

PURPOSIVE COMMUNICATION

REVIEWER

PART 1: NATURE, PROCESS, AND PRINCIPLES OF COMMUNICATION

Communication is the act of sharing and understanding meaning between people. It is a continuous process, not just a single action. It uses symbols—words, actions, or objects—to send messages.

ELEMENTS OF COMMUNICATION

- **Sender:** The person who starts and sends the message
- **Message:** The idea, information, or feeling being shared
- **Encoding:** Turning thoughts into words, actions, or symbols
- **Channel:** The way the message travels—voice, text, email, gestures, or video
- **Receiver:** The person who gets the message
- **Decoding:** Interpreting and understanding what the message means
- **Feedback:** The receiver's reply or reaction; proves communication is two-way
- **Context:** The situation that shapes the exchange—physical setting, time, culture, relationship between people
- **Noise:** Anything that blocks or distorts understanding:
- **Physical:** loud sounds, bad signal, poor lighting
- **Psychological:** bias, stress, distraction
- **Semantic:** confusing words, different meanings

MODELS OF COMMUNICATION

- **Linear:** One-way only—sender → message → receiver; no feedback included
- **Interactive:** Two-way; sender and receiver take turns sending messages and giving feedback
- **Transactional:** Most accurate—both people send and receive at the same time; meaning is created together, shaped by shared experience and context

PRINCIPLES OF COMMUNICATION

- **Principle of Clarity:** Use simple, clear words so the message is understood exactly as intended
- **Principle of Attention:** Grab and keep the receiver's focus
- **Principle of Feedback:** Always confirm if the message was understood correctly
- **Principle of Informality:** Casual communication works better for some situations; not everything needs to be formal
- **Principle of Consistency:** Messages must match rules, goals, and previous information
- **Principle of Timeliness:** Send information at the right time—delays make it useless

- **Principle of Adequacy:** Give complete but not unnecessary details

FORMS OF COMMUNICATION

- **Verbal:** Uses spoken or written words
- **Non-verbal:** Uses actions instead of words—facial expressions, posture, gestures, tone of voice, space, eye contact, touch. About 93% of emotional meaning comes from non-verbal cues
- **Kinesics:** body movements and facial expressions
- **Proxemics:** use of space and distance
- **Chronemics:** use of time
- **Haptics:** communication through touch
- **Written:** Permanent record; formal; good for proof and reference
- **Formal:** Follows official rules and channels
- **Informal:** Casual, personal, used with friends or close groups

COMMUNICATION ETHICS

- Always be truthful, fair, and respectful
- Avoid lying, hiding facts, spreading rumors, or twisting information
- No plagiarism—always give credit to the original source
- Respect privacy and other people's opinions

PART 2: COMMUNICATION FOR WORK PURPOSES

ORAL PRESENTATIONS

- **Rhetorical Appeals:**
- **Logos:** logic, facts, data, and clear reasoning
- **Ethos:** your credibility, knowledge, and trustworthiness
- **Pathos:** connecting with the audience's feelings and experiences
- **Types of Presentation:**
- **Informational:** gives updates, facts, or reports
- **Instructional:** teaches how to do something
- **Persuasive:** convinces people to agree or act
- **Inspirational:** motivates or lifts the audience
- **Good Delivery:** speak clearly, face the audience, avoid filler words like uhm or like, use simple language, maintain good posture and eye contact

BUSINESS LETTERS

- Use: Formal messages sent outside your group or organization
- Full Block Style: most common—all parts aligned to the left
- Essential Parts:
- Letterhead / Sender's address
- Date
- Inside address (receiver's name, position, and address)

- Salutation (greeting)
- Body of the letter
- Complimentary close
- Signature and typed name
- Key Tips: be polite, direct, and respectful; use proper titles; keep it professional

MEMORANDUM

- Use: Short formal messages sent inside an office or school
- Parts: TO, FROM, DATE, SUBJECT, then the message and action needed
- Style: Direct, no greetings or closing remarks

EMPLOYMENT COMMUNICATION

- Types of Interview: face-to-face, phone, video, panel, group, luncheon
- STAR Method: best way to answer behavioral questions—Situation → Task → Action → Result
- Before Interview: research the company, prepare your answers, practice
- During Interview: be on time, dress properly, listen well, be honest and confident
- After Interview: send a short thank-you note or message

