



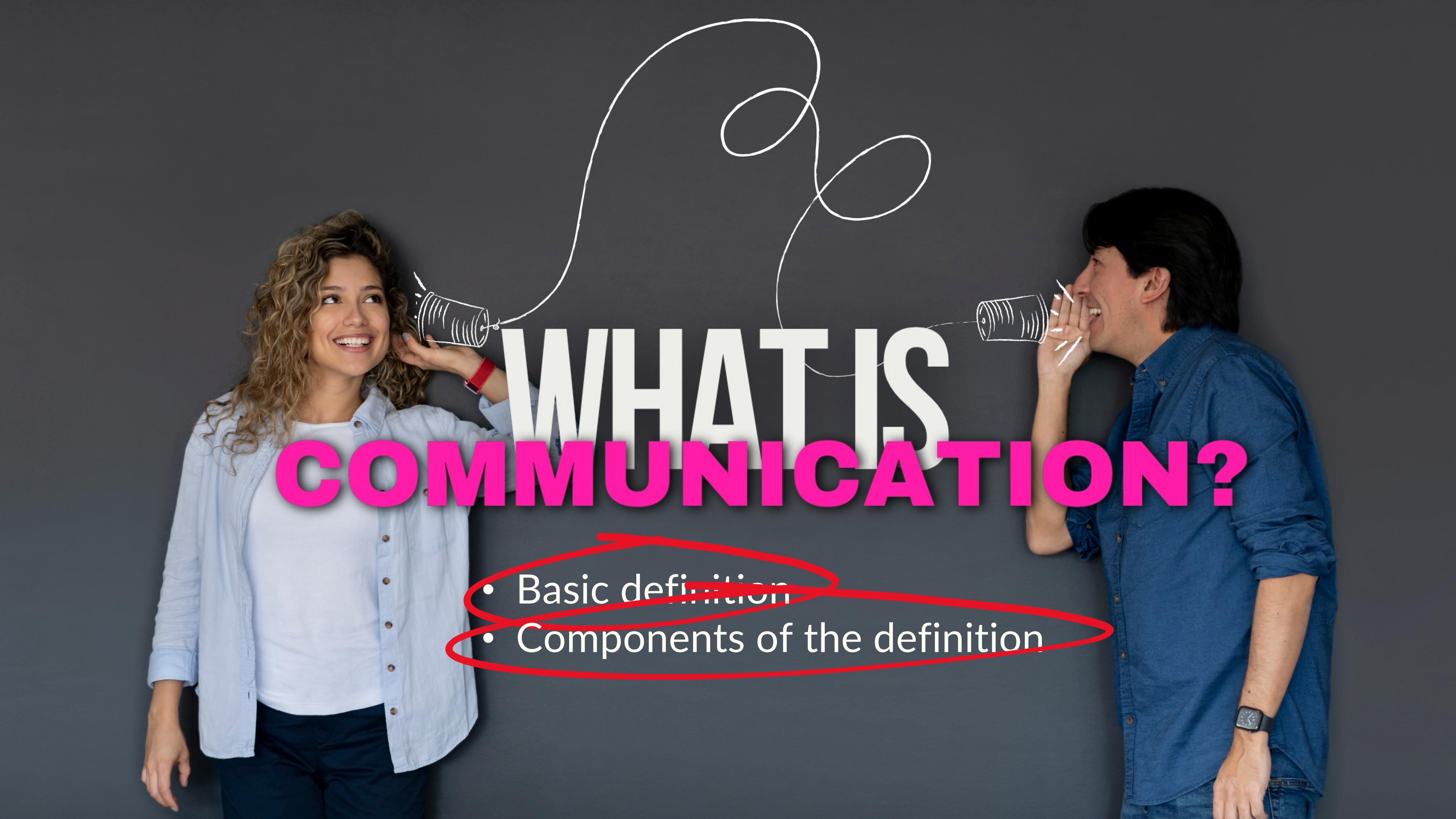
# PURPOSIVE COMMUNICATION



**Scarlet M. Gadingan, MAELED**

*Instructor III, Department of English and Literature  
Negros Oriental State University*





# WHAT IS COMMUNICATION?

A man and a woman are standing against a dark grey background. They are connected by a white speech bubble-like line that forms a loop between them. The woman, on the left, has curly blonde hair and is wearing a light blue denim shirt over a white t-shirt. She is smiling and holding a small white tin can to her ear. The man, on the right, has dark hair and is wearing a dark blue denim shirt. He is shouting into another small white tin can held near his mouth. The word "WHAT IS" is in white capital letters above "COMMUNICATION?", and "COMMUNICATION?" is in large pink capital letters.

