**Harry T. Zarate**

**Purposive Communication**

**Study guide**

**STUDY GUIDE:**

**CHAPTER 1:**

**Communication** is an essential human activity that is innate in nature.

**Communication** has its own identity because itis in itself an essence of man and it cannot exist without man nor can man exist without it.

**Nature of Communication;**

**Communication** is a process.

**Communication** occurs between two or more

people.

**Communication** can be expressed through words, actions, or both at the same time.

Speaker or Source

**Element of Communication;**

* Message
* Channel
* Receiver
* Feedback
* Environment
* Contex
* Interference

CATEGORIES

**3 Models of Communication;**

* Linear
* Interactive
* Transactional

**LINEAR MODEL**

* The oldest kind of communication that dates back to the time of Aristotle
* communication happens in one direction which is why the term linear is used
* sender is the only one who sends message and receiver doesn’tgive feedback or response

**Aristotelian Model**

* proposed before 30 BC by Aristotle
* The speaker sends message, and the audience
* receives it.

**Lasswell’s Communication Model**

* Added Channel as element
* Lasswell’s model waspopularized and primarily developed
* To analyze ma ss
* communication during the time when only the rich had televisions in order to show the mass media culture.

**The Shannon-Weaver Model**

* Claude Elwood Shannon and Warren Weaver, who worked for Bell Telephone Lab in the United

States, designed a model to mirror the function of radio and telephone technology.

* Basic elements are Sender, message, channel, and receiver later recognized the

static background, termed “noise”

**INTERACTIVE MODEL**

* Also known as the **Convergence Model**
* It upgrades the linear model by making the message exchange in two ways: From to sender to receiver, and from receiver to the sender.
* It now allows for a feedback elements

**Schramm’s Model**

* Wilber Schramm proposed the model of communication in 1954.
* A message can have meanings when permitted by individual’s experience to understand the message. This means that for a message to be understood similarly by both the sender and speaker there should be a common field whereby they share the same experience. This is what he called the field of experience or the frame of reference.
* He emphasized that communication is incomplete unless and until the sender receives a feedback from the recipient.

**Dance Model**

* Conceptualized by Frank Dance in 1967.
* The name helical comes from “Helix” which means an object having a three-dimensional shape like that of a wire wound uniformly around a cylinder or cone to show that communication is a dynamic and non-linear process.
* Dance explained that the communication process starts very slowly in a defined and small circle. Communicators share information only with small portion of themselves on their relationships. It gradually develops into next level but which will take some time to reach and expand its boundaries to the next level.

**TRANSACTIONAL MODEL**

* More sophisticated than interactive model.
* Depicts face-to-face interaction, or “trans-action” as a dynamic and changeable process that is not limited to simple definition.
* Receiver and sender can play the same roles simultaneously. It acknowledges both time and the ability for the participants to accomplish two functions at the same time hereby making it more than just interactive but a continuous and always in
* motion process.

**Ecological Model**

* Designed by David Foulger
* Present communication style, system, and practices in modern society
* 3 basic elements, namely; the creator, the message, and the consumer.

**300BC ARISTOTLE**

* speaker has the control of message that will be received by the audience

**LASSWELL**

* A new element called the channel and more defined basic elements 1948

**1949 SHANNON WEAVER**

* The element of noise was added to address the static or background sounds that interfere with the process.

**SCHRAMM’S**

* An individual’s knowledge, experience and cultural background have an important role in communication 1945

**1960 BERLO**

* Each of the elements of communication contains several factors affecting the flow of communication

**DANCE Communication**

* isdynamic and non-linear process1967

**2004 FOULGER**

* Update the communication process with new models that are better representation of the structure and key constituents of the process that are evident in modern society

**FUNCTION**

**Verbal Communication**

* Verbal communication is the use of words and sounds in expressing thoughts and emotions; they are agreed-upon and rule governed system of symbols used to share meaning including both oral and written communication. Since verbal a detailed communication Involves a rule-governed system of symbols, examination of the components of verbal communication is necessary.

