

No. 1013

13 October 2006

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

**Communication Studies**

Registered by Organising Field 04, Communication Studies and Languages, publishes the following Unit Standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the Unit Standards. The Unit Standards can be accessed via the SAQA web site at [www.saga.org.za](http://www.saga.org.za). Copies may also be obtained from the Directorate for Standards Setting and Development at the SAQA offices, **Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.**

Comment on the Unit Standards should reach SAQA at the address ***below and no later than 13 November 2006.*** All correspondence should be marked **Standards Setting and Development – SGB for Communication Studies** and addressed to

The Director: Standards Setting and Development  
SAQA  
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**S BHIKHA**  
**DIRECTOR: STANDARDS SETTING AND DEVELOPMENT**



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

1

## Research content for a presentation

SAQA US ID	UNIT STANDARD TITLE		
242839	Research content for a presentation		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Communication Studies	4		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Communication Studies and Language	Communication Studies	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	2	Level 4	Regular

**SPECIFIC OUTCOME 1**

Identify and describe sources of information.

**SPECIFIC OUTCOME 2**

Collect, analyse and interpret information for presentation.

**SPECIFIC OUTCOME 3**

Express information in an appropriate way for effective presentation.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

2

## Make oral presentations

SAQA US ID	UNIT STANDARD TITLE		
242840	Make oral presentations		
SGB NAME	ORGANISING FIELD ID	PROVIDER NAME	
SGB Communication Studies	4		
UNIT STANDARD TYPE	ORGANISING FIELD DESCRIPTION	SUBFIELD DESCRIPTION	
Regular	Communication Studies and Language	Communication Studies	
ABET BAND	CREDITS	NQF LEVEL	UNIT STANDARD TYPE
Undefined	2	Level 4	Regular

**SPECIFIC OUTCOME 1**

Use verbal/oral communication skills to make an effective presentation.

**SPECIFIC OUTCOME 2**

Use non-verbal communication effectively to reach audience.

**SPECIFIC OUTCOME 3**

Use and maintain good poise during a presentation.

**SPECIFIC OUTCOME 4**

Handle questions and overcome any objections effectively.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

*UNIT STANDARD:*

3

**Plan and prepare for an effective presentation**

<i>SAQA US ID</i>	<i>UNIT STANDARD TITLE</i>		
242842	Plan and prepare for an effective presentation		
<i>SGB NAME</i>		<i>ORGANISING FIELD ID</i>	<i>PROVIDER NAME</i>
SGB Communication Studies		4	
<i>UNIT STANDARD TYPE</i>		<i>ORGANISING FIELD DESCRIPTION</i>	<i>SUBFIELD DESCRIPTION</i>
Regular		Communication Studies and Language	Communication Studies
<i>ABET BAND</i>	<i>CREDITS</i>	<i>NQF LEVEL</i>	<i>UNIT STANDARD TYPE</i>
Undefined	2	Level 4	Regular

***SPECIFIC OUTCOME 1***

Identify and analyse the target audience for an effective presentation.

***SPECIFIC OUTCOME 2***

Plan and structure information logically to fit audience, purpose and the situation.

***SPECIFIC OUTCOME 3***

Plan visuals and other devices to involve the audience during the presentation.

***SPECIFIC OUTCOME 4***

Prepare supporting material suitable for effective presentation.

***SPECIFIC OUTCOME 5***

Identify and analyse the environment for the presentation.

***SPECIFIC OUTCOME 6***

Identify and choose the kind of presentation fit for the purpose.