- Basic definition
- Components of the definition



## *What is Communication?*

### Basic definition:

- "the process of generating meaning by sending and receiving...symbols and signs that are influenced by multiple contexts"

(University of Minnesota, 2016, p. 2)



## *What is Communication?*

# Components of definition:

- process
- generating meaning
- sending and receiving
- symbols and signs
- contexts





## *What is Communication?*

**"process":**

-a series of interrelated steps that lead to a result

1. sequence of actions by participants



develop the concept

write the script

block action and  
storyboard shots

shoot the video

editing

post-production

upload the video



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audience views the  
the video

liking the video

posting  
comments

subscribes to  
channel

channel solicits  
feedback for more  
videos

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vlogbrothers 6 years ago

Just in case I ever make one of these again...what jokes should I include?

2.5K Reply

▼ 186 replies

vlogbrothers 6 years ago

This is so great. Welcome back, Hank! -John

2K Reply

▼ 19 replies

Julie Tashima 1 year ago

Hank holding up his infant and going "this is my baby," has real "I made this," energy.

51 Reply

Goddammit, Janice! 6 years ago

It took me a minute to realize that he started making dad jokes and wasn't just being himself.

Congratulations to Katherine for pushing out such a cutie-pie.



## *What is Communication?*

"process":

-a series of interrelated steps that lead to a result

2. ongoing action;  
indeterminate starts, stops



41 Dad Jokes in 4 Minutes! (with special guest star...)



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What prior events, plans, audience feedback led to the development of this video?



¶ Pinned by vlogbrothers



vlogbrothers 6 years ago

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Like 2.5K Dislike Reply

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Hank holding up his infant and going "this is my baby," has real "I made this," energy.

Like 51 Dislike Reply



Goddammit, Janice! 6 years ago

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Congratulations to Katherine for pushing out such a cutie-pie.