Such examination is anchored on two premises;

* verbal communication as a system of symbols; and
* verbal communication as rule-governed.

**Non-Verbal Communication**

* It is the process of conveying meanings without the use of the words either written or spoken including facial expressions, hand movements, body language, postures, and gestures.

1. Defining Reality – when we feel the gush of the wind touches our skin, we label it as

cold.

1. Organizing Complex ideas into Categories- when we see a person smile or laugh and

dance, we can consider him happy.

1. Making us Think – it enables us to read about our past because if not we will have

difficulty in studying history.

1. Shaping our attitude about the world- Words can reflect man’s thoughts.

**Functions of Non-Verbal**

1. **Accenting** – calling attention to a key part of the message

Ex: stamping, increasing volume, moving forward, slowing down

1. **Moderating** – reducing attention, removing emphasis

Ex: reducing volume, speeding up, being incoherent

1. **Complementing** – ensuring all speech is paralleled by non-verbal communication that aligns with what is being said.

Ex: talking sad things, lowering the head, and sad tone.

1. **Substituting** – replacing words with non-verbal language.

Ex: Shall we? (Waggling eyebrows and grinning)

1. **Contradicting -** You are sending a non-verbal message but they disagree for being what you said.

Ex: Shall we? (but your eyebrow waggling and grinning)

1. **Regulating-** You want them to stop , so you can speak or perhaps that you want them to respond.

**Ex:** Giving final and firm nod

1. **Repeating-** Complementing accenting and with delay between verbal and non verbal.

Ex: Saying no, then shaking head afterwards.

1. **Deceiving-** Using as a part of lying.

Ex: Getting someone to do something by acting excited.

**INFLUENCE OF NON VERBAL**

1. **CULTURE. -Influence on verbal and non verbal communication including the following.**
2. **Facial Expressions-**

Ex: In US, smiling can be indicate people being friendly

In Japan, seen as inappropriate.

1. **Context – Superior Culture and Inferior Culture**
2. **Eye contact -** It conveys honesty while avoiding is seen as shifty or dishonesty. To others, eye contact is insulting and a sign of aggression.
3. **Formality**. Informal cultures vs. Formal culture.
4. **GENDER:**

* Gender plays a role in the way people communicate (Austero, et al., 2013)
* Harvard psychologist Robert Rosenthal documented that paying attention is not just not men’s forte.
* men are inferior to women at both reading (decoding) and sending (encoding) nonverbal cues.
* men are less affectionate and sensitive than women. They are noted to be tough and tend to project a manly and authoritative demeanor.

**Standards of a Healthy Communication**

From Jantz &amp; McMurray (1995) in their Healing the Scars of Emotional Abuse

1. Approach others with an attitude of gentleness and openness.

Hostility closes down communication.

2. Avoid assuming a position of righteousness.

3. Do not be afraid to speak the truth.

4. Separate how you feel about what you are saying from the message you are giving.

5. Be aware of the different ways men and women process information.

6. Accept other’s opinion

7. Attempt to communicate an attitude of acceptance and love.

8. Make sure that your motivation to engage in a conversation is one of enhancing and

improving the relationship as opposed to hurting other people.

9. Allow others to make their own decisions.

10. Seek to inspire trust.

11. Seek forgiveness when you make mistakes.

12. Be countable for what you say and, what you will do.

**CHAPTER 2:**

**Communication and Globalization**

**Communication** – The world can’t exist without Communication.

**Globalization** - We associate with people worldwide, block and virtual.

**Communication Changes:**

1. **Trend –** Modernity and Vice Versa
2. **Form –** Legalization of electronic form or documents
3. **Function –** Marketing, art, production, research and glamours

**IMPACT OF GLOBALIZATION**

1. **Geographical –** Boderless Land, employment, money, knowledge, cultural values.
2. **Cultural -** transmission of prominent ideas from one culture to another.
3. **Social -** facilitated the exchange of ideas and cultures, contributing to a world view in which people are more open and tolerant of one another.
4. **Economics –** Economics growth, cheaper good and services migration.

