



PURPOSIVE COMMUNICATION

MIDTERM/FIRST SEMESTER

COMMUNICATION

- Process by which people exchange messages.
- Derived from the Latin word
 - *"communis"* meaning **"to share"**
 - *"communicare"* meaning to come together or common.
- It is much more than understanding of the spoken and written language. Sometimes, what is not said or unwritten is part of the message being sent.

SCHOLARS DEFINING COMMUNICATION

- **Adler & Rodman:**
"Communication is innate."
- **Wood:**
"Communication is an active process that keeps moving forward and changes constantly."
- **Leagans:**
"Communication as a process by which two or more people exchange ideas, facts, feelings or impression in such ways that each gains a common understanding of the meaning and use of messages."

ELEMENTS OF COMMUNICATION

1. Sender
2. Message
 - ✓ Oral
 - ✓ Written
 - ✓ Non-verbal
3. Channel
4. Receiver
5. Feedback
6. Noise
 - ✓ Physical Noise
 - ✓ Psychological Noise
 - ✓ Physiological Noise
 - ✓ Semantic Noise

HOW TO BE AN EFFECTIVE COMMUNICATOR?

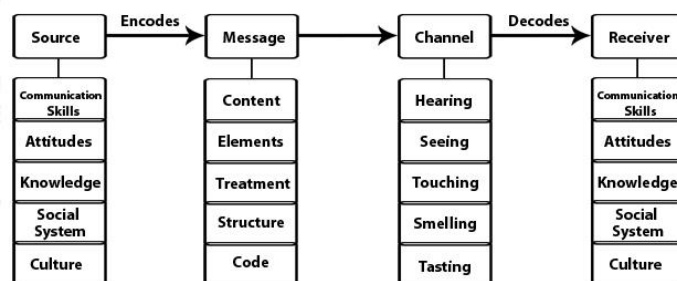
1. Care about the communication success.
2. Know what you are talking about.
3. Be organized.
4. Use language well.
5. Use effective non-verbal symbols.
6. Listen carefully.

PRINCIPLES OF COMMUNICATION

1. Know your target audience:
2. Know the purpose of your engagement in communication;
3. Know your topic very well;
4. Anticipate objections from your listeners;
5. Achieve credibility with your audience; and
6. Present pieces of information in various ways.

COMMUNICATION PROCESS

Berlos's SMCR Model of communication



- SMCR Model= Sender- message- channel- receiver
- It was proposed by **David Berlo**.
- It is a concept/ model where in it shows how the elements interacts with each other, if one element is not functioning it can affect the whole process.

LEVELS OF COMMUNICATION

1. *Intrapersonal Communication*- communication that occurs in your own mind.

2. *Interpersonal Communication*- communication between two people but can involve more in informal conversations.
3. *Small group communication*- a form of communication that aims to solve group issues.
4. *One-to-group communication*- a communication between one person to a group of people. It involves a speaker who seeks to inform, persuade or motivate an audience.
5. *Mass Communication*- a communication directed towards a large audience simultaneously, usually electronically. This would be television, radio, the internet, newspaper, etc.

COMMUNICATION BARRIERS

- **Physical Barrier**- communication barrier which result from the physical distraction or any external element from the surrounding or environment which may hinder the smooth flow of communication.
- **Perceptual Barrier**- are the mental blocks that we create because of the perceptions that we have of certain people, situations or events around us.
- **Emotional Barrier**- The emotional IQ of an individual determines the convenience and luxury with which they will communicate. A person who is emotionally mature are ready to communicate effectively. On the opposite hand, people that let their emotions take over will face certain difficulties.
- **Cultural Barrier**- Different cultures, whether they be a societal culture of a race or simply the work culture of a company, can hinder developed communication if two different cultures clash.

- **Language Barrier**- are the most common communication barriers which cause misunderstandings and misinterpretations between people.
- **Gender Barrier**- This makes relations between women and men complex; and poses many communication challenges.

WHAT IS VERBAL COMMUNICATION?

- Linguistic type of communication.
- It is a system of spoken or written words
- It is a system of sounds and language which are utilized to communicate ideas and feelings.
- **KISS= Keep It Short and Simple**

GUIDELINES FOR VERBAL COMMUNICATION

1. Use words sensibly.
2. Comprehend the connotations of words.
3. Use language that is suitable in the communication framework.
4. Enrich the language.

TWO MAJOR CLASSIFICATION OF VERBAL COMMUNICATION

1. *Oral Communication*- spoken words are used.
2. *Written Communication*- written signs or symbols are used to communicate.

WHAT IS NONVERBAL COMMUNICATION?

- Non- linguistic type of communication.
- Considered as a form of communication, without the use of language and its symbolic and representational.
- Also called as *Artificial Language*.

SYMBOLS IN NONVERBAL COMMUNICATION

1. Facial Expression
2. Gestures- movement of hands, arms and head
3. Body Language and Posture
4. Proxemics- physical distance
5. Eye Gaze

6. Haptics- sense of touch
7. Appearance- the act of becoming visible to the eye.

LISTENING

- Listening is one of the macro-skills that every student must develop. Usually, people seem to think that hearing and listening are basically the same thing. However, it should be noted and understood that hearing and listening are NOT the same thing. How do these two terms differ? **Hearing** is only a simple reception of sound. On the other hand, **listening** is the process of making evaluation and judgment of the thought. **Hearing is done with the ears; listening is through the mind, more than just the ears.** Hearing is passive; listening is active.