# How might the channel respond to audience feedback with subsequent messages? new videos, etc.?



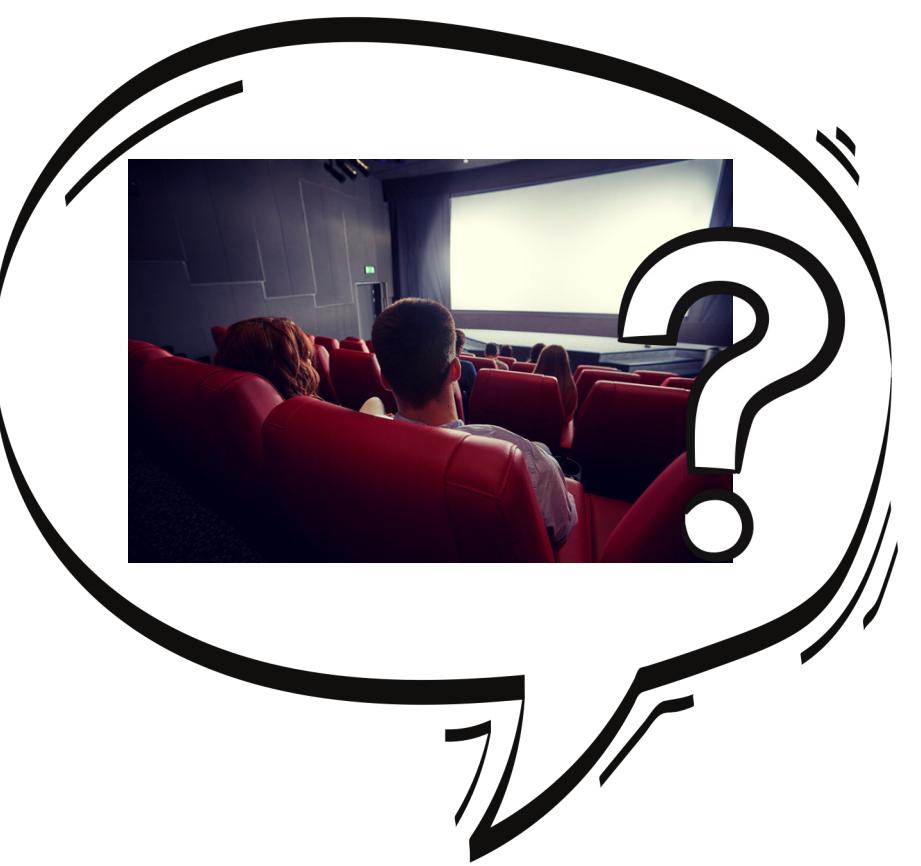
