**CSK 3205 THE VIABILITY AND IMPACT OF COMMUNICATION**  
This course teaches the fundamental thinking skills necessary for critical evaluation of research based arguments, especially those based on quantitative information. The course introduces generic, logical and statistical concepts through analysis and discussion of specific case studies (e.g. health and business, opinion polls), research for the media (e.g. media violence) and research for the media (e.g. audience research) students’ logical and quantitative reasoning skills are improved through a variety of “hand on” exercise and projects.

**Course Content:**

Introduction to critical thinking

Foundations of critical thinking

Critical thinking as a basis of effective communication

Critical thinking for viable& impact communication

Critical thinking, evaluation and logical processing of information

Logical interpretation, analysis and communication of messages

Logical IEC materials design and distribution

Logical and statistical triangulation of information sources

Opinion polls information analysis and management

Current issues in media research and opinion polls management

Impact of advert messages, channel selection and use

**Learning Outcomes:**

By the end of the course students should be able to:

1. Determine the viability and impact of a communication
2. Select channels for appropriate impact and success in communication
3. Conduct strategic communication research

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Siegel.H.( 1992). On Defining Critical Thinker and Justifying Critical Thinking. Philosophy of Education.

Barker.D. (1990). May be Yes, May be No: A Guide For Young Skeptics. Prometheus books.

Siegel. H. Educating Reason: Rationality, Critical Thinking, and Education. Philisophy of Education Research Library

Barker.D. (1992). Losing Faith in Faith: From Preacher to Atheist. Freedom from Religion Foundation Press.