

PURPOSIVE COMMUNICATION

Analiza Salud | 1st SEM

UNIT 1 LESSON 1: NATURE OF COMMUNICATION

Purposive communication – intentional exchange of messages to achieve a specific goal.

Culture – shared beliefs, values, norms, and behaviors of a group. It can be shaped by geography, language, and history.

Globalism – promotes a world with fewer barriers to trade, communication, and movement.
It values shared human experiences while respecting different cultures.

Globalization – the process of increasing worldwide connections in trade, economics, politics, and technology. Technology and social media help people communicate across borders in real time.

Communication – the exchange of information and meaning. It connects people and helps create understanding. Culture influences communication by shaping how people perceive, interpret, and express messages.

Elements of Communication

Context – the situation or environment where communication happens.

Sender – starts the communication and creates the message.

Message – the information or idea being communicated.

Channel – the medium used to send the message, such as face-to-face, phone, or TV.

Decoder – interprets the message into thoughts or meaning.

Receiver – receives and responds to the message through feedback.

Feedback – makes communication a two-way process.

Noise – any interference that distorts or interrupts communication.

Communication models – frameworks that explain how messages are sent, received, and understood.

Lasswell's Model

Developed by Harold D. Lasswell. It is a linear model that asks:

Who → **Says What** → **Through Which Medium** → **To Whom** → **With What Effect**

- Focuses on the message, channel, audience, and effect.
- Commonly used in communication studies and public relations.
- Shannon-Weaver Model

Developed by Claude Shannon and Warren Weaver.

Focuses on the transmission of information.

Source → **Message** → **Channel** → **Receiver**

- Introduced noise as a disturbance that can affect communication.
- Emphasizes how information is transmitted clearly despite interference.

Wilbur Schramm's Model

Communication is a shared experience.

- Effective communication happens when the sender and receiver have similar backgrounds, experiences, or frames of reference.
- Gerbner's Mod communication involves the transmission and

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interpretation of message
Emphasizes perception, interaction,
and negotiation.

UNIT 2 LESSON 1: COMMUNICATION PRINCIPLE

Technology, Culture, and Society

Technology & Culture

Influence each other and continuously change over time, and shape cultural

- Gives people greater access to information.
- Can help preserve and promote traditions.

Negative Effects of Technology

- May weaken face-to-face interactions.
- Can create dependence on digital communication.
- May cause cultural erosion as traditional practices are overshadowed.
- Can contribute to unemployment and changes in social institutions.
- Excessive reliance may reduce genuine human connection.

Technology as a “Global Village”

- Technology makes the world feel like a global village by allowing people from different countries to communicate easily and instantly.
- However, it may also reduce personal interactions and traditional practices.

Four Principles of Communication

norms, values, and practices from simple tools to modern digital technology.

Positive Effects of Technology

- Connects people around the world.
- Breaks communication barriers.
- Improves medicine, engineering, and economics.

Communication is inevitable - means that it is impossible not to communicate.

Everything we do can send a message, including our words, gestures, clothing, actions, and even silence.

Communication is permanent - means that once something is communicated, especially spoken words, it cannot be completely taken back. This reminds us to think before we speak.

Communication is complex - because people use symbols and words to create and understand meaning. A word can have a literal or implied meaning, which can sometimes cause misunderstandings.

Communication is Contextual -

Communication depends on the situation or context.

Four types:

Psychological – emotions and mental state.

Relational – relationship between the people communicating.

Situational – place or setting.

Cultural – cultural norms, values, and behaviors.

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LESSON 2: UNIT 1 GLOBALIZATION IN HUMAN COMMUNICATION

Global Greeting Exchange

The Global Greeting Exchange is an activity where students practice greetings in different languages and greet one another as a class. It helps students appreciate different languages and cultures.

Innovation in Human Communication

Innovation in human communication is essential for globalization because people from different cultures need to communicate effectively to work together, share knowledge, and build relationships.

Three important innovations make communication more global. Machine Translation allows people to understand and communicate in different languages. Examples include Duolingo and Google Translate. Real-Time Communication allows people to communicate instantly through video calls and messaging, such as Zoom and Slack. Social Media allows people around the world to connect, share information, exchange ideas, and understand different cultures.

Machine Translation (MT)

Machine Translation (MT) is the use of computers, AI, and machine learning to translate text from one language to another. It helps students understand foreign languages and cultures and communicate with people from different countries.

Real-Time Communication Tools

Real-Time Communication (RTC) tools are applications that allow people to communicate instantly, no matter where they are.

RTC tools help students work together on projects, communicate with teachers and classmates, and connect with people from different countries and cultures

Social Media Platforms

Social media platforms are powerful tools that connect people worldwide regardless of language, culture, or location. They make communication faster, easier, and more creative.

Social media helps globalization by allowing people to connect with family and friends, learn about different cultures, share ideas, collaborate on global projects, and communicate in real time through video calls and live streams. Translation features also reduce language barriers and improve global communication.

Social media can also spread awareness about global issues, cultural diversity, and human rights. It supports developing countries by helping small businesses, farmers, and students access customers, education, and information. It can also help hold governments and companies accountable by exposing wrongdoing and organizing movements for change.

UNIT 2_Lesson 2_New Literacies Brought About by Globalization

New Literacies

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1. Digital Literacy: Ability to use digital technology to communicate, create, and learn.
2. Media Literacy: Ability to evaluate and create media messages critically.
3. Information Literacy: Ability to find, evaluate, and use information effectively.
4. Visual Literacy: Ability to understand and interpret images and data.
5. Multimodal Literacy: Ability to communicate using text, images, audio, and video.

