Task 2: Reflective Journaling
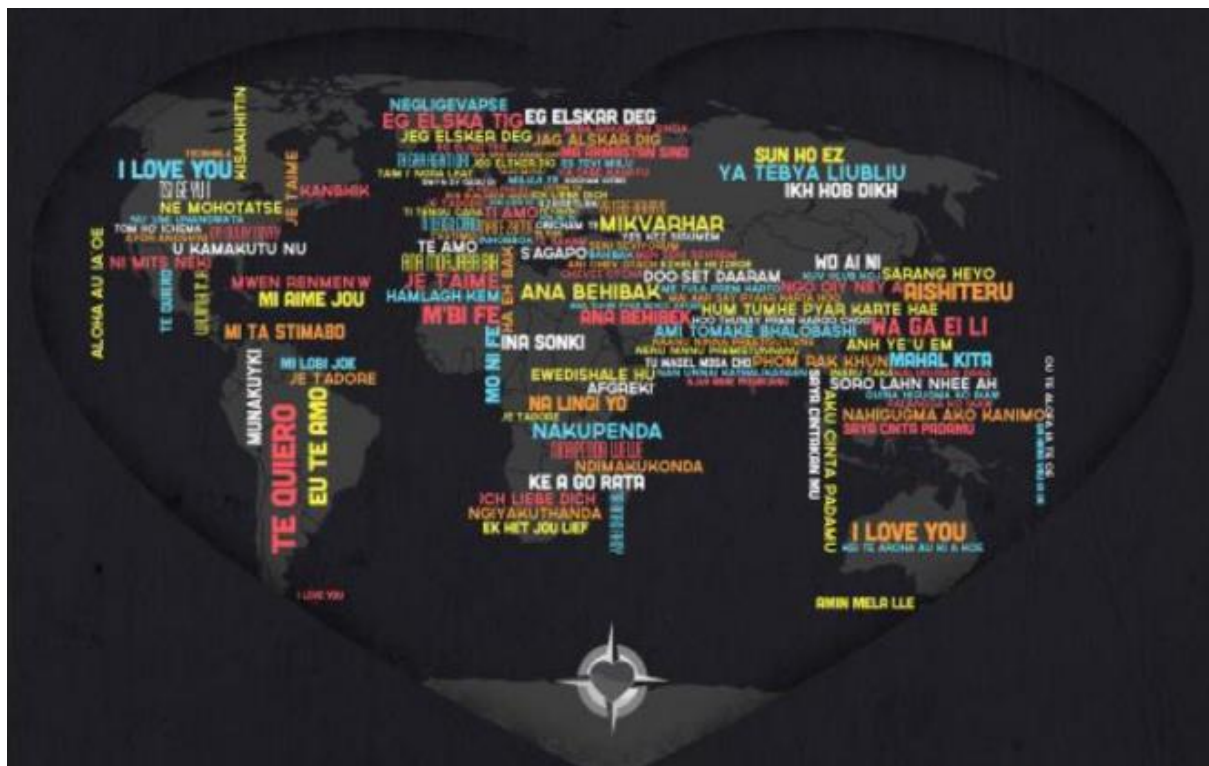
Direction: Reflects on your personal communication style and how it may be perceived by people from different cultural backgrounds.

   I have a systematic communication style, so I prefer clear, organized, and detailed communication focusing on facts rather than emotions. People from different cultural backgrounds may see this style as efficient and reliable, especially in professional settings where clarity is important. However, some may find it too formal or distant, especially in cultures that value emotional expression and personal connections.

   To improve, I can adapt by being more flexible and engaging considering the emotions and cultural norms of the people I communicate with. This way I can build better relationships while maintaining my structured approach.

A1. Varieties and Registers of Spoken and Written Language

Task 3. Answer the following questions.

1. Do the words in the picture mean the same?
   - The words in the picture above all translate to "I love you" in different languages. They express the same meaning but written and spoken differently.

2. What languages are presented in the picture?
   - The picture contains various languages worldwide such as English, Spanish, French, German, Korean, Japanese, Russian, Italian, Portuguese, Swahili, and Filipino.

Task 3: Read and answer the following questions.

1. How do you classify the 'conyo' language in the Philippines?
   - The *Conyo* language in the Philippines is a code-switching mix of English and Filipino, often spoken by middle to upper-class individuals.

2. What do you think are the unique characteristics of this language variety?

   - It is a unique combination of English and Filipino words in a single sentence, informal tone, and repetitive use of words like "parang" and "like".

3. How do you feel about people using this variety?

   - It can be effective for casual conversations but may sound awkward or unnecessary in formal settings. Some see it as trendy, while others find it impractical, as it loses the essence of our culture.

Task 4

Question: How do language varieties and registers impact communication effectiveness?

