

## SUMMARY OF CHAPTER 1&2 OF GEC 102 CLASSES

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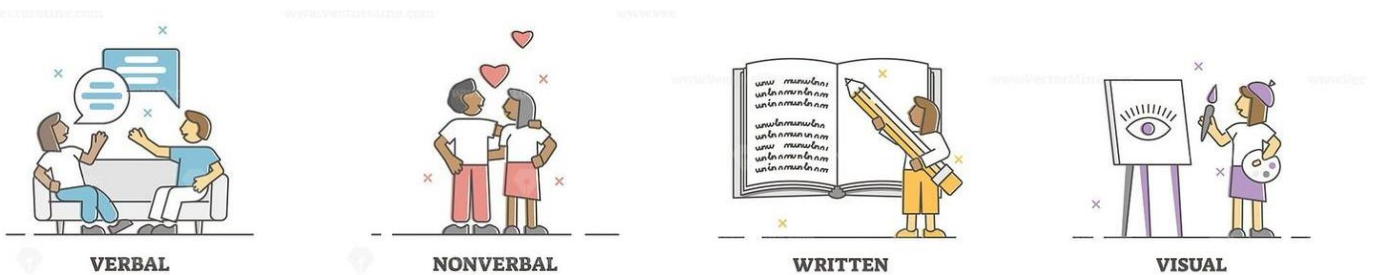
### CHAPTER I: UNDERSTANDING 21<sup>ST</sup> CENTURY COMMUNICATION

#### Lesson 1: Communication Processes, Principles, and Ethics

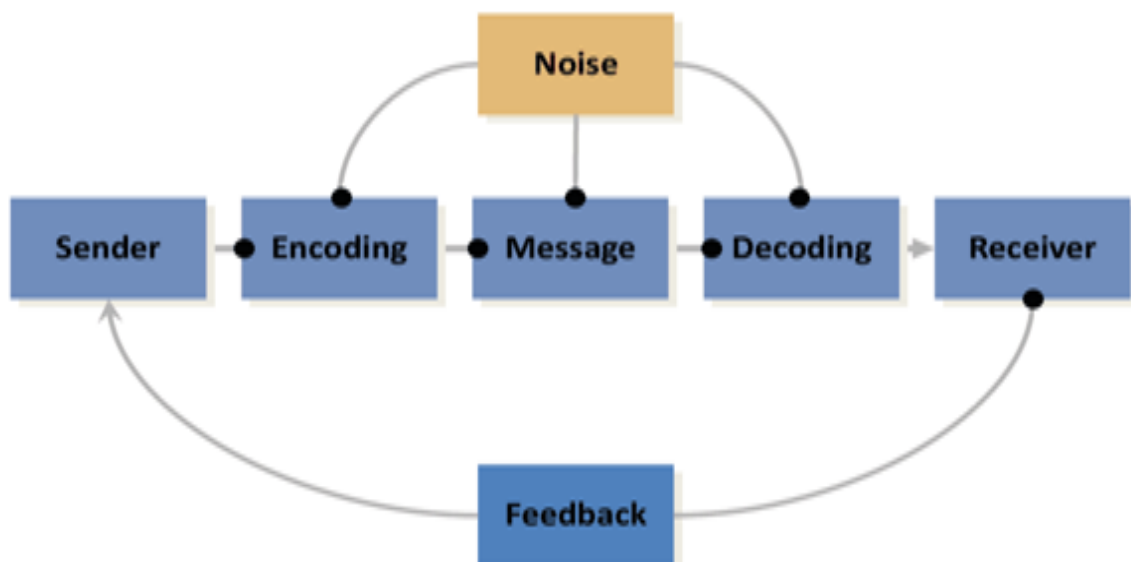
##### What is COMMUNICATION?

- Is a process of exchanging information, ideas, thoughts, feelings, and emotions through speech, signals, writing, or behavior (Nandankar, 2019)
- Is a process of meaningful interaction among human beings (McFarland, 1974)
- “Exchange of facts, ideas, opinions, or emotions by two or more persons” (Newman & Summer, 2001).

##### Types of Communication:



### The Communication Process



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Communication Process involves following steps:

Communications is a continuous process which involves three elements i.e. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

- **Sender:** The sender or the communicator is the person who generates the message and conveys it to the receiver. He is the source and the one who starts the communication.
- **Encoding:** The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.
- **Message:** Once the encoding is finished, the sender gets the message that he use to convey. It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sigh, sounds, etc. or any other signal that triggers the response of a receiver.
- **Communication Channel:** The Sender chooses the medium through which he wants to convey his message to the recipient. It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.
- **