## *What is Communication?*

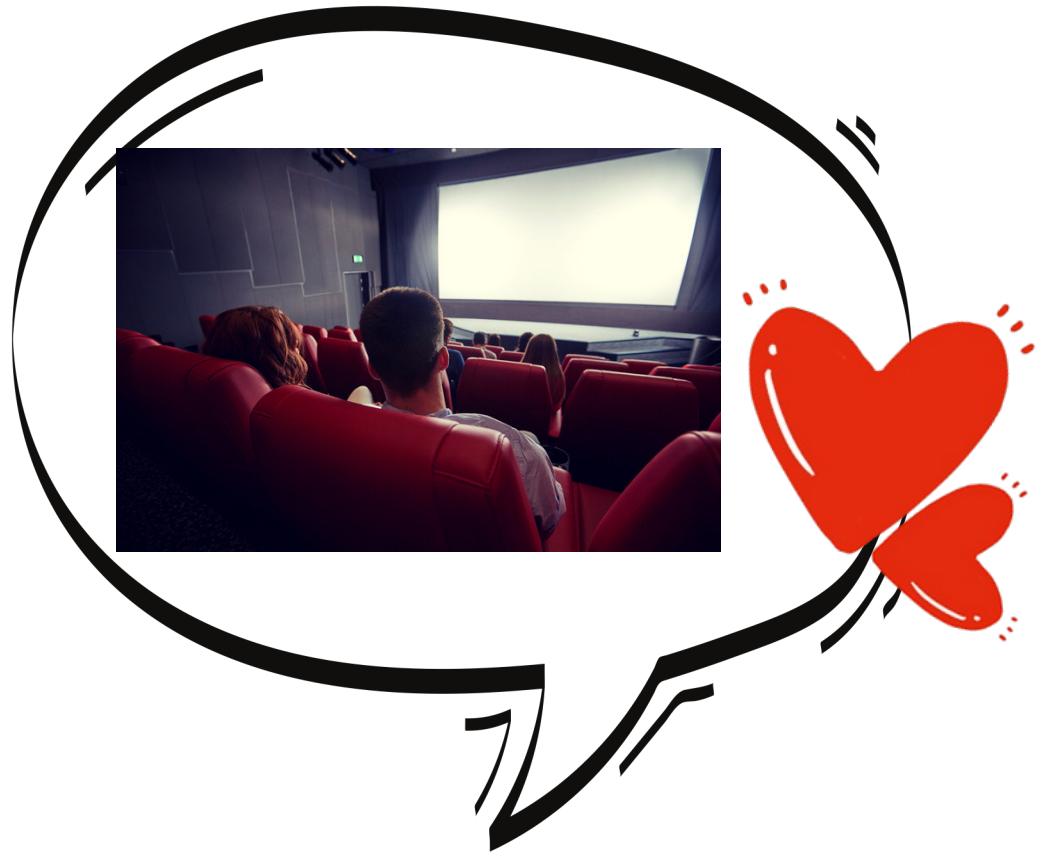
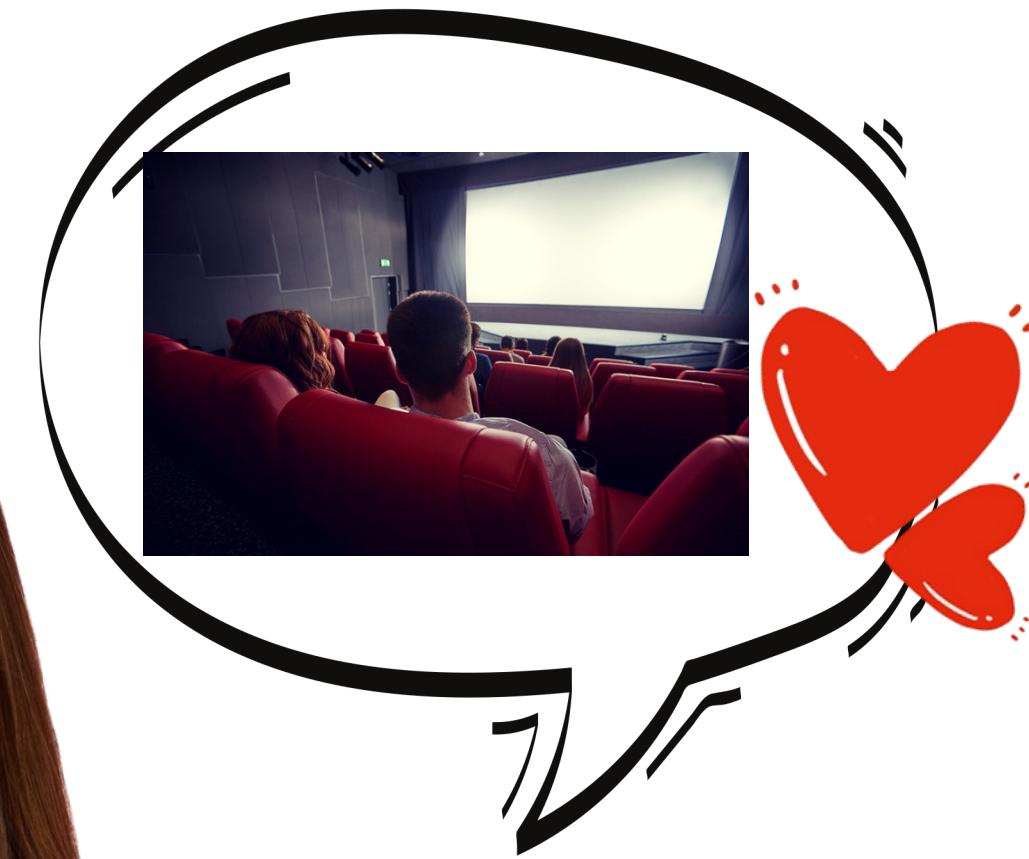
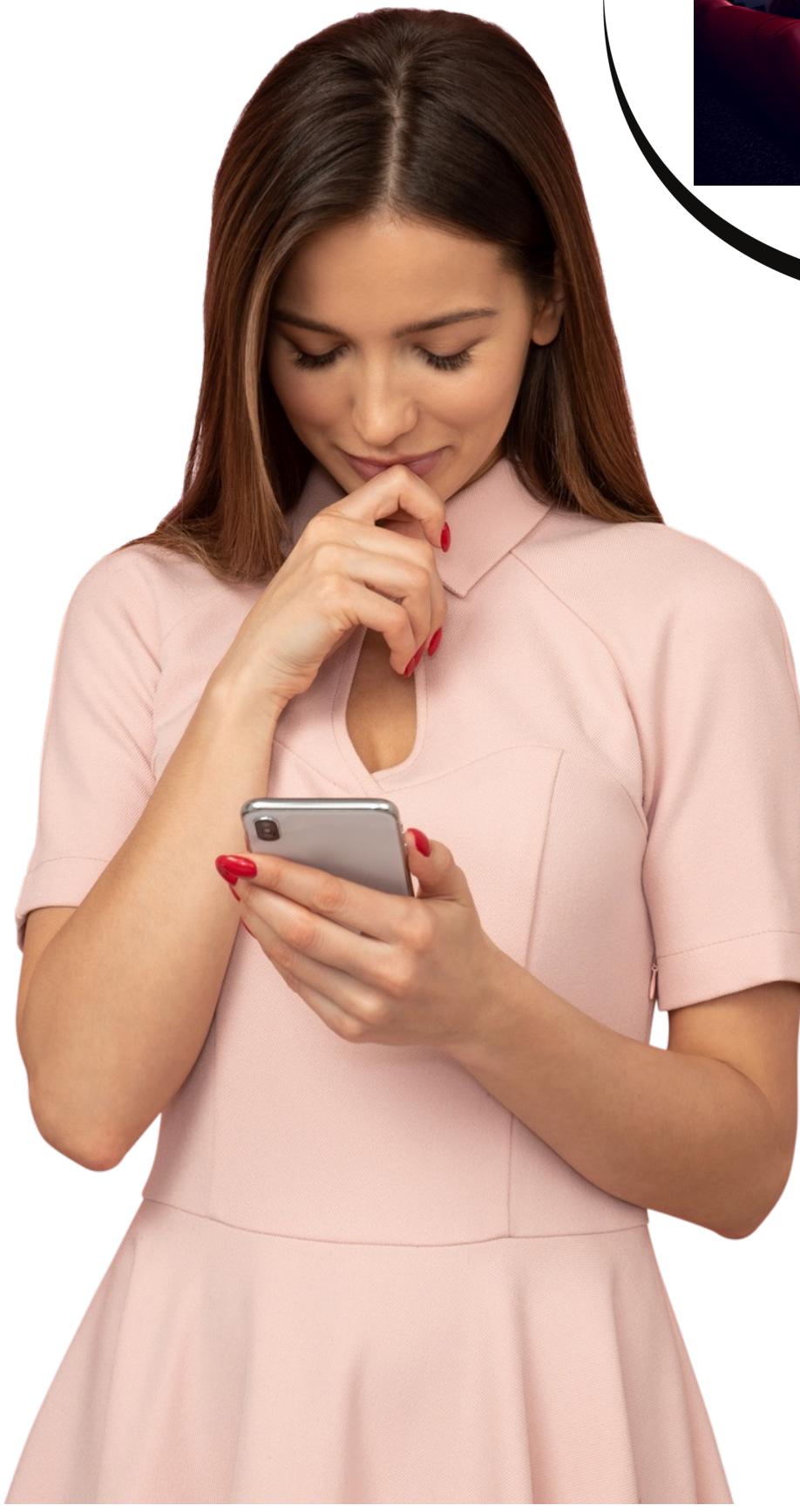
"meaning":

