

Short Learning Programme Course Outline: Communication and Public Participation Training duration - 8 contact hours

Purpose of short learning programme (SLP)

The purpose of this 1-day short learning programme is to capacitate delegates with a comprehensive understanding of the importance of communication and public participation within the context of local government in South Africa.

Please note that this new 1-day SLP can be split into 2 x half-day contact sessions as follows:

- **Part A:** Communication
- **Part B:** Public Participation

***Admission/entrance requirements:**

- A National Senior Certificate (NSC)
- A National Certificate (Vocational) Level 4 (NCV4) or
- An appropriate Further Education and Training Certificate or equivalent.
- Good reading and writing skills at NQF level 4 is recommended.

* Please note that the Entrance Requirements are only applicable, if the student chooses to be assessed.

Attendance requirements

Kindly note students are required to remain in class for the duration of the course.

Course outline

Part A: Communication

Communication – an introduction

- Purposes and forms of communication
- Communication in local government

Media liaison

- Role of the media
- Importance of liaising with the media
- Mainstream media
- Local community newspapers

Communication with the media

- Do's and don'ts
- Comment vs opinion
- The media interview
- Legislation relating to communication
- Format for defining roles

Role definition

- The municipal council
- Committees of the council
- The executive mayor
- The mayoral committee
- The municipal councillor
- The municipal manager

Legal consequences of communication

- Defamation
- Comment and opinion

Part B: Public participation**Public participation – an introduction**

- Rationale for public participation
- Legislative prescriptions
- Public participation provisions in the Constitution of RSA, 1996
- Public participation provisions in terms of the Municipal Structures Act 117 of 1998
- Public participation through ward committees

Need for enhanced public participation

- Strategies to enhance public participation
- Social environment
- Statutory environment
- Public participation unit

- Public participation strategy
- Executive mayoral outreach programme
- Arnstein's ladder of citizen participation
- Case studies

Assessment practice (Optional)

- Students who register for the full 1 day short course will be assessed on all outcomes linked to the SLP;
- Students who register for either Part A or B will only attend a half day training session and their assessment will cover outcomes linked to that specific section only;
- Students need to obtain a 50% pass mark overall in order to be issued with a university Certificate of Compliance.

Training delivery

- Training can take place at the Nelson Mandela University's Bird Street campus in PE or on-site.

Contact details

For further information and to request quotations, please contact:

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