

Unit 3

Lesson 1: Communicative Competence Strategies in Various Speech Situations



Objectives

In this lesson, the learner should be able to:

- demonstrates effective use of communicative strategy in a variety of speech situations (**EN11/12OC-Ifj-15**)

Explain and Elaborate



Communicative Competence Introduction

One aspect of strategizing how to communicate effectively is through our ability to say the right thing at the right place at the right time to the right people.

Canale (1983) says that the relation between communicative competence and actual communication is also a source of disagreement and confusion.

This ability is called **communicative competence**. Therefore, communicative competence refers to: knowing what to say, how to say it, and when to say it.

There are three aspects for one to achieve communicative competence, these are:

Structural Aspect

A *structural aspect* involves the ability of communicating ideas by following the rules of language. In this aspect, one considers the ability to exchange thoughts to other people. It tackles the **correct pronunciation and grammar**.

Lexical Aspect

The *lexical aspect*, on the other hand considers the proper understanding of communication using **words**, **phrases**, or **idioms**. In particular, several words can have similar meanings. Yet, each word has its own nuance, a subtle difference it has from other words with similar meaning.



Fig. 1, a tree. Fig. 2, a mountain.

For example, **high** and **tall**, are seemingly same in definition, however, *high* is used to describe the distance of something from the ground to the top of something, something that is far away. On the other hand, *tall* refers to the vertical height of a person or a thing that is significantly higher than it is wide, like a tree or building, and often implies a shape with more length than width.

It involves the **connotation of words** which are the ideas, feelings, or images that a word or expression produces in a person's mind. A **collocation** involves the proper combination of words with other particular words.



Fig. 3 – different nationalities

Socio-Cultural Aspect

The *socio-cultural* aspect pertains to the ability to adapt to different types of people with different cultural backgrounds during a conversation. It refers to relating communication with others despite differences in beliefs, traditions and attitudes.

For example, in India, men and women do not often touch, therefore, a simple handshake could be considered rude.

Unit 3

Lesson 2: Types of Speech Contexts

Objectives

In this lesson, the learner should be able to:

- identify the various types of speech context (**EN11/12OC-Ifj-15**)
- exhibit appropriate verbal and nonverbal behavior in a given speech context (**EN11/12OC-Ifj-16**)

Introduction



Fig. 1 – Two people talking to each other

Communication does not happen in the same way all the time. The way we speak depends on *who we are talking to*, *how many people are involved*, and the *situation or setting*. This is known as the **speech contexts**. In this lesson, you will learn how the different contexts and ways to adjust our words, tone, and style so that our message is clear and appropriate.

There are four types of speech contexts which are the:

- intrapersonal communication, interpersonal communication, intercultural communication, and public or mass communication.

Explain and Elaborate



Intrapersonal Communication



that candy?"

This is defined as communication that **one performs with oneself**. It involves thinking, reflecting, or analyzing in one's mind.

This communication helps a person to process feelings, make decisions, and build self-awareness. It is often silent but it very important in guiding actions and behaviors.

Example: A boy is thinking to himself, "Should I purchase

Interpersonal Communication

This type of speech context occurs when a communication is formed between **two or more people**. It can be **dyadic** which is between two (2) or more people, or between small groups.

This speech context can happen during casual or formal interactions depending on the situation. This communication allows for harmonious relationships, resolving of conflicts, and sharing of ideas and feelings with one another.

Example: Two students discussing the upcoming group activities.



How does intrapersonal and interpersonal communication differ from one another?



Intercultural Communication

This speech context occurs when people from different cultural backgrounds interact. This requires awareness, sensitivity, and respect for cultural differences in language, gestures, values, and traditions. Intercultural communication is important in today's global world, where people often study, work, and interact across cultures.

Example: A Japanese exchange student asking a Filipino friend about the meaning of "*mano po*" as a sign of respect.

Public or Mass Communication

Public communication happens when a speaker addresses a large audience face-to-face, such as in speeches, lectures, or rallies. Mass communication, on the other hand, uses technology to reach a very large audience, like radio, television, or social media. Both aims to inform, persuade, or entertain a wide group of people.

Example: A politician giving a speech during a campaign rally, or a vlogger posting a video to thousands of followers online.

Test Yourself



Directions: Determine whether the following scenarios are an example of **intrapersonal, interpersonal, intercultural, or public/mass communication**. Write your answer on the blank space.

- _____ 1. You are silently reflecting on whether to join the school debate team or not.
- _____ 2. A student talks with her best friend about the challenges of their upcoming exam.
- _____ 3. You weigh the pros and cons of joining by thinking about possible outcomes.
- _____ 4. A politician addresses the crowd in a campaign rally.

- _____ 5. A Taiwanese student joins a Filipino classroom and learns how Filipinos celebrate town fiestas.



Attribution

Mountain peaks illustration, mountain landscape illustration. 47176051 Vector Art at Vecteezy

Men of different nationalities. UN international languages. Members of the UN. Flat vector illustration isolated on white background. 21791061 Vector Art at Vecteezy

Two people engaged in a heartfelt conversation on a bench in a flat, minimalist design illustration 60297803 Vector Art at Vecteezy

Little Boy Thinking Vector Art, Icons, and Graphics for Free Download

Students Talking Vector Art, Icons, and Graphics for Free Download



References

Africa, Ferben S. (2025). *Introduction to Communicative Competency, Types of Speech Contexts*