PROCESS OF LISTENING

Stage 1 (Receiving)- Is the intentional focus on hearing a speaker's message. This stage is represented by the ear because it is the primary tool involved with this stage of the listening process.

Stage 2 (Understanding)- Deciding what the message means to you.

Stage 3 (Remembering)- begins with listening; if you can't remember something that was said, you might not have been listening effectively.

Stage 4 (Evaluating)- evaluations of the same message can vary widely from one listener to another.

The stages two, three, and four are represented by the brain because it is the primary tool involved with these stages of the listening process.

Stage 5 (Responding)- Responding—sometimes referred to as feedback—is the fifth and final stage of the listening process. This stage is represented by the lips because we often give feedback in the form of verbal

feedback; however, you can just as easily respond nonverbally.

TYPES OF LISTENING

- **Active Listening**
 - Understanding all things
 - Proper interaction.
 - Proper feedback
- **Selective Listening**
 - We pay attention to the speaker as long as they are talking about things we like or agree with.
- **Emphatic Listening**
 - going beyond the words to the heart and feelings that lie behind the words.
- **Ignoring**
 - Not listening at all
 - Is pretty insulting to others.
 - It can lead to strained relations

WHAT IS REGISTER?

- It was first utilized by **Thomas Bertram Reid**.
- It is a variety of a language used for a particular purpose or in a particular setting.

SPOKEN LANGUAGE REGISTER (MARTIN JOOS, 1961)

1. **Frozen or Static Register**- uses printed unchanging language, such as biblical quotations, often contains archaisms. The wording is exactly the same every time it is spoken.
2. **Formal Register**- one-way participation; no interruption; technical vocabulary or exact definitions are important.

3. **Consultative Register**- two-way participation; background information is provided- prior knowledge is not assumed.
4. **Casual Register**- in- group friends and acquaintances; no background information provided; ellipsis and slang are common; interruptions are common.
5. **Intimate Register**- Non-public; intonation is more important than wording and grammar; private vocabulary.

PURPOSES OF COMMUNICATION

1. To inform
2. To entertain
3. To inspire
4. To argue
5. To persuade

LOCAL AND GLOBAL COMMUNICATION IN MULTICULTURAL SETTING

Local and Global Communication is indeed a challenge to an individual with cultural diversity, due to some context that may differ depending on the one's perception of word meaning in relation to their culture. The culture shapes most of the way an individual interacts with one another, then once you consider language barriers and vocabulary utilized by different generations, it is easy to see where miscommunication can happen.

A WORLD OF DIVERSITY

Our world is a world of diversity. For many centuries, the people of the world were separated by mountains and seas. People in a very particular locality developed their own particular way of life, their own language, their religion and thus became referred to as a tribe, an ethnic group or a particular group of individuals who established a nation of their own.

GLOBAL COMMUNITY

Refers to the people of the globe, considered as being closely connected by modern telecommunications.

Examples:

- Major offices and a few homes linked with fiber systems
- Global multimedia service
- Satellite transmissions

CULTURAL AWARENESS AND SENSITIVITY

What is cultural awareness?

- knowing that there are multiple different cultures – supported religion, ethnicity, nationality, and other factors- that have different attitudes and outlooks.

What is cultural sensitivity?

- Involves accepting those differences without insisting your own culture is best, or that everybody should do it your way.

WHAT IS GENDER SENSITIVITY?

- Refers to the aim of taking account and/or understanding the societal and cultural factors involved in gender-based exclusion and discrimination.
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What is political correctness?

- It is used to describe language, policies, or measures that are intended to avoid to members of particular groups in society.

CULTURE

- Patterns of learned and shared behaviors and beliefs of a particular social, ethnic, or age group.
- Society's way of creating social connectivity among group.

"Culture does not create different communication but different communication creates culture."

1. **Ethnocentric Bias**– believing that your culture is the benchmark of all other culture.
2. **Cross cultural Communication**– generally compares the communications styles and patterns of people from very different culture or social structure.
3. **Intercultural Communication**– how people from another culture speak and what difficulties or differences they encounter. It is also about sending and receiving of messages across language or culture.

“Respect begets Respect”

DIMENSIONS OF CULTURE (GEERT HOFSTEDE)

1. **Individualism vs. Collectivism** (Individual Goal vs. Group Goal)
2. **Masculinity vs. Femininity** (Distinct vs. overlapping)
3. **Power Distance** – unequal distribution of power.
4. **Uncertainty Avoidance** – refers to the extent to which people in a culture feel threatened by uncertain or unknown situations.
5. **Task versus Social Orientation** – In task-oriented societies, members are highly concerned with individual success: advancing to more responsible jobs, better training, and so on. By contrast, groups in socially oriented societies focus more on collective concerns: cooperative problem solving, a friendly atmosphere, and good physical working conditions.

BARRIERS OF INTERCULTURAL COMMUNICATION

1. **Anxiety** – a feeling of worry, nervousness, or unease.
2. **Assuming Similarities instead of Differences** – each culture is unique so it is better not to assume.
3. **Ethnocentrism** – negatively judging aspects of another culture by the standards of one’s own culture. To be ethnocentric is to believe in the superiority of one’s culture.
4. **Stereotype** – first used by the journalist Walter Lippman in the year 1992 to describe judgments made about others on the basis of their ethnic group. It is a broader term commonly used to refer to negative and positive judgment about individuals.
5. **Prejudice** – refers to the irrational suspicion or hatred of a particular group, race, religion, or sexual orientation.

**“Don’t wish it were easier;
wish you were better.”**

– JIM ROHN