

EARTHE

Activity 2

Digital toolkit for innovative curriculum and methodological development

Module 2 – Communication enhancement

Method 6 – Video discourse analysis



Module 2 – Communication Enhancement

Method 6 – Video Discourse Analysis

Soft skill focus

This method strengthens learners' ability to observe, interpret, and reflect on real communication patterns through video-based case studies. By analysing verbal and non-verbal cues in recorded conversations, participants learn how to improve clarity, empathy, and adaptability in their own communication.

Learning outcomes

- Identify effective and ineffective communication behaviours in video examples.
- Analyse tone, body language, and discourse strategies used in conversations.
- Reflect on their own communication habits in relation to observed practices.
- Apply lessons from video analysis to improve workplace and personal communication.

Target group

Age: Adults 20–55

Gender: Mixed

Level of studies: Secondary education and above (adaptable with simpler clips for lower literacy groups)

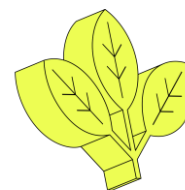
Status: Employed, unemployed, or job-seeking

Fewer opportunities: Particularly useful for learners with limited workplace experience, migrants with language barriers, or those struggling with self-awareness in communication.

This method is designed for adults who benefit from seeing real or simulated communication scenarios rather than only discussing them abstractly. By engaging with video clips, learners gain concrete insights into effective communication strategies and mistakes, helping them transfer knowledge into practice.

Method description

Video Discourse Analysis uses selected video clips (e.g., interviews, workplace meetings, customer interactions, role-plays) as learning material. Participants observe, discuss, and



EARTHE

reflect on communication choices, analysing both successes and breakdowns. The method encourages critical thinking, self-awareness, and peer discussion, making it a powerful tool for communication enhancement.

Implementation instructions

Timeline: 60–75 minutes per session

Number of participants: 8–20 (works in small or large groups with guided discussion)

Necessary materials: Laptop/projector, selected video clips, observation sheets, flipchart/markers

Space: Classroom with projector/screen and flexible seating for group discussion

Implementation in 5 steps

Step 1 – Introduction: Facilitator introduces the concept of learning through video analysis, explaining that learners will watch and critically reflect on communication behaviours.

Step 2 – First Viewing: Participants watch a short clip (2–3 minutes). They are instructed to focus on general impressions without taking notes.

Step 3 – Second Viewing with Observation: Clip is replayed. Learners use observation sheets to note tone of voice, body language, listening behaviours, and effectiveness of responses.

Step 4 – Group Discussion: In small groups, learners discuss their observations: What worked well? What created misunderstandings? How did non-verbal cues affect meaning? Facilitator guides reflection and highlights key lessons.

Step 5 – Application & Debrief: Participants reflect on how lessons apply to their own experiences (e.g., “How could I use these strategies in an interview?”). Group shares takeaways, and facilitator connects analysis to personal and professional contexts.

Practical tips

Tip 1: Choose short, relatable clips (2–4 minutes) to keep focus.

Tip 2: Use contrasting examples (effective vs. poor communication) to spark deeper reflection.

Tip 3: Always connect video insights back to learners’ own lives through structured reflection.

Debriefing questions

1. What behaviours made the communication effective or ineffective in the video?
2. How did tone, body language, or listening skills influence the outcome?



EARTHE

3. What specific strategies can you take from this video and apply to your own communication?

Practical description sheet

Title: Video Discourse Analysis

Purpose: To improve communication by analysing real and simulated video scenarios.

Duration: 60–75 minutes

Format: Watch–observe–discuss–apply

Core Steps: Introduction → First viewing → Second viewing with observation → Group discussion → Debrief & application

Materials: Projector, video clips, observation sheets

Target Group: Adults 20–55, diverse backgrounds, including jobseekers and employees

Learning Outcomes: Recognise effective communication, analyse verbal/non-verbal cues, reflect on habits, apply strategies in practice

Key Benefits: Builds awareness, critical thinking, empathy, and adaptability in real-world interactions