



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Analyse And Interpret Source Messages And Texts Training

Communication Studies and Language / Communication Studies

Unit Standard 116794 · NQF Level 7 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to critically analyse and interpret various source messages and texts, enabling them to extract meaning, identify bias, and evaluate credibility. Participants will develop the ability to apply analytical frameworks to diverse texts, enhancing their decision-making and communication in professional contexts.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	116794
Accreditation	SAQA Accredited · NQF Level 7 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the structure and purpose of source messages and texts to determine their intended meaning.
- Evaluate the credibility and bias of sources using established criteria.
- Interpret implicit and explicit messages within texts to draw logical conclusions.
- Apply analytical techniques to compare and contrast multiple sources on the same topic.
- Demonstrate the ability to summarise and report findings from analysed texts in a clear and objective manner.

WHO SHOULD ATTEND

- This course is ideal for professionals who need to interpret complex documents, reports, or media as part of their roles, including managers, researchers, compliance officers, and administrative staff.

COURSE OUTLINE

Day 1: Introduction to Source Messages and Texts

- Overview of the unit standard 116794.
- What is a source message? Types and examples.
- The communication process: sender, message, channel, receiver.
- Introduction to textual analysis.
- Source credibility: factors and evaluation.

Day 2: Foundational Reading and Comprehension Skills

- Active reading techniques: previewing, questioning, summarising.
- Identifying main ideas and supporting details.
- Literal vs. inferential meaning.
- Summarisation skills.
- Practice with sample texts.

Day 3: Understanding Context and Purpose

- What is context? Types of context.
- Impact of context on interpretation.
- Identifying author's purpose.
- Case studies: texts from different contexts.
- Group activity: contextual analysis.

Day 4: Audience Analysis and Tone

- Audience analysis: demographics, psychographics.
- How audience shapes content, language, and style.
- Tone: formal, informal, persuasive, etc.
- Matching tone to audience.
- Exercises: identifying audience and tone.

Day 5: Language and Rhetorical Devices

- Rhetorical devices: definitions and examples.
- Denotation vs. connotation.
- Persuasive language: ethos, pathos, logos.
- Figurative language and imagery.
- Practice: analysing language in advertisements.

Day 6: Critical Thinking and Bias Detection

- Critical thinking frameworks.
- Bias: types and detection.
- Fact vs. opinion.
- Stereotypes and assumptions.
- Propaganda techniques: bandwagon, fear, etc.
- Case studies: news articles.

Day 7: Analysing Visual and Multimedia Texts

- Visual literacy: reading images.
- Graphs and charts: interpreting data.
- Layout and design: impact on message.

- Semiotics: signs, symbols, and codes.
- Multimedia analysis: video and audio texts.

Day 8: Interpreting Persuasive and Argumentative Texts

- Argument structure: Toulmin model.
- Evaluating evidence: relevance, sufficiency.
- Common logical fallacies.
- Persuasive strategies: emotional appeals, etc.
- Practice: analysing editorials and opinion pieces.

Day 9: Comparative Analysis of Multiple Sources

- Comparing sources: similarities and differences.
- Handling contradictory information.
- Synthesis: combining insights.
- Source triangulation.
- Group project: analysing multiple sources on a topic.

Day 10: Contextualising South African Texts

- South African media landscape.
- Language diversity and translation issues.
- Power dynamics in texts.
- Representation of race, gender, class.
- Case studies: SA news, advertisements, literature.

Day 11: Practical Application and Case Studies

- Case study 1: political speech.
- Case study 2: corporate communication.
- Case study 3: social media campaign.
- Group presentations.
- Peer feedback.

Day 12: Integration, Assessment, and Reflection

- Summative assessment: analyse a source message or text.
- Review of key concepts.
- Self-assessment and reflection.
- Future learning pathways.
- Course evaluation and feedback.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 47,100.00	R 47,100.00
1	In-House	R 61,300.00	R 61,300.00
1	On-Campus (Pretoria)	R 70,700.00	R 70,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Mauritius
13 Aug 2026	28 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 116794) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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