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SOUTH AFRICAN QUALIFICATIONS AUTHORITY
REGISTERED UNIT STANDARD:

Use verbal communication in extension and development

SAQA US ID	UNIT STANDARD TITLE			
252994	Use verbal communication in extension and development			
ORIGINATOR		ORIGINATING PROVIDER		
SGB Agricultural Extension				
QUALITY ASSURING BODY				
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FIELD			SUBFIELD	
Field 01 - Agriculture and Nature Conservation			Primary Agriculture	
ABET BAND	UNIT STANDARD TYPE	PRE-2009 NQF LEVEL	NQF LEVEL	CREDITS
Undefined	Regular	Level 6	Level TBA: Pre-2009 was L6	5
REGISTRATION STATUS		REGISTRATION START DATE	REGISTRATION END DATE	SAQA DECISION NUMBER
Reregistered		2012-07-01	2015-06-30	SAQA 0695/12
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2016-06-30		2019-06-30		

In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.

This unit standard does not replace any other unit standard and is not replaced by any other unit standard.

PURPOSE OF THE UNIT STANDARD

This unit standard will contribute to the qualitative development of learners by providing skills and knowledge on communicating with communities towards the establishment of sustainable community development.

The learner will be able to relate to the different needs and sentiments of a specific community as it relates to extension. In addition the learner will be well positioned to extend their learning and practice into other areas of extension or management and practice at higher levels.

The learner achieving this unit standard will be able to:

- Relate information in verbal form for the purpose of learning, informing, educating, instructing, persuading, negotiating, etc.
- Formulate well-argued and relevant questions with the purpose of eliciting information from others.
- Listen in order to receive and accurately interpret verbally transmitted information.
- Formulate verbal messages which are relevant to a range of recipients and purposes.
- Verbally engage with others to extend their learning and practice into other areas of applied agricultural, social and development research and practice.
- Create a foundation for effective communication and dialogue at many levels for various purposes (e.g. education, instruction, etc.).

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

It is assumed that learners attempting this unit standard should have a basic knowledge of:

- Basic verbal and language skills.
- Basic understanding of the dynamics of communication and dialogue.
- Logical and systematic verbal sentence construction.

UNIT STANDARD RANGE

- Communication refers to but is not limited to all human interactions designed to exchange, share, engage information for the purpose of learning, informing, educating, instructing, persuading, negotiating, etc.
- Communication situations: Verbal communication refers to but is not limited to lectures, workshops, demonstrations, audio-visual presentations, negotiations, conversations, consultation, facilitated discussions, etc.
- Recipients: Recipients refers to but is not limited to farmers, supervisors, scientists, communities, community leaders, learners, and colleagues.

Specific Outcomes and Assessment Criteria:

SPECIFIC OUTCOME 1

Present a lecture, audio/visual presentation, and/or technology and method demonstration.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

Situations are assessed, analysed and interpreted to identify the problem, topic or issue to be addressed through verbal communication.

ASSESSMENT CRITERION 2

The purpose and content range of the communication is identified based on the situation analysis.

ASSESSMENT CRITERION 3

Methods and tools of verbal communication are determined to ensure maximum impact.

ASSESSMENT CRITERION 4

The communication is formatted and checked for accuracy (words and visuals) in accordance with established principles of verbal communication.

ASSESSMENT CRITERION 5

The implemented communication intervention is evaluated against the intended outcomes.

SPECIFIC OUTCOME 2

Conduct interviews and one-to-one consultations with stakeholders in varied communication situations.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

The respondent/interviewee is identified and assessed to establish parameters and issues for a one-to-one engagement.

ASSESSMENT CRITERION 2

The desired outcomes and communication methods are determined based on the assessment of the respondent/interviewee.

ASSESSMENT CRITERION 3

A one-to-one engagement is designed within the determined parameters and incorporating the selected communication methods and tools.

ASSESSMENT CRITERION 4

The implemented engagement is evaluated against the intended outcomes.

SPECIFIC OUTCOME 3

Facilitate group discussions and interactive demonstrations in varied communication situations.

ASSESSMENT CRITERIA**ASSESSMENT CRITERION 1**

The group is identified and assessed to establish the parameters and issues for a group discussion.

