

**CN 4438 LEADERSHIP COMMUNICATION    LEVEL 6    UK CREDITS: 15**

(Updated:Fall 2015)

**PREREQUISITES:**

WP 1010 Introduction to Academic Writing  
WP 1111 Integrated Academic Writing and Ethics  
WP 1212 Academic Writing and Research  
CN 2301 Contemporary Mass Communication

**CATALOG**

**DESCRIPTION:**

Communication styles of business and political leaders. The role of communication in effective leadership, with a focus on techniques used to develop successful public and corporate leadership communication strategies.

**RATIONALE:**

Communication is fundamental to leadership. This course will improve students' understanding of the processes and practices of leadership and develop communication skills they will need as professionals.

**LEARNING**

**OUTCOMES:**

As a result of taking this course, the student should be able to:

1. Develop knowledge and understanding of what makes leadership communication styles effective.
2. Select and apply communication techniques to develop, deliver and sustain a leadership message.
3. Analyze and critically evaluate alternative communication strategies of selected leaders.
4. Apply the appropriate communication tools to the solution of a complex problem.

**LEARNING  
AND TEACHING  
STRATEGY :**

In congruence with the learning and teaching strategy of the college, the following tools are used:

- Classes consist of lectures, television/ film screenings and class discussions on leadership cases/examples.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.

- Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, as well as additional resources.

#### **ASSESSMENT:**

In-class, presentation of leadership cases- formative	0	Viewing of film and other media
Term paper – summative	40	Analysis/evaluation of the communication style/strategy of a selected leader
Final examination (2-hour, comprehensive) - summative	60	essay questions and problem/case

The final examination tests Learning Outcomes 1, 2 and 4  
The paper tests Learning Outcome 3

#### **READING LIST:**

##### **REQUIRED MATERIAL:**

Deborah Barrett, *Leadership Communication*, 4th ed., McGraw-Hill/Irwin; 2013

Hackman, M.Z and Johnson, C.E., *Leadership: a Communication Perspective*, Waveland, 6th ed., 2013

Pew Research Center, “Cell Phones, Social Media and Campaign 2014” Retrieved from

[http://www.pewinternet.org/files/2014/10/PI\\_CellPhonesSocialMediaCampaign2014\\_110314.pdf](http://www.pewinternet.org/files/2014/10/PI_CellPhonesSocialMediaCampaign2014_110314.pdf) April 10, 2015

Speaker’s Digital Democracy Commission: Recommended guidance for the use of Twitter by politicians - Members of Parliament and the House of Lords. Retrieved from <http://www.parliament.uk/documents/speaker/digital-democracy/Digi096CIPR.pdf> April 20, 2015

##### **FURTHER READING:**

John Baldoni, *Great Communication Secrets of Great Leaders*, McGraw Hill Professional, 2003

James E. Katz, Michael Barris, Anshul Jain, *The Social Media President: Barack Obama and the Politics of Digital Engagement*, Palgrave Macmillan, 2013

Peter G. Northouse, *Leadership: Theory and Practice*, Sage Publications, 5<sup>th</sup> ed., 2009

Parmelee, J. H., & Bichard, S. L. *Politics and the Twitter Revolution: How tweets influence the relationship between political leaders and the public.* Lanham, MD: Lexington Books, 2012

**RECOMMENDED :** Rowe W. Glenn, *Cases in Leadership*, Sage Publications, 2010  
Goleman Daniel, "What makes a Leader", Harvard Business Review, Nov-Dec 1998: 93-102  
Niccolo Machiavelli, *The Prince*, Bantam Classics, 1984  
San Tzu, *The Art of War*, Oxford University Press, 1971

**WWW RESOURCES:** Students are asked to search the Internet for further readings (such as articles and reports) related to the topics covered in the course. Some excellent Web sites for this purpose are:

Center for Excellence in Public Leadership at George Washington University [www.gwu.edu](http://www.gwu.edu)  
Harvard Business School- The Leadership Initiative [www.hbs.edu/leadership](http://www.hbs.edu/leadership)  
The JFK School of Government, Harvard University <http://content.ksg.harvard.edu/leadersip>  
Center for Non-Profit and Public Leadership at Berkeley <http://groups.haas.berkeley.edu/nonprofit>  
National Communication Association [www.natcom.org](http://www.natcom.org)  
Eastern Communication Association [www.ecasite.com](http://www.ecasite.com)  
Leadership (UK) [www.sagepub.co.uk/journal](http://www.sagepub.co.uk/journal)  
Centre for Leadership Studies-University of Exeter UK <http://centres.exeter.ac.uk/>

**SOFTWARE REQUIREMENTS:** Word, PowerPoint.

**COMMUNICATION REQUIREMENTS:** Verbal and written skills using professional / academic English.

## **INDICATIVE CONTENT OUTLINE:**

### **1. Defining Leadership**

- 1.2. Different views of leadership
- 1.3. Overview of theoretical approaches to leadership
- 1.4 Leadership as an interactive process

### **2. What is Leadership Communication?**

- 2.1 Connecting leadership and communication
- 2.2. Applying the leadership communication framework
- 2.3. Projecting a positive leadership ethos

2.4. Assessing leadership communication skills and developing an improvement plan

### **3. Core Leadership Communication**

3.1. Developing a leadership communication strategy

3.2. Establishing a clear communication purpose

3.3. Analyzing Audiences

3.4. Organizing written and oral communication

### **4. Leadership Perspectives and Communication Styles**

4.1. Leaders in business and public settings

4.2. Great communication leadership examples

4.3. Examination of special cases in public leadership

4.4. Historical and cultural parameters in leadership communication

### **5. Applied communications**

5.1. Creating effective leadership documents

5.2. Selecting the most effective communication medium

5.3. Using language to achieve a leadership purpose

5.4. Developing emotional intelligence and cultural literacy to strengthen leadership communication

5.5. Developing effective non-verbal communication

5.6. Developing effective interpersonal communication strategies

5.7. Establishing leadership through internal communication

5.8. Developing an external relations strategy

5.9. Handling crisis communications

5.10. The Politics of Digital Engagement

5.11. Social Media Strategies in Public and Business Leadership