PART 3: COMMUNICATION FOR ACADEMIC PURPOSES

ACADEMIC ATTITUDE

- Read to learn, write to share knowledge, think critically
- Evaluate different views before forming your own opinion
- Use sources to support your ideas, not copy them

RHETORICAL SITUATION

Every academic writing task has four key parts:

- Purpose: Why you are writing—to inform, explain, persuade, or argue
- Audience: Who will read your work—teacher, classmates, experts, or general readers
- Stance: Your attitude toward the topic—objective, neutral, or persuasive
- Genre: The form of writing—essay, report, reaction paper, or research

ACADEMIC INTEGRITY

- Plagiarism: using someone else's words or ideas without giving credit—this is wrong and unethical
- Intertextuality: connecting your work to other sources or related ideas
- Citation: for Education courses, use APA 7th Edition style
- How to use sources:
- Quote: use exact words with quotation marks
- Paraphrase: rewrite the idea in your own words
- Summarize: share only the main points briefly

PART 4: COMMUNICATION IN MULTICULTURAL AND GLOBAL SETTINGS

COMMUNICATION AND GLOBALIZATION (MULTICULTURAL SETTING) & INTERCULTURAL COMMUNICATION AND ITS FOUR FORMS (INTERRACIAL, INTERETHNIC, INTERNATIONAL, AND INTRACULTURAL)

Overview: Globalization connects people across borders, turning the world into a “Global Village”. Communicating well across cultures builds respect, understanding, and teamwork.

KEY CONCEPTS:

- **Communication:** Sharing messages so everyone gets the same meaning

- **Culture:** Shared beliefs, values, customs, and habits of a group

- **Multicultural setting:** A place where different cultures and races live together

FOUR FORMS OF INTERCULTURAL COMMUNICATION:

1. Interracial Communication – Between people of different races

Example: Filipino student working with an African classmate

2. Interethnic Communication – Between different ethnic groups within the same country

Example: Cebuano and Ilocano talking about their traditions

3. International Communication – Between people from different countries

Example: Filipino talking to someone from another country

4. Intracultural Communication – Within the same culture, but different age, job, or social position

Example: Student asking their teacher about school work

VARIETIES AND REGISTERS OF SPOKEN AND WRITTEN LANGUAGE

Definition: We adjust how we speak or write based on who we are with, where we are, and what we are talking about.

KEY CONCEPTS:

Variety of Language: Changes based on place, culture, age, or job. Examples: dialects, slang, technical terms, standard language.

Register of Language (5 levels):

Frozen: Fixed and rarely changes (prayers, national anthem, oaths)

Formal: Polite and structured (speeches, reports, school essays)

Consultative: Professional two-way talk (teacher–student, doctor–patient)

Casual: Relaxed talk (with friends or classmates)

Intimate: Personal and private (with close family or loved ones)

Spoken vs Written Language:

Spoken: More casual, uses tone, gestures, and pauses

Written: Organized, follows grammar and spelling rules, kept as a record

Importance: Prevents misunderstanding, shows respect, makes communication clearer.

Conclusion: Language is flexible—adjust to the situation, purpose, and audience to communicate better.

CULTURE AND CO-CULTURE AND ITS STRATEGIES (ASSIMILATION, ACCOMMODATION, AND SEPARATION)

Culture – The shared way of life of a group of people. It includes beliefs, values, customs, language, traditions, behaviors, and symbols passed down from one generation to the next. It shapes how people think, speak, and relate to others.

- Example: Filipinos celebrate Christmas with Simbang Gabi, family reunions, and Noche Buena; saying “po” and “opo” to show respect to elders

Co-culture – A smaller group within a larger society that has its own distinct beliefs, practices, or identity, while still being part of the wider culture. It may be based on ethnicity, religion, age, occupation, or other shared traits.

- Example: Ifugao communities keeping their own language and customs; Filipino-Chinese families celebrating both Chinese New Year and Filipino holidays.

Three Strategies of Co-cultural Communication:

1. Assimilation – Adopt the ways of the dominant culture and set aside or reduce your own identity.

Goal: To fit in and be accepted by the majority.

2. Accommodation – Keep your own culture while also adjusting to the dominant culture, and encourage others to respect your differences.

Goal: To participate fully in society without losing who you are.