-that which is to be understood;  
the product of expression

meaning is **shared** between  
people via common ground







The reason why we communicate is we want someone to understand something (information, ideas, or feelings).



intended effect:  
make us laugh and  
enjoy ourselves

use of language  
aligns with our  
knowledge of  
"double meanings"

absurd,  
unexpected  
outcomes are  
funny



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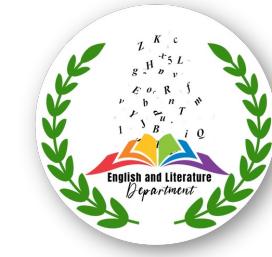
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## *What is Communication?*

"sending/receiving":

-communication is an exchange  
between parties...it is inherently social



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Like 45K

Dislike

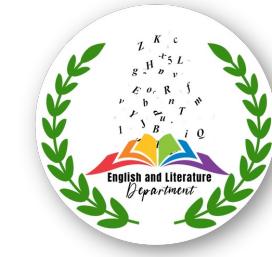
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...

video is made for the  
YouTube audience, with  
their identity and  
knowledge in mind

YouTube provides the  
medium for social  
exchange

audience feedback  
continues the exchange  
of meanings



## *What is Communication?*

"**sending/receiving**":

-communication is an **exchange**  
between parties...it is inherently **social**

*social dynamics influence the exchange between parties*



## *What is Communication?*

**"sign":**

-something that expresses the meaning of something else



languages are signs  
sets for conveying  
meaning

words are complex  
signs with the  
multiple  
meanings... and  
different words can  
sound the same as  
each other

signs are often  
nonverbal as well



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## *What is Communication?*

"sign(s)":

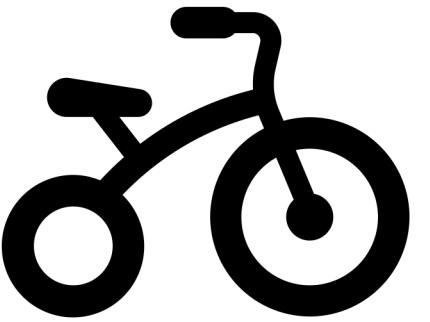
-something that expresses the meaning of something else

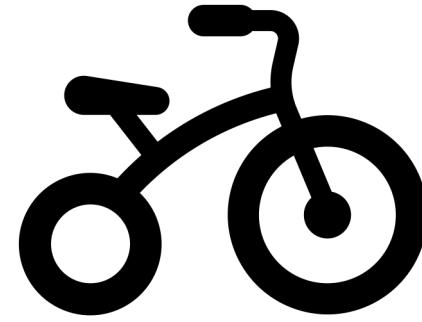




## *Three kinds of signs:*

- In an **icon**, the form resembles the meaning.
- In an **index**, the form resembles a result of the meaning.
- In a **symbol**, the form is associated with the meaning arbitrarily, by convention (agreed upon).





The form  
resembles the  
meaning.

