

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Interpersonal and Written Communication
Unique Reference Number:	A/506/7750
Level:	Level 3
Credit Value:	12
Minimum GLH:	100

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Send and receive complex information by communicating interpersonally.	<p>1.1 Apply knowledge of the following interpersonal communication concepts:</p> <ul style="list-style-type: none">• Verbal (e.g. intonation, tone and feedback (sometimes referred to as verbal attends) and non-verbal techniques (e.g. smiling while talking on the phone, body language).• Attentive listening (i.e. difference between hearing and listening).• Positive and negative language.• Active listening (e.g. summarising, paraphrasing, body language).• Listening barriers (e.g. background noise, distractions, lack of concentration).• Types of question (e.g. open, closed and probing).• How to adapt style (e.g. intonation, inflexion, business or technical terminology and vocabulary) to audience needs.• How to reduce listening barriers.• Cultural differences.

	<p>1.2 Use the following interpersonal communication techniques:</p> <ul style="list-style-type: none"> • Modulating voice when speaking to suit the listener or audience. • Articulating and expressing ideas clearly and concisely. • Listening actively (e.g. by taking notes) • Clarifying and confirming understanding (e.g. by paraphrasing or repetition). • Responding to questions with accurate information. • Ensuring content is appropriate to the needs of the audience. • Identifying and avoiding listening barriers. • Maintaining focus on the purpose of the communication. • Select appropriate communication styles. • Adapt terminology and vocabulary to the needs of the audience. • Reduce barriers to listening. • Differentiate between facts and feelings.
<p>2. Understand and use written communication techniques.</p>	<p>2.1 Apply knowledge of the following written communication concepts:</p> <ul style="list-style-type: none"> • Grammar, spelling • Business or technical terminology • Format and style for different communication channels (e.g. letter, memo, email and fax).

2.2 Use the following written communication techniques:

- Following organisational guidelines and procedures.
- Identifying and conveying key messages in writing (e.g. letter, fax, email, database notes).
- Using correct grammar and spelling.
- Using and understanding appropriate business or technical terminology.
- Ensuring content, format and style are appropriate to the audience and channel (e.g. letter, memo, fax, e-mail, web chat).
- Structuring writing into a logical framework.
- Conveying ideas and information in a clear and concise manner.
- Identifying relevant information in written communications.
- Reviewing or proof reading own written work.
- Developing messages that convey alternative viewpoints.
- Extracting key messages from written correspondence.
- Reviewing and editing documents created by others.

3. Provide guidance to immediate colleagues on how to communicate information.

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