ASSESSMENT CRITERION 2

The desired outcomes and communication methods are determined based on the assessment of the group.

ASSESSMENT CRITERION 3

A group discussion is designed within the determined parameters and incorporating the selected communication methods and tools.

ASSESSMENT CRITERION 4

The implemented group discussion is evaluated against the intended outcomes.

SPECIFIC OUTCOME 4

Address large audiences in person or through mass media.

ASSESSMENT CRITERIA**ASSESSMENT CRITERION 1**

The audience is identified and assessed to establish the parameters and issues for a group discussion.

ASSESSMENT CRITERION 2

The desired outcomes and communication methods are determined based on the assessment of the audience.

ASSESSMENT CRITERION 3

A communication is designed within the determined parameters and incorporating the selected communication methods and tools.

ASSESSMENT CRITERION 4

The implemented communication discussion is evaluated against the intended outcomes.

SPECIFIC OUTCOME 5

Prepare and deliver a verbal communication strategy that adheres to the fundamental standards of verbal communication.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

The language and speaking style used are appropriate to the purpose, situation and audience in order to maximise the message.

ASSESSMENT CRITERION 2

The phrasing is coherent and accurate according to the requirements.

ASSESSMENT CRITERION 3

Information, ideas and concepts are articulated or described according to the communication strategy.

ASSESSMENT CRITERION 4

The problem, topic, issue and/or questions clearly presented in verbal form.

ASSESSMENT CRITERION 5

Construction of the verbal "presentation" follows logical sequence appropriate to the specific purpose, situation and audience.

UNIT STANDARD ACCREDITATION AND MODERATION OPTIONS

- An individual wishing to be assessed, (including through RPL) against this unit standard may apply to an assessment agency, assessor or provider institution accredited by the relevant ETQA.
- Anyone assessing a learner against this unit standard must be registered as an assessor with the relevant ETQA.
- Any institution offering learning that will enable achievement of this unit standard must be accredited as a provider through the relevant ETQA by SAQA.
- Moderation of assessment will be overseen by the relevant ETQA according to the moderation guidelines in the relevant qualification and the agreed ETQA procedures.

UNIT STANDARD ESSENTIAL EMBEDDED KNOWLEDGE

A demonstrated understanding of:

- Purpose and function of the range of communication settings and methods.
- Purpose and function of communication tools and aides.
- Methods of verbal communication.
- Communication techniques.
- Role and place of verbal communication in agricultural extension.
- Effect of the appropriate/inappropriate choice of methods of verbal communication.
- Characteristics of the range of communication settings and methods.
- Relevant communication tools and aides.
- Audience reaction and feedback.
- Relationship of verbal communication to non-verbal and written communication.

UNIT STANDARD DEVELOPMENTAL OUTCOME

N/A

UNIT STANDARD LINKAGES

N/A

Critical Cross-field Outcomes (CCFO):

UNIT STANDARD CCFO IDENTIFYING



Identify and solve problems using critical and creative thinking to carry out client assessments.

UNIT STANDARD CCFO ORGANISING

Organize and manage one-self and activities when participating as project team member.

UNIT STANDARD CCFO COLLECTING

Collect and organise information when delivering reports.

UNIT STANDARD CCFO COMMUNICATING

Communicate effectively and responsibly with stakeholders and the community and when reporting problem areas.

UNIT STANDARD CCFO DEMONSTRATING

Demonstrate an understanding of the world as a set of related systems when transferring technology from one entity to the other.

UNIT STANDARD CCFO CONTRIBUTING

Be culturally and aesthetically sensitive across a range of social contexts when interacting and communicating with communities.

QUALIFICATIONS UTILISING THIS UNIT STANDARD:

	ID	QUALIFICATION TITLE	PRE-2009 NQF LEVEL	NQF LEVEL	STATUS	END DATE	QUALITY ASSURING BODY
Fundamental	63249	National Diploma: Agricultural Extension	Level 5	NQF Level 05	Reregistered	2015-06-30	AgriSETA
Fundamental	59550	National Certificate: Agricultural Extension	Level 6	Level TBA: Pre-2009 was L6	Reregistered	2015-06-30	AgriSETA