**PURPOSIVE COMM REVIEW**

THE NATURE OF LANGUAGE

1. Language is a human capacity that consists of :

(a) a system of rules (also known as grammar)

(b) a sound system ( called phonology)

(c) a vocabulary (or lexicon)

2. While growing up in a community, people acquire the languages used by those in the community. This is the process of LANGUAGE ACQUISITION.

3.The language acquired while growing up are known as MOTHER TONGUES, which may also be referred to as FIRST LANGUAGES .

4 Other than the first languages, there are other languages that are needed for various reasons. These other languages are referred to as SECOND LANGUAGES.

5. People learn their second languages in school or on their own. This process is called LANGUAGE LEARNING.

6.In our interaction with other people, our languages come into contact with other languages, resulting in LANGUAGE CHANGE.

Language change is a natural behavior of all languages.

7 ASPECT OF COMMUNICATION

SENDER IDEAS ENCODING COMMUNICATION CHANNEL RECEIVER DECODING FEEDBACK.

GLOBALIZATION – is the process of interaction and integration among the people, companies, and governments of different nations.

COMMUNICATION COMPETENCE – is the ability to achieve community goals in a social and appropriate manner.

GLOBAL AND INETERNATIONAL COMMUNICATION – is the development and sharing of information, through verbal and non-verbal messages, in international settings and context.

COMMUNICATION – is define as the sharing of information, ideas , messages between two or more people.

COOPERATIVE PRINCIPLE – the assumptions that participant in a conversation normally attempt to be informative, truthful, relevant, and clear.

GRICE’S CONVERSATIONAL MAXIMS

* QUANTITY
* QUALITY
* MANNER
* RELEVANCE

MULTICULTURAL COMMUNICATION – focuses on the dynamics of communication across cultures.

TOP 10 TIPS FOR CROSS CULTURAL COMMUNICATION

1. MAINTAIN ETIQUTTE
2. AVOID SLANG
3. SPEAK SLOWLY
4. KEEP IT SIMPLE
5. PRACTICE ACTIVE LISTENING
6. TAKE TURNS TO TALK
7. WRITE THINGS DOWN
8. AVOID CLOSED QUESTIONS
9. BE CAREFUL WITH HUMOUR
10. BE SUPPORTIVE

REGISTER OF SPOKEN AND WRITTEN LANGUAGE – is defined as level of formality in language that determined by the context in which it is spoken or written.

WHAT ARE THE VARITIES OF ENGLISH IN LANGUAGE?

* Largest number of native speakers in AMERICAN ENGLISH WITH 225 MILLION SPEAKERS.
* The other varieties are CANADIAN ENGLISH, AUSTRALIAN, NEW ZEALAND, SOUTH AFRICAN AND INDIAN ENGLISH.

ENGLISH is a worldwide language.

TYPE OF REGISTERS

1. FROZEN REGISTER – described speech that is so formalized that is often produced via recitation rather than spontaneous speech production.
2. FORMAL REGISTER – describes speech that is elevated, precise, and often professional, official , or impersonal in nature.
3. CONSULTATIVE REGISTER - describes speech that involves the participation of all parties.
4. CASUAL REGISTER - describe speech as an informal or imprecise. It uses slang, incomplete sentences, or regional phrasing.
5. INTIMATE REGISTER- describe speech that is about personal topics used between close acquaintances like family members, close friends, or romantic partners and can employ standard or nonstandard grammatical forms.

EVALUATING MESSAGES – the importance of evaluating the effectiveness of our message by developing and using strategic questions to identify strengths and weaknesses.

MAIN QUALITIES FOR AN EFFECTIVE MESSAGE

1. SIMPICLITY
2. SPECIFICITY
3. STRUCTURE
4. STICKENESS

“EVALUATING IMAGES”

“CONTENT ANALYSIS”

“IMAGE SOURCE”

“ TECHNICAL QUALITY”

“CONTEXTUAL INFO”