communication. They adapt their style and language register to the requirements of different situations. They are able to listen and speak/sign confidently in both formal and familiar settings. They can articulate their purposes and reasons for the adoption of a particular register and style in any situation. They can usually identify the assumptions and inferences implicit in what people say/sign and how they say/sign it.

## **Persons credited with this unit standard are able to:**

- Interact successfully in oral/signed communication
- Use strategies that capture and retain the interest of an audience
- Identify and respond to manipulative use of language

## **Learning Assumed to Be in Place and Recognition of Prior Learning**

The credit calculation is based on the assumption that learners are already competent in terms of the following outcomes or areas of learning when starting to learn towards this unit standard: the NQF Level 2-unit standard, entitled Maintain and adapt oral/signed communication.

## **Outcomes**

SO1: Interact successfully in oral/signed communication

SO2: Use strategies that capture and retain the interest of an audience

SO3: Identify and respond to manipulative use of language

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
119472	NQF Level 3	5	Accommodate audience and context needs in oral/signed communication

**Duration: 1-Day**

## Content

### Outcome 1

Interact successfully in oral/signed communication.

- Contributions to group work are appropriate to the task and nature of the group and promote effective communication and teamwork.
- Interviews successfully establish a relationship appropriate to the context and provide a non-threatening opportunity for participants to share information.
- Participation in formal meetings is appropriate to the purpose and context of the meeting. Participation is consistent with meeting procedures and contributes to the achievement of meeting objectives.
- Participation in discussions, debates or negotiations is appropriate to the purpose and topic. Participation is consistent with the formality of procedures and contributes to meaningful interaction between participants.
- Responses to the ways others express themselves are sensitive to differing socio-cultural contexts.

### Outcome 2

Use strategies that capture and retain the interest of an audience.

- Key words/signs, pace and pause, stress, volume and intonation or sign size, pace, rhythm and non-manual features (NMFs) are used in appropriate ways to reinforce the message.
- Body language is appropriate to context and topic and reinforces main ideas and points of view.
- Formal communications are planned in writing/signing, and plans are detailed, complete, and realistic with respect to time allocation and content.
- Visual aids are appropriate to topic and context and enhance the presentation and the transfer of information and understanding.
- Techniques are used to maintain continuity and interaction.

### Outcome 3

Identify and respond to manipulative use of language.

- Facts and opinions are identified and distinguished.
- Omission of necessary information is noted and addressed.
- The implications of how the choice of language structures and features, specifically tone, register, style and point of view affect audience interpretations of spoken/signed texts are explained.
- Distortion of a contributor's position on a given issue is explored with specific reference to what has been selected and omitted.

<https://www.stafftraining.co.za/workshops/119472-accommodate-audience-and-context-needs-in-oral/signed-communication>