Trends and Issues in New Literacies

Rise of Social Media: Connects people worldwide instantly but can spread misinformation and disinformation.

Digital Literacy: Important for using technology effectively and safely.

Critical Thinking: Helps identify false information and check if sources are credible.

Intercultural Communication: Helps people communicate with different cultures by understanding and adapting to cultural differences.

UNIT 2_Lesson 3_The World Englishes

How do Gen Z words reflect the values

Gen Z Language

Gen Z is known for social activism, diversity, inclusion, and technology, and these values are reflected in their language. For example, “woke” means being aware of social issues, “ally” means supporting an oppressed group, and “non-binary” refers to a gender identity outside strictly male or female. Gen Z also uses creative slang: “cheugy” means outdated or no longer trendy, “sus” means

suspicious, and “yeet” means throwing something with force.

World Englishes

World Englishes (WE) refers to the different varieties of English spoken around the world. They have become more important because of globalization, technology, and migration. English is widely used as an international language, technology makes learning English easier, and migration creates more diverse English varieties.

World Englishes are used in education, workplaces, and media to make communication more inclusive and accessible. They are influenced by the local language and culture of each region.

Standard English vs. World Englishes

Standard English is the formal or commonly accepted form of English used in schools, government, and media. World Englishes are the different forms of English used around the world, shaped by local languages and cultures.

Think of English as a tree: the trunk = Standard English, which provides the foundation, while the branches = World Englishes, which represent the different ways English is adapted and spoken around the world.

Factors That Affect How People Speak English

People speak English differently because of geography, culture, social class, education, and personal preference.

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Geography Different places have different English accents.

Culture Culture affects words, phrases, and how directly people communicate.

Social Class Social class can affect the formality of language.

Education Education can affect vocabulary and language skills.

Personal Preference: People choose their own speaking style.

PRELIM_UNIT 2_Lesson 4_Registers & Varieties of Spoken & Written Language

Greetings in Baybayin

Baybayin: An early Filipino writing system used before Spanish colonization.

It was used for business transactions, folk tales, poetry, songs, and other writings.

A Baybayin greeting can be created for a friend, family member, teacher, or classmate.

The message should have a clear audience and purpose, such as greeting someone or wishing them well.

Research the basic Baybayin characters, write your message, decorate it, and share it with the class.

Register

Register refers to the type of language we use depending on the situation, audience, and purpose. It is important because it helps us communicate appropriately in different situations.

Types of Register

Formal Register: Used to show respect and authority.

Examples: essays, research papers, business emails, job interviews, speeches.

Informal Register: Used in casual conversations with friends and family.

Technical Register: Used in specialized fields like science, medicine, engineering, law, and technology.

Example: "The patient presented with a chief complaint of chest pain."

Slang Register: Used in casual conversations with friends or peers and includes new or unconventional words.

Slang Register

Used in: Informal situations with friends or peers.

Examples: Conversations with peers, social media posts, text messages, rap music, stand-up comedy.

Purpose: Uses new, creative, or unconventional words and phrases.

Example: "My chest was hurting so bad, I thought I was gonna die."

Choosing the Right Register

Audience: Who are you communicating with?

Purpose: What do you want to achieve?

Context: Where and when are you communicating?

Technology and Language in Gen Z

Texting Register: Uses abbreviations, emojis, and informal language.

Slang: Constantly changes as new words and meanings develop.

Global Exposure: Technology allows Gen Z to access different languages through movies, music, and social media.

Overall: Technology makes Gen Z more likely to use informal language and slang and become more aware of different language varieties

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Technology, Register, and Language Variety

Social Media: Creates new registers like “tweeting register” and “meme register.”

Uses short sentences, abbreviations, and emojis.

Online Gaming: Gamers develop their own jargon and slang.

Messaging Apps: WhatsApp/Snapchat encourage a texting register using abbreviations, emojis, and informal language.

Positive Effects

Slang helps people connect and build relationships.

Exposure to different languages improves cultural awareness.

Negative Effects

Too much slang can make communication difficult in formal situations.

Students should learn to choose the right register for the situation.

Cultural Awareness

Cultural awareness = understanding and appreciating different cultural backgrounds.

Important when communicating with people from different cultures.

Why It Matters

Understand different accents from around the world.

Respect cultural sensitivities and differences.

Use language appropriately in formal, informal, and cultural contexts.

Tips

Learn about different cultures.

Be open-minded and respectful.

Recognize your own cultural biases.

Helps build better communication and stronger relationships.

Changing Nature of Language

Language is constantly changing and evolving.

New words are created and old meanings can change.

Technology and social media strongly influence Gen Z language.

Gender-Neutral Language

Gen Z increasingly uses language that promotes inclusion.

Examples:

They/Them, Ze/Zir → gender-neutral pronouns

Parent → instead of mother/father

Friend → instead of boyfriend/girlfriend

Firefighter → instead of fireman

Police officer → instead of policeman

Mx. → instead of Mr./Ms./Mrs.

Partner → romantic partner

Spouse → husband/wife

Sibling → brother/sister

Child → son/daughter

Human → person

Importance of Critical Thinking

Students should be able to:

Identify different language registers and varieties.

Understand how they are used in different contexts.

Evaluate which register is most effective for a specific purpose.