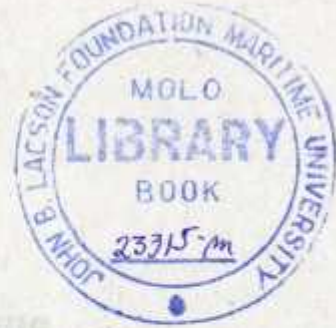




PURPOSIVE COMMUNICATION

DR. MARIANO M. ARIOLA, LL.B.; Ed.D.; L.P.T.

71
406.4
Ar 712
2018



PURPOSIVE COMMUNICATION

(NEW GENERAL EDUCATION CURRICULUM COMPLIANT)

by:
Dr. Mariano M. Ariola
*AB Philo-Psycho; BSE (English); MAED (Gen. Educ);
LL. B.; Ed.D. (Adm & Sup)*

Table of Contents

Preface		iii
Acknowledgment		v
Chapter 1	Basic Concepts in Communication:	
	Background and Rationale	1
	Meaning of Communication	2
	Nature of Communication	3
	Importance of Communication	3
	Verbal Communication	7
	Non-Verbal Communication	7
	Examples of Verbal Communication	8
	Classifications of Verbal Communication	9
	Types of Verbal Communication	9
	Non-Verbal Communication	10
	Principles of Communication	13
	Ethics in Communication	18
	Key Principles of Ethical Communication	19
	<i>Learning Activities</i>	21
	<i>Reflection Figure</i>	27
Chapter 2	Communication and Globalization	29
	Cultural Issues Affecting Communication	30
	Cultural Barriers to Effective Communication	33
	Global Issues Affecting Communication	33
	Impact of Communication on Society	36
	Impact of Communication on the World	37
	<i>Learning Activities</i>	39
	<i>Reflection Figure</i>	45

Chapter 3	Communication in Multicultural Settings	47
	Local Communication in Multicultural Setting	48
	Communication Tips for Local/ Native	
	English Speakers	49
	Communication Tips for Local Non-native	
	English Speakers	50
	Global Communication in Multicultural Setting	51
	Varieties in Spoken English	53
	Varieties in Written Language	56
	Cultural and Intercultural Awareness and	
	Sensitivity in Communicating Ideas	57
	Cultural Appropriateness in Communication	
	Using Appropriate Terms, Expressions, and Images	58
	<i>Learning Activities</i>	61
	<i>Reflection Figure</i>	67
Chapter 4	Types of Text Reflecting Different Cultures	69
	Types of Texts	70
	Multimodal Texts	70
	Ways of Presenting Texts on Images	73
	Message of the Text	78
	Presenting the Purpose, Time, Audience	
	and Context of Text	78
	<i>Learning Activities</i>	81
	<i>Reflection Figure</i>	85
Chapter 5	Communication Aids and Strategies	
	Using Tools of Technology	87
	What is Communication Aids	88
	Choosing the Correct Communication Aids	88
	Communication Tools	94
	The Use of Tools of Technology in Communication	95
	<i>Learning Activities</i>	99
	<i>Reflection Figure</i>	107

Chapter 6	Communication for Various Purposes	109
	Purposeful Uses of Communication	110
	Best Practices in Communication for Various Purposes	111
	Communication to Obtain Information	111
	Communication to Provide and Disseminate Information	112
	Communication to Persuade	112
	<i>Learning Activities</i>	113
	<i>Reflection Figure</i>	119
Chapter 7	Communication for Work Purposes	121
	Benefits of Effective Communication in the Workplace	122
	Ways to Communicate Effectively in the Workplace	124
	Communication in Healthcare	128
	Communication in Education	129
	Communication in Business and Trade	131
	Communication in Law	134
	Communication in Media	137
	Communication in Science and Technology	139
	<i>Learning Activities</i>	141
	<i>Reflection Figure</i>	147
Chapter 8	Communication for Academic Purposes	149
	What are Communications for Academic Purposes	150
	Communication in Academic Papers	151
	Awareness of Audience and Context	
	In Presenting Ideas	154
	Conveying Ideas Through Oral Presentation	156
	Conveying Ideas Through Visual Presentation	158
	Conveying Ideas Through Web-Based Presentation	163
	<i>Learning Activities</i>	167
	<i>Reflection Figure</i>	173
	References	175
	Appendices	177
	Suggested Course Syllabus	177