

EFFECTIVE WRITTEN  
COMMUNICATION

<b>Duration:</b>	2 days
<b>Target:</b>	Candidates competent in NQF Level 3
<b>Prerequisite:</b>	NQF Level 3
<b>NQF Info:</b>	NQF Level 4
<b>Qualification:</b>	Towards the Further Education and Training Certificate in Plastics Manufacturing NQF Level 4
<b>Credits:</b>	18
<b>Certification:</b>	merSETA-accredited Plastics SA Certification

**Unit Standards**

- Read, analyse and respond to a variety of texts [8975]
- Write for a wide range of contexts [8976]
- Use language and communication in occupational learning programmes [8973]
- Complete feasibility and commissioning reports [12488]

**Objective of Learning Programme**

To analyse and criticise texts produced for a range of purposes, audiences and contexts. To write effectively and creatively on a range of topics. To choose language structures and features to suit communicative purposes and to edit writing as appropriate.

**Outcomes**

*At the end of the learning programme, learners will be able to*

- Adopt reading strategies appropriate to the purposes for reading
- Analyse and criticise texts produced for a range of purposes, audiences and contexts
- Identify and explain the values, attitudes and assumptions in texts
- Evaluate the effects of content, language and style on readers' responses in specific texts
- Write effectively and creatively on a range of topics
- Choose language structures and features to suit communicative purposes as well as edit writing for fluency and unity

**Contents**

- Reading strategies are used for the purposes for reading
- Expository/factual and imaginative texts are developed with respect to clearly articulated purposes, using fully developed paragraphs and resulting in a unified text
- The narrative voice appropriate to context, purpose and audience is used
- Points in argument are logically and deliberately sequenced to build up to a convincing conclusion
- Devices are employed to create particular rhythmic or tonal effects
- Use is made of symbols, imagery, irony, understatement, index and icon, logos, hyperbole, visuals, graphics. Layout, spelling, punctuation and syntax are checked for accuracy and readability
- Major grammatical and linguistic errors are identified and changes made as required

**Assessment and Certification**

- Workplace Experience Assignments to be submitted within two weeks following training. A Plastics|SA Certificate of Competence is issued to successful candidates.
- Relevant credits may be awarded to successful learners upon merSETA due approval process.