GE5- Purposive Communication | Module 1 | Communication, Principles, Processes, and Ethics

**I. Objectives:**

At the end of the lesson, you should be able to:

(1) Identify the principles, processes, and ethics of communication;

(2) Describe the elements of verbal and non-verbal communication in various and multicultural contexts;

(3) Practice effective communication skills;

(4) Evaluate communication skills; and

(5) Reflect on a learning experience.

**II. Warm-up:**

For 2-5 minutes, ponder on these questions: (You may write on a sheet of paper) (1) What does communication mean?

(2) How important is communication to your personal and professional success? **III. Self-audit:**

After completing the warm-up activity, tick the column that best describes your ability to communicate. Answer the section as objectively as possible. Bear in mind that there are no wrong answers.

|  | Usually  (3) | Sometimes  (2) | Seldom  (1) | Never  (0) |
| --- | --- | --- | --- | --- |
| 1. I acknowledge the barriers to communication and address them effectively. |  |  |  |  |
| 2. I adjust to my audience’s needs, values, and beliefs. |  |  |  |  |
| 3. I am clear with my purpose. |  |  |  |  |
| 4. I am confident. |  |  |  |  |
| 5. I give a timely and specific  feedback. |  |  |  |  |
| 6. I keep an open-mind. |  |  |  |  |
| 7. I listen attentively. |  |  |  |  |
| 8. I keep my message short but complete. |  |  |  |  |
| 9. I observe verbal and non-verbal messages effectively. |  |  |  |  |
| 10. I support my message with facts. |  |  |  |  |
| TOTAL |  |  |  |  |
| GRAND TOTAL |  | | | |

Interpretation:

| Score | Level of Proficiency |
| --- | --- |
| 26-30 | Advanced |
| 25-27 | Proficient |

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| 23-24 | Approaching Proficiency |
| --- | --- |
| 21-22 | Developing |
| 20 and below | Beginning |

**IV. Input:**

COMMUNICATION PRINCIPLES

∙ Communication is a process of exchanging verbal and/or non-verbal information between two or more people who can be either the speaker or the receiver of the messages. ∙ Communication is used to meet the purpose of a person. The purpose could be to inform, to persuade, or to entertain.

∙ Communication can be in the form of written, verbal, non-verbal and visuals. ⮚ Written communication involves texts or words encoded and transmitted through memos, letters, reports, on-line chat, short message service or SMS, electronic mail or e-mail, journals, and other written documents.

⮚ Verbal communication involves an exchange of information through face-to face, audio and/or video call or conferencing, lectures, meetings, radio, and television.

⮚ Non-verbal communication involves the use of the following to convey or emphasize a message of information:

o Voice- this includes tone, speech rate, pitch, pauses, and volume.

o Body language- this includes facial expressions, gestures, and eye

contact.

o Personal space or distance- this refers to an area of space and

distance that a person from a different culture, personality, age,

sex, and status adopts and puts for another person.

o Personal appearance- this refers how a person presents

himself/herself to a particular situation, whether formal or

informal.

⮚ Visuals involve the use of images, graphs, charts, logos, and maps

∙ Communication can be intended or unintended.

⮚ Intended communication refers to planning what and how you communicate your ideas to other people who are older than you are or who occupy a higher social or professional position such as your parents, teachers, and supervisors, among others.

⮚ Unintended communication, on the other hand, happens when you unintentionally send non-verbal messages to people you are communicating with, or when you suddenly make negative remarks out of frustration or anger. ∙ Communication is a complex process that requires you to:

o know your audience,

o determine your purpose,

o identify your topic,

o expect objections,

o establish credibility with your target audience,

o present information clearly and objectively, and

o develop a practical, useful way to seek for feedback

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COMMUNICATION PROCESS

The communication process involves elements such as source, message, encoding, channel, decoding, receiver, feedback, context, and barrier.

∙ Source- the speaker or sender of a message.

∙ Message- the message, information, or ideas from the source or speaker. ∙ Encoding- the process of transferring the message.

∙ Channel- the means to deliver a message such as face-to-face conversations, telephone calls, e-mails, and memos, among others.

∙ Decoding- the process of interpreting an encoded message.

∙ Receiver- the recipient of the message.

∙ Feedback- the reactions or responses of the receiver to the message from the sender.

∙ Context- the situation or environment in which communication takes place. ∙ Barriers- the factors which may affect the communication process.

Examples of barriers to communication:

o Culture

o Individual differences

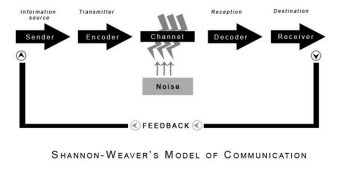
o Language use

o Noise

o Past Experiences

o Status

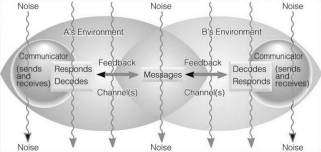
Communication can be a one-way or two-way process. Communication as a one-way process is best illustrated in the model of Shannon-Weaver (1949) as shown in Figure 1. In this model, the sender is active while the receiver is passive during the communication process.

**Figure 1.**

On the other hand, communication as a two-way process is exemplified by a transactional model as shown in Figure 2. In this model, the messages, information, or ideas are sent and received at the same time. Hence, the sender and the receiver become active during the process, and both serve as communicators.

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**Figure 2.**

COMMUNICATION ETHICS

Effective communicators observe ethics. This means that they deal with values, righteousness, and behavior appropriate for human communication particularly in a multicultural situation. Below are some of the ethical considerations:

o Uphold integrity.

o Respect diversity of perspective and privacy

o Observe freedom of expression effectively.

o Promote access to communication.

o Be open-minded.

o Develop your sense of accountability.

GUIDELINES FOR EFECTIVE COMMUNICATION

Effective communication plays a crucial role in your personal and professional success. Below are some guidelines for effective communication:

o Be clear with your purpose.

o Support your message with facts.

o Be concise.

o Provide specific information in your feedback.

o Adjust to the needs, interests, values, and beliefs of your audience.

o Observe communication ethics.

o Be your natural self and appear very confident.

**V. Delving Deeper:**

Watch the videos below in order to deeply understand the role of communication in your field.

1. Keys to a Successful Engineering: The Importance of Effective Communication https://www.youtube.com/watch?v=\_swfjbiZ3N0

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2. The importance of ‘soft skills’ for engineers

https://www.youtube.com/watch?v=b74SVc3aS8I

**VI. Comprehension Check**

Identify at least five situations where transactional model of communication can take place. For each situation, identify the elements of communication (context, sender-receiver, message, channel, and barrier.) For high-level and medium-level technology students, please post your answer on our Facebook group. Please feel free to comment on the work of your classmates. For low-level technology students, please submit your answers in a whole page of paper.

| Context | Sender-Receiver | Message | Channel | Barriers |
| --- | --- | --- | --- | --- |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |

**VII. Reflection:**

Reflect on the learning that you gained from this lesson by completing the given chart. You may post your reflection on our Facebook group. For low-level technology students, please submit your answers in a whole page of paper.

| What were your misconceptions about the topic prior to taking up this lesson? | What new or additional learning have you gained from this lesson in terms of skills, content, and attitude. |
| --- | --- |
| *I thought…* | *I learned that…* |

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