



EARTHE

Activity 2

Digital toolkit for innovative curriculum and methodological development

Module 2 – Communication enhancement

Method 6 – Video discourse analysis

Case study



Module 2 – Communication Enhancement

Case study 1. - Seeing Communication in Action: Learning Through Video Analysis

Related Method - Video Discourse Analysis

Context and Background

Organisation: A vocational training centre in Southern Europe offering courses for adult jobseekers and employees seeking re-skilling.

Target Group: Adults aged 25–50, mixed gender, including unemployed individuals, entry-level workers, and migrants improving workplace integration.

Scope: The centre aimed to strengthen communication and teamwork skills for participants preparing for job interviews and workplace collaboration.

Problem / Challenge Presented

Many learners struggled to recognise how their communication habits were perceived by others. They often lacked self-awareness about tone, body language, or clarity of expression, leading to misunderstandings in professional and social settings. Role-play alone was not sufficient, as participants needed concrete, external examples to observe and reflect upon.

Actions Taken / Method Applied

The training centre integrated Video Discourse Analysis into its curriculum. Key steps included:

Selecting short, contrasting video clips showing effective vs. poor communication (job interviews, workplace meetings, customer interactions).

Providing learners with observation sheets focused on tone, listening, non-verbal cues, and structure.

Running guided discussions after each clip, helping learners extract key lessons.

Asking participants to connect observations to their own communication habits and identify improvement areas.

The method created a safe space for critical reflection by analysing others first, before applying insights to themselves.



Outcomes and Results

Learners improved their ability to observe and interpret non-verbal cues such as facial expressions, gestures, and posture. Participants became more aware of how much meaning can be conveyed even without words. By comparing muted and full video clips, learners strengthened their critical thinking and recognised potential misinterpretations in communication. The activity fostered greater empathy, as learners considered how others might feel based on subtle non-verbal signals.

Lessons Learned

Learners benefit most when video clips are short, realistic, and directly connected to their goals (e.g., job readiness). Observation sheets guide learners to notice details they might otherwise miss. Combining video analysis with practice (role-plays, simulations) maximises impact.

Key Success Factors

Careful selection of video material (relatable, concise, clear contrast between effective and poor communication).

Structured group discussions to connect video insights to learners' real-life contexts.

Safe, supportive environment where participants could express observations freely.

Facilitator guidance in linking observed behaviours to specific communication strategies.

Challenges Encountered and How They Were Addressed

Some participants found it difficult to focus on non-verbal cues without the spoken words; facilitators guided them with observation checklists (e.g., "Look at eye contact, posture, hands"). A few learners misinterpreted emotions, leading to group debates; this was turned into a positive learning opportunity by highlighting that interpretations can vary and require clarification. Limited digital literacy in some groups created barriers in accessing or replaying video content; facilitators supported by projecting clips collectively and offering step-by-step guidance.

Applicability / Recommendations for Educators

Use video examples as a first step before role-play to build awareness without pressure. Provide structured observation tools to focus attention on key aspects of communication. Always include guided debriefing to connect video observations with learners' own experiences. Adapt materials: for low-literacy groups, use videos with simple language and strong non-verbal cues; for advanced learners, use authentic workplace recordings. Combine video analysis with practical follow-up activities (mock interviews, simulations) to reinforce skills.