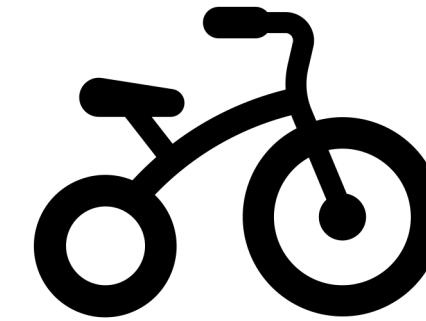


The form  
resembles  
a result of the  
meaning.



The form is  
associated to the  
the meaning  
arbitrarily.





The form  
resembles the  
meaning.

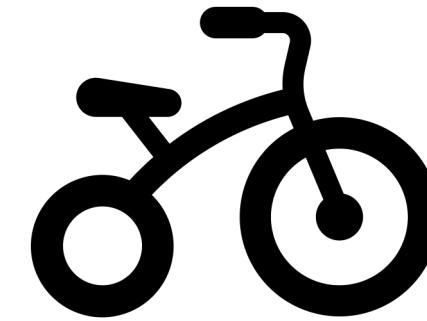


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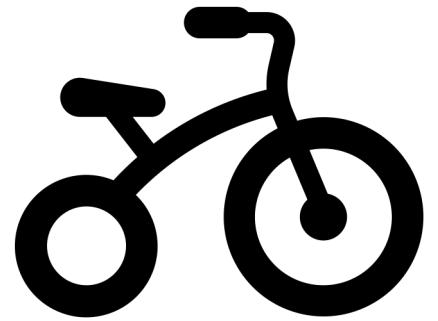


The form  
resembles  
a result of the  
meaning.



The form is  
associated to the  
the meaning  
arbitrarily.





The form  
resembles the  
meaning.



The form  
resembles  
a result of the  
meaning.



The form is  
associated to the  
the meaning  
arbitrarily.

“dog”



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...

**"saw"** (saw wood;  
saw something with my  
eyes)

**"debris"** (destroyed  
mess) **vs.**  
**"da Brie"** (a lovely  
(French) cheese!)

**"take steps"** (take  
actions; go up stairs)



## *What is Communication?*

**"context":**

-the surrounding circumstances of a condition or event that influence its meaning

*...because they influence  
the social interaction and  
the meaning of signs*



## contextual influences:

language:  
vocabulary, rules, and  
conventions

cultural knowledge  
Pop culture, history,  
trends, news  
(Will Smith's "fresh  
prints" vs. Fresh Prince")

media codes  
(YouTube message  
conventions)



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# What is Communication?

## "context":



### ON MARIEL RODRIGUEZ'S VIRAL GLUTA DRIP POST



Nakakatawa naman po ang political isyu na 'yan, my goodness....

No intention of disrespect. My wife loves to promote good looks and good health.



SENATOR ROBIN PADILLA

February 23, 2024



Nakakabother lang dahil 'yung IV procedure was done inside the Senate premises na walang abiso mula sa clinic.... As public figures, sana aware din tayo sa responsabilidad natin sa publiko.