   Language varieties and registers impact communication by ensuring that messages are clear, appropriate, and well-received. Using the right variety helps match the communication style to the audience, preventing misunderstandings. Registers set the tone—formal for professional settings, informal for casual conversations, and neutral for research writing.

Task 5

How will you apply what you learned to your personal and professional life?

I will apply what I learned by being mindful of my words, respecting cultural differences, and choosing the right way to communicate in different situations. In my personal life, I will adjust my tone and language based on who I'm talking to, ensuring that I communicate respectfully and clearly.

Meanwhile, in my professional life, I will use formal and structured communication when needed, especially in emails, meetings, presentations, and workplace discussions. By understanding language varieties and registers I Can avoid misunderstandings, build better relationships, and express my thoughts and ideas effectively.

The Power of Words and Images *(page 21)*

1. What is the message?
   - Different cultures have varying greetings, gestures, and personal space expectations, which can lead to misunderstandings.
2. What is the purpose of the message?
   - To highlight cultural differences in communication and encourage awareness, respect, and adaptation in international settings.
3. How is the message conveyed (by the text and/or the image)?
   - Through a cartoon illustration showing people from different backgrounds reacting differently to gestures, accompanied by thought bubbles expressing their confusion.
4. Who is the target audience of the message?
   - Travelers, business professionals, and individuals interacting in multicultural environments.
5. What other ways of presenting the message are there?
   - A short video, infographic, or interactive guide explaining cultural etiquette and communication differences.

Discuss how the different following multimodal texts are not effective in delivering the intended message, or how an incorrect use of a semiotic feature changes the meaning of the text. *(page 23-24)*

image 1   image 2   image 3

Image 1:

- The font and color change the meaning. The first version looks romantic, while the second appears threatening due to the red, rough lettering and blood-like effect.

Image 2:

- The spacing in "Flickering" makes it look like an inappropriate word, leading to misinterpretation and confusion. Proper font spacing would prevent this.

Image 3:

- The placement of capital letters makes "Kids Exchange" appear as "Kid Sex Change," which alters the meaning. Proper spacing or capitalization could fix this issue.
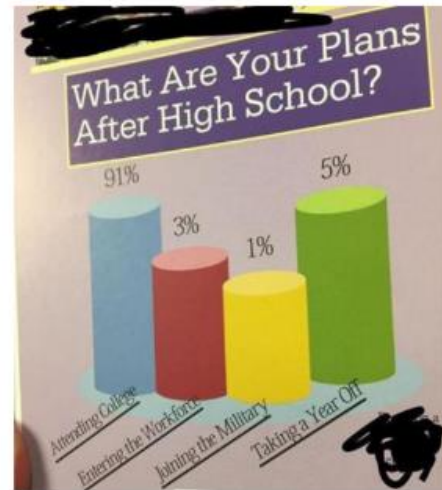
image 4

image 5

Image 4:

- The phrase "suit yourself" is a play on words, but the font placement and style make it misleading. It could imply indifference instead of promoting swimwear. The background also lacks contrast, making the text hard to read.

Image 5:

- The bar chart is misleading because the proportions do not match the percentages. The 91% bar is not significantly larger than the others, making the data visually inaccurate. This can cause misinterpretation of survey results.

Reflective Analysis: Briefly explain your assessment of one of these Ligo ads, with a focus on how the semiotic features add to the message. *(page 26)*

- The second Ligo ad (Social Distancing) effectively uses semiotic features to relate to a real-world issue. The cans are spaced apart, visually reinforcing the message of social distancing, which became essential during the COVID-19 pandemic. The minimalist design, centered text, and simple layout make the message clear and easy to understand. This ad cleverly integrates humor while promoting both health awareness and brand identity.

Cultural Awareness Activity

Scavenger Hunt: With your groupmates, find examples of different cultural practices, traditions, or values in your local community or online. Analyze if these are already practiced by the majority.

1. What did you learn about different cultures during this scavenger hunt?
   - I learned that Bukidnon has rich cultural traditions, including indigenous rituals, dances like the *Binanog*, and the importance of agriculture in their way of life. Many traditions are still practiced, especially during festivals.
2. How did this experience challenge your assumptions or stereotypes about other cultures?
   - It made me realize that indigenous cultures are not outdated but are still thriving. I also learned that traditions evolve while keeping their core values intact.
3. What was your favorite experience or discovery during the scavenger hunt?
   - Discovering the meaning behind the *Kaamulan Festival*, which celebrates unity among the seven Bukidnon tribes, was my favorite. It showed how cultural heritage strengthens identity and community bonds.
4. How can you apply what you learned to your daily life and interactions with people from diverse backgrounds?
   - I can apply this by respecting cultural differences, being more open-minded, and appreciating traditional practices. Understanding different customs helps me communicate and connect better with people from various backgrounds.