PURPOSIVE COMMUNICATION

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ESSAY

The Role of Purposive Communication in the context of today’s Era

Purposive Communication is the practice of using various communication forms such as writing, speaking, and presenting for a variety of purposes and target audiences. It is the primary mode of communication used in various organizations for the seamless transmission of messages, data, and ideas. This can occur through various channels and forms, but the basic concept is all about good structure and defined formats to fulfill a purpose.

Purposive communications are primarily used for corporate and other professional purposes because communication is the mode of communication in everyday life. So, I believe that purposive communication is important in present era. Purposive Communication helps us to know the proper use of grammar, vocabulary of a language specially if you are speaker of any event to your school so that the audience can understand what you speak to in front. It is used in expressing thoughts and ideas in a distinct manner. As a student, I've noticed that most current students including me are struggling with writing and speaking. So that I was hoping that by studying this subject, we would gain a better understanding of how to communicate effectively, improve our presentation skills, and improve our pronunciation when speaking.