SENATOR NANCY BINAY

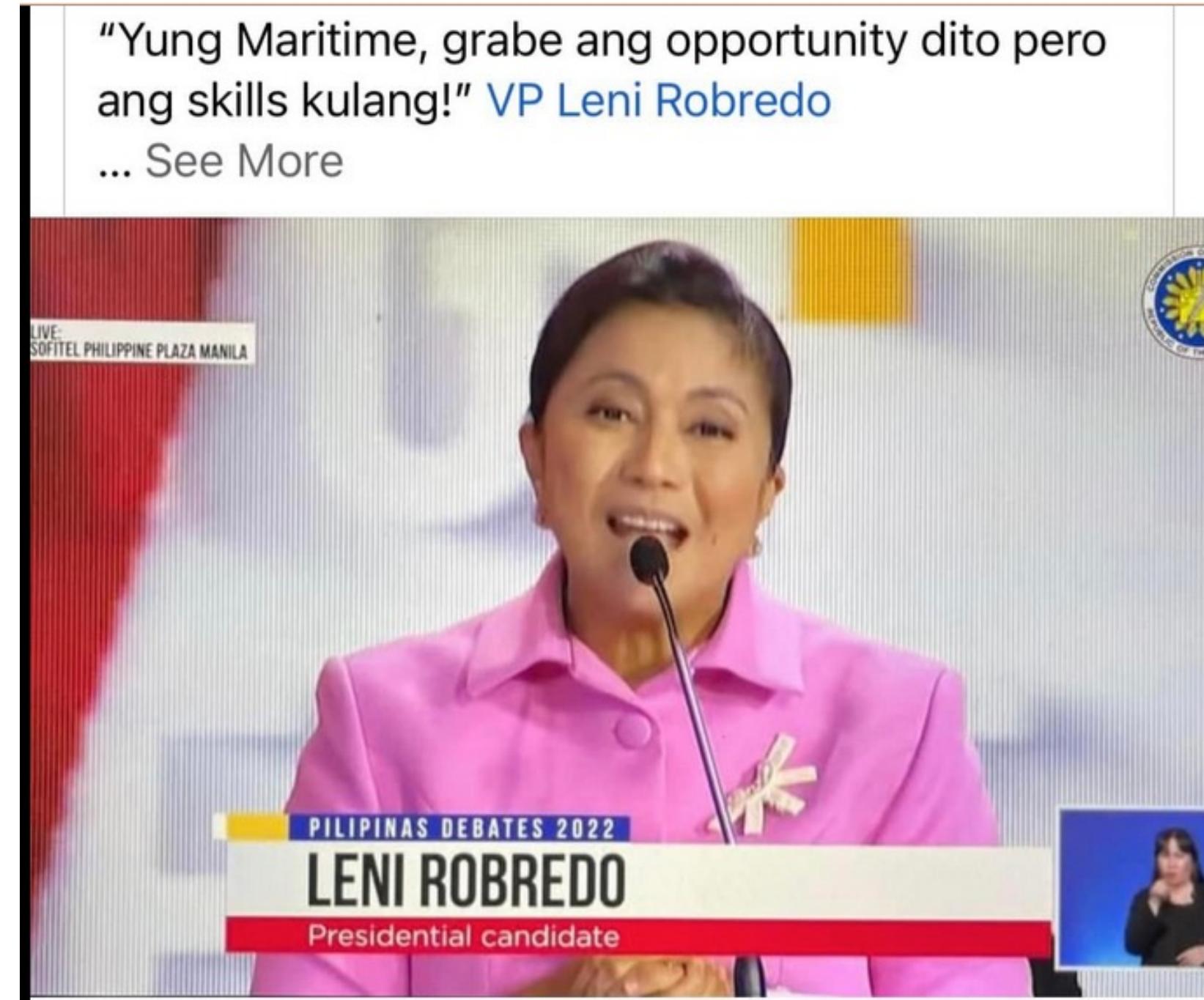
February 23, 2024



## What is Communication?

# "context":

*This triggered so many negative reactions from netizens, but do you think people just overreacted?*





## What is Communication?

# "context":



Lacruiser P. Relativo ✅

6h ·

...

"Yung Maritime, grabe ang opportunity dito pero ang skills kulang!" [VP Leni Robredo](#)

VP Leni, who are you to discredit the works of [Maritime Industry Authority](#) officials who are sincere and genuine in fulfilling their duties? Who are you to demean the long fight to overhaul the rotten system of maritime industry? At sa inyo pa talaga nanggaling Madam? Nakita nyo ba ang kaibahan noon at sa ngayon? Naalis na po ang mga colorum na mga training centers at may monitoring ang MARINA bawat classroom ng mga training centers. Huwag nyong tukuyin ang lumang sistema. The industry is far from perfect but we are on the right track becoming a maritime superpower. We



