PORTFOLIO IN ORAL COMMUNICATION IN CONTEXT



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UNIT I: NATURE AND ELEMENTS OF COMMUNICATION

1. FUNDAMENTAL OF COMMUNICATION

* Sender and Receivers

There’s no communication without someone to send a message and someone to receive it. Whether it’s a lecturer orating to their students or an individual making eye contact with someone across a crowded bar, communication is about making a connection. The role of sender and receiver may be fixed, as in a superior officer delivering orders to a private, or fluid, as in an animated conversation between equals

* Message

What is being said, signed, gestured or read? Whether verbal or non-verbal, this is what the sender is attempting to communicate to the receiver. In the previous example of an officer giving orders to a private, the order is the message.

* The Code

While the term “code” may put you in mind of sailors in a World War II submarine trying to crack enemy communiques, in communications theory a code is simply the system used to formulate the message. Oral language is a code, and so is the written word. For a code to be effective, it must be mutually intelligible to speaker and receiver.

* The Channel

A message is formatted in code, but what do we call the means of passing or transmitting that code? Channels. In a sense, the most basic channel is the human voice — the vibration of one’s vocal cords allows the message, encoded in language, to be captured by the receiver. Most of the time when we refer to channels, we’re looking at tools that expand the capacity of our bodies to communicate. Examples of channels include fibre-optic cables, radio signals, print materials or even simple semaphore flags.

* The Medium

If the channel is the means of transmission, the medium is the means of communication. The difference between them is easier to understand by looking at examples. A television show is a medium, while television itself is a channel. A poem is a medium, whereas the book which holds it is a channel.

Each medium exerts a powerful influence on the message which it communicates; we would likely be struck by lightning if we didn’t allude to theorist Marshall McLuhan’s revolutionary maxim “The medium is the message.” What McLuhan meant, in its simplest formulation, is that each medium has powerful tropes, strengths and limitations which profoundly shape the way a message is created and received.

* The Noise

“Noise” in communication is both literal and figurative. Sometimes noise is physical interference in a signal, as when a storm disrupts a satellite uplink. Sometimes noise is mental: For example, a prejudice or bias against the sender may impair the receiver’s ability to accept their message. Finally, there is semantic noise. This can be thought of as an issue in the code. If a lecturer bombards their first-year students with jargon, their message will be lost because the receivers lack the specialized knowledge to comprehend it.

Noise is at the heart of many of the problems our online Communications Master’s degree students seek to resolve. Check out our post on conflict resolution for more on this point!

* The environment

This is the context in which communication takes place. It influences how messages are sent and received. Think of how cultural context affects what can and can’t be spoken publicly. Imagine trying to have an intimate conversation with a total stranger while a train rolls by. Context matters!

* Feedback

It is important to avoid becoming so involved in the act of explaining something that feedback from the receiver is overlooked. Feedback helps us to calibrate how our message is being taken, and to make adjustments based on whether this feedback is positive or negative. Most humans have a certain innate capacity for this, but this capacity must be developed via socialization (or in the case of students, through study) to reach full fruition.

1. INTERCULTURAL OF COMMUNICATION

**Intercultural communication** is the verbal and nonverbal interaction between people from different cultural backgrounds. In other words, it's the process of **communicating** with people from another culture. **Intercultural communication** is about much more than just language, since so much of **communication** is nonverbal

UNIT II: STRATEGIES IN VARIOUS SPEECH SITUATIONS

1. TYPE OF SPEECH CONTEXT AND STYLE
   1. Intrapersonal- It refers to the communication with one’s self.
   2. Interpersonal- This refers to communication between and among people and establishes personal relationship between and among them.
2. TYPE OF SPEECH CONTEXT AND STYLE
   1. Representatives: assertions, statements, claims, hypotheses, descriptions, suggestions.
   2. Commissives: promises, oaths, pledges, threats, vows.
   3. Directives: commands, requests, challenges, invitations, orders, summons, entreaties, dares.
   4. Declarations: blessings, firings, baptisms, arrests, marrying, juridial speech acts such as sentencings, declaring a mistrial, declaring s.o.out of order, etc.
   5. Expressives: Speech acts that make assessments of psychological states or attitudes: greetings, apologies, congratulations, condolences, thanksgivings...
   6. Verdictives: rankings, assessments, appraising, condoning (combinations such as representational declarations: You're out!)
3. TYPE OF COMMUNICATION STRATEGY
   1. Verbal communication strategies can be broken down into the two categories of written and oral communication. Written strategies consist of avenues such as e-mail, text, and chat. Examples that fall into the oral category are phone calls, video chats, and face-to-face conversation.
   2. Nonverbal communication strategies consist of mostly visual cues, such as body language, facial expressions, physical distance between communicators, or the tone of your voice. These cues are typically not intended. However, it is important to realize the message you are sending. Otherwise, you may be saying one thing, yet the receiver is hearing another.
   3. Visual communication strategies can be seen through signs, webpages, and illustrations. These strategies are used in the workplace to draw attention and provide documentation. Human resources is required to post certain visuals throughout the workplace to comply with safety laws.

UNIT III: FUNDAMENTAL OF PUBLIC SPEAKING

1. PRINCIPLES OF SPEECH WRITING

* Relate the topic to the audience.
* Question the Audience.
* State the importance of your topic.
* Begin with a quotation.
* Startle your audience.
* Tell a story.
* Arouse the curiosity of the audience.

1. PRINCIPLES OF SPEECH DELIVERY

a. Articulation Pronouncing the words and speaking with clear diction that effectively transmits the Message of the Speaker. The correct way of saying the word, whether they are familiar.

b. Modulation The capability to adjust or manipulate the resonance and timbre of the vocal tone.

c. Stage Presence The ability to “own” the stage, of the Speaker being able to fill the space and project his/her personality to the Audience. The opposite of stage presence is stage fright, which is considered by many as the topmost fear in the world of public speaking; making one feel shaky and nervous.

d. Facial Expressions, Gestures, and Movements Facial expressions: It builds a connection with your audience. It shows sincerity and credibility to the message. It conveys the feelings of the speaker. Gestures It helps you: -emphasize a point -express emotions -release tensions -engage your audience Movements It adds drama to your speech. It breaks monotony of where you are placed. Audience Rapport Establishing a connection with the Listeners or Audience.

UNIT IV: TYPES OF SPEECH

1. ORGANIZING AND DELIVERING A PERSUASIVE SPEECH
   1. [Have A Solid Goal In Place](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Have_A_Solid_Goal_In_Place)
   2. [Know Your Audience](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Know_Your_Audience)
   3. [Prepare In Advance](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Prepare_In_Advance)
   4. [Be Clear And Concise](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Be_Clear_And_Concise)
   5. [List Down Benefits For Your Audience](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#List_Down_Benefits_For_Your_Audience)
   6. [Exude Confidence](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Exude_Confidence)
   7. [Make Eye Contact](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Make_Eye_Contact)
   8. [Appeal To Their Emotions](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Appeal_To_Their_Emotions)
   9. [Use Effective Speech](https://24slides.com/presentbetter/how-to-deliver-a-persuasive-presentation/#Use_Effective_Speech)

SUMMARY OF SCORES

REFLECTION