**PROBLEM FROM THE IMPACT:**

**Geographical –** Virtual Interactions, Time Difference

**Cultural –** Dissolution of Culture

**Social -** Awareness of Body Language, Awareness of speech

**Economics -**  Profit Issue, Unequal Taxation

**“let us make use of our capacity to communicate directly across the globe in order to find common ground with people we do not personally meet so that we can take collective action and together deal with global problems and concerns and start the creation of a real global society. .”**

**Understanding Globalization and communication can make you great at words, words that turn statements into enticing candies that even non candy eaters can’t resist to take.**

**- JCV**

**CHAPTER 3:**

**Local and Global Communication in Multicultural Settings**

**Culture -** all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation.

**Problems Related to Language Difficulties in Cross-Cultural Communication:**

* **Semantics**
* **Connotations**
* **Tone Differences**
* **Tolerance for Conflict & Methods for**
* **Resolving Conflicts**

1. **Semantic -** where when you in place same word but the word you speak is different meaning.

Ex: LUZON

libog (lust)

libang (recreation)

1. **Connotations -** Words imply different things in different languages.

Ex: Japanese: “Hai” translate as “yes”

1. **Tone Difference -** tone changes depending on context

Ex: When you speak normally but some people thought that you are angry

**Eye Contact/ Gaze:**

1. Americans look directly in each

other's eyes when talking

1. In Japan and Africa, prolonged eye

contact is offensive and disrespectful

**Facial Expression:**

1. Americans smile freely at stangers.
2. Russians consider smiling strange and even impolite.

**Gestures:**

1. In the Middle East, nodding the head down indicates agreement and nodding

it up is a sign of disagreement

1. "Ok" signal, refers to money, while in others, referring to private body part

**Touch:**

1. Asians do more touching than American’s
2. In some cultures, patting a child's head is affectionate or friendly except in some Asian countries

**Posture:**

1. Putting hands inside the pocket while standing is disrespectful in Turkey.
2. Sitting with legs crossed is offensive in Ghana.

**Time:**

1. In US, time is gold.
2. Venezuela is a place where being early or on time is being rude.

**Smell:**

1. Arabs considers natural body odor as normal.
2. Asians bathe frequently, but Americans and Europeans criticize their practice.

**Levels of Usage**

1. Literary - stylized language, highest and most refined
2. Technical - specialized language used for a particular field/ study
3. Colloquial- informal language for everyday communication normal level of daily speech
4. Slang - substandard utterance
5. Provincial - localized version of the language
6. Barbaric - lowest level of communication,
7. arbitrary, ridiculous, funny

**Language -** collective utterance of a particular group of people occupying a particular geography and sharing the same social and cultural experience.

**Dialect –** A localized version of a language

**Regional Dialect –** Language variety used in a geographical region

**Social Dialect -** or sociolect, refers to dialect used by social group (gender, age, ethnic group, etc.)

**CHAPTER 4:**

**Evaluating Message and Different Types of Texts**

**WHAT IS A TEXT?**

process of sending and receiving brief written messages by using cellular phone.

**Understanding A Text:**

**Form –** Structure of the text

**Function –** Use of text

**Instructive –** To perform an action

**Informative -** tells how something is done or can be done

**Descriptive -** to have an image of what is being pictured

**Persuasive -** urge the readers to buy or do something

**TYPE OF MESSAGE**

**Symbols –** It should be well understood by the receiver in order to have a common understanding among people.

**Sign -** words, symbols, gestures, morphemes, or punctuations that may give you command, direction, or warning.

**Authentic -** It can be written or spoken.

**Written Text –** transcribed message found in any written material such as books, encyclopedias and dictionaries.

**CLARIFYING TEXT MESSAGES**

**Simplicity** - simple choice of words

**Accuracy** - denotative, concrete, and lively

**Structure** – coherent

**Usage** - adherence to tense, point of view, structure

**MULTIMODAL TEXT**

It is a form of communication that

involves more than one mode. It may

have the inclusion of audio,

infographics, video, digital, printed, and

even animations.