## What is Communication?

# context required:

## 50,000 Filipino seafarers risk job loss on EU vessels

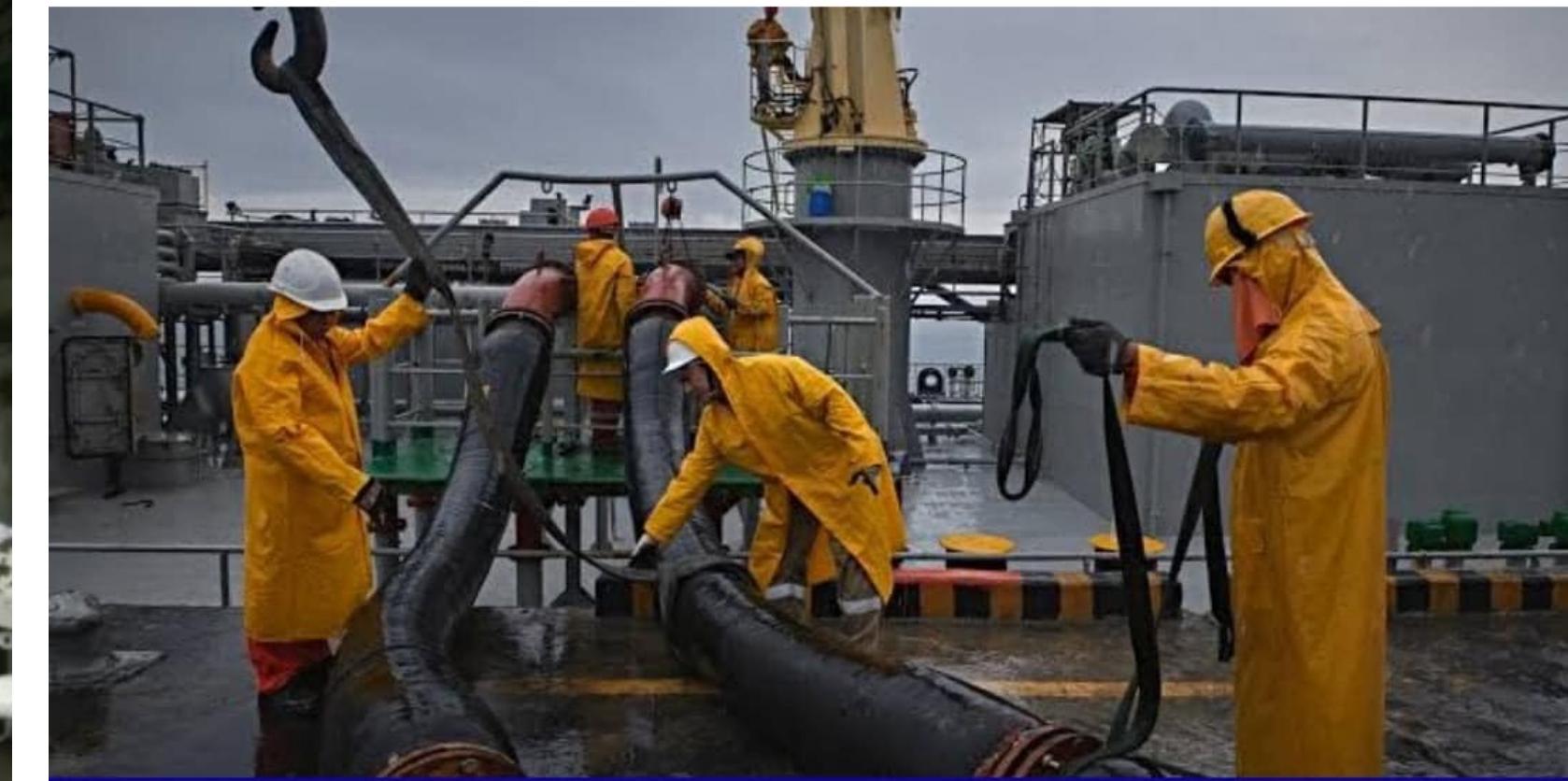
By: Jeannette I. Andrade - Reporter / @jiandradeINQ

Philippine Daily Inquirer / 05:30 AM October 28, 2022



## PH FAILS TO MEET EU MARITIME STANDARDS, FILIPINO SEAFARERS MAY LOSE THEIR JOBS

Thousands of Filipino seafarers assigned to vessels in Europe may be displaced if the European Union (EU) declares the Philippines non-compliant with international maritime standards, according to the National Maritime Polytechnic (NMP) on Thursday, February 17.



ExpertistNetwork.com

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## *What is Communication?*

### Basic definition:

- "the process of generating meaning by sending and receiving...symbols and signs that are influenced by multiple contexts"

(University of Minnesota, 2016, p. 2)

# task: Content Creation

Your task is to make a content to be posted/shared online. Of course, your production shall follow a series of steps just like our baseline example.

1. Start by soliciting content suggestions from your online friends via IG, Fb, threads, or YTuber. Screenshot of post or story with the comments will be collected and graded under written task (20 pts.).
2. Choose 1 among the suggestions that is doable for you (no interview yet). You may resort to your own idea if the suggestions do not interest you (for approval).
3. Plan out how you are going to do it. Check related videos to know how content creators are doing it.
4. Prepare a script or outline if necessary.
5. Choose the best or most appropriate location where to film.
6. Test your devices prior to shooting of content.
7. Shoot the video.
8. Edit the video.
9. Post the video online. Intro and outro shall be engaging. Outro has to elicit responses from the audience (to comment).

*Make sure that your video is not entirely a VO but has more actual speaking. Maximize speaking in the video.*