

Domain	COMMUNICATION SKILLS		Unit ID: 2094
Title:	Maintain and adapt oral communication		
Level: 2			Credits: 5

Purpose

This unit standard is intended for those who maintain and adapt oral communication. Persons credited with this unit standard will be able to use a variety of speaking and listening strategies to maintain communication; adapt speech to accommodate socio-cultural sensitivities; use knowledge of language structures and conventions to shape or decode meaning of unfamiliar vocabulary or constructions; organise and present information in a focused and coherent manner and identify and explain the influence of speakers on audiences.

This unit standard is intended for those who carry out work in the wholesale and retail operations.

Special Notes

1. Entry information:
Prerequisite:
None
2. This unit standard is to be delivered and assessed in the context of Wholesale & Retail operations and should be assessed in conjunction with other relevant technical unit standards selected from this domain.
3. Assessment evidence may be collected from a real workplace, or simulated real workplace in which wholesale and retail operations are carried out.
4. Glossary of terms
 - *NMFs stands for non-manual features*
5. Regulations and legislation relevant to this unit standard include the following:
 - Labour Act, No. 11 of 2007
 - Occupational Health and Safety Regulations relating to employees at work schedule 1(1) Act 11 of 2007, Regulation No. 156, 1992)

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on www.nta.com.na.

Elements and Performance Criteria

Element 1: Use a variety of speaking and listening strategies to maintain communication

Range

Questions must include: who, what, when, where, why and how questions.

Verbal and non-verbal include intonation (tone) or NMFs, volume size, pace and rhythm, pitch or NMFs, stress and repetition.

Performance Criteria

- 1.1 Questions to obtain information and clarify the meaning are asked in the specific context.
- 1.2 Interactions are sustained through exchanges with others to clarify understanding, information, ideas and opinions.
- 1.3 Verbal and non-verbal communication are used in a manner that support and convey meaning.
- 1.4 Interactions are sustained to reflect an ability to discuss a series of events.
- 1.5 Main ideas are distinguished during the interactions and are supported by information appropriate to the context and topic of discussion.
- 1.6 During interaction, conclusions and opinions are justified.
- 1.7 Own speech is corrected and adapted to promote clarity and understanding during the interaction.

Element 2: Adapt speech to accommodate socio-cultural sensitivities

Performance Criteria

- 2.1 Effects of combining the spoken word with visual features and body language are explained and used with reference to purpose, audience and context.
- 2.2 Verbal and non-verbal communication are used to support intentions in spoken texts and its impact is explained.
- 2.3 Forms of politeness within a specific context and its impact on interaction are explained according to the organisational standards.
- 2.4 Own ideas and opinions are expressed in ways that reflect respect for others and sensitivity to socio-cultural differences.

Element 3: Use knowledge of language structures and conventions to shape or decode meaning of unfamiliar vocabulary or constructions

Range

New or borrowed words may include but not limited to idioms, slang, acronyms and technical terms

Contextual clues may include but not limited to parts of speech; derivatives; compound words; roots, prefixes, suffixes; compound derivatives; etymology; synonym, antonym, homonym; homophone.

Performance Criteria

- 3.1 New or borrowed words are identified during listening.
- 3.2 New words are explored and meaning constructed from a range of contextual clues in order to extend vocabulary.
- 3.3 Meaning in speaking is supported by the appropriate use of pause, intonation/NMFs, pace, stress and a variety of sentence structures.

Element 4: Organise and present information in a focused and coherent manner.

Performance Criteria

- 4.1 Speech is organised in a way that makes its meaning and purpose accessible to listeners.
- 4.2 Techniques of speech delivery are applied to suit audience, purpose, style and register.
- 4.3 Information is located, selected, logically structured and presented.
- 4.4 Own points of view and ideas are presented coherently in prepared and unprepared talks.
- 4.5 Conclusions are formulated in clear, simple language, summarising the main evidence and stating own point of view.

Element 5: Identify and explain the influence of speakers on audiences

Performance Criteria

- 5.1 Impact of biased language on an audience is explored and explained.
- 5.2 Impact of different techniques of spoken communication is identified and evaluated in terms of influence on selected audiences.

Registration Data

Subfield:	Communication
Date first registered:	14 March 2019
Date this version registered:	14 March 2019
Anticipated review:	2024
Body responsible for review:	Namibia Training Authority