- Example: A Muslim employee follows office rules but still observes daily prayers; a student speaks Filipino in class but uses their native dialect at home.

3. Separation – Choose to keep your own identity and limit contact with the dominant culture.

Goal: To protect and preserve your own traditions and way of life.

- Example: An indigenous community living according to their own ways; a group holding its own festivals to keep its culture alive.

CULTURAL DIALECTICS (INDIVIDUALISM VS. COLLECTIVISM. HIGH-CONTEXT VS. LOW-CONTEXT. HIGH-POWER DISTANCE VS. LOW-POWER DISTANCE, FEMININE VS. MASCULINE CULTURE)

Definition: Frameworks to understand how different cultures think, act, and relate to one another.

Key Dimensions:

1. Individualism vs Collectivism

- Individualism: Focus on personal goals and rights

Example: Choosing a course because it is what you want

- Collectivism: Focus on the good of the group or family

Example: Choosing a course to help support your family

2. High-Context vs Low-Context Communication

- Low-Context: Direct and clear

Example: “I feel sad you didn’t reply to my message

- High-Context: Indirect; meaning comes from tone and actions

Example: Saying “I’m okay” but looking down and speaking softly

3. High Power Distance vs Low-Power Distance

- High-Power Distance: Accepts differences in rank; respects authority

Example: Staying quiet even if confused

- Low-Power Distance: Encourages equality; free to ask questions

Example: Raising your hand to ask for clarification

4. Feminine vs Masculine Culture

- Masculine: Values success, achievement, and competition
- Feminine: Values relationships, care, and helping others

Example: Helping a classmate who does not understand the lesson

CULTURAL DIFFERENCES: INFLUENCES ON CULTURAL IDENTITY

Cultural Differences: Distinct beliefs, practices, and ways of living that set groups apart from one another.

Example: Filipinos show respect through pagmamano; others bow; some use chopsticks, while Filipinos use spoon and fork.

Cultural Identity: Your sense of belonging to a group, shaped by shared traditions, language, beliefs, and experiences. It gives you a sense of who you are and where you come from.

Ethnocentrism: The belief that your own culture is better, more correct, or more important than others. It judges other cultures only by your own standards.

Cultural Relativism: The practice of understanding and valuing a culture on its own terms, without judging it by your own culture's standards.

Stereotype: A fixed, oversimplified idea or belief about a group that ignores individual differences.

Prejudice: A negative attitude or opinion formed about a group without knowing the facts or getting to know the people personally.

CHARACTERISTICS OF A COMPETENT GLOBAL COMMUNICATOR

What it really means:

It is not just about speaking English well or knowing many words. It means you can talk, listen, and connect properly with anyone—no matter where they come from, what they believe, or how they act. You avoid mistakes, show respect, and make sure everyone understands and feels valued.

THE 6 KEY TRAITS, EXPLAINED SIMPLY:

1.Open-mindedness

You do not say “my way is the only right way”. You accept that there are many different ways to do things, and that is okay.

Example: You do not laugh when someone greets you differently or eats food in a way you are not used to.

2.Cultural Awareness

You know that people have different habits, beliefs, and rules. You do not assume everyone thinks like you.

Example: You know that in some places being direct is polite, while here being gentle and indirect is more respectful.

3. Clear Communication

You speak simply and clearly. You also listen carefully—you do not just wait for your turn to talk. You ask if you are unsure so you do not misunderstand.

Example: You explain your point simply instead of using hard words; you say “Did I understand you right?” if you are confused.

4.Empathy

You try to feel and understand where the other person is coming from. You put yourself in their shoes.

Example: You do not get mad right away if someone replies late—maybe they have different customs or are busy with family duties.

5. Adaptability

You adjust how you act or speak depending on who you are talking to. You do not use the same style for everyone.

Example: You speak formally and politely to elders or foreign guests, but you can be relaxed and friendly with classmates.

6.Respect

You treat everyone fairly and nicely, no matter their race, religion, status, or background.

Example: You listen respectfully even if you disagree with their opinion.

WHY THIS MATTERS:

- It stops fights and misunderstanding
- It builds trust and friendship
- It helps you work well with people everywhere
- It shows that you are a good representative of your own culture too

In short: A competent global communicator is someone who respects differences, speaks clearly, listens well, and adjusts so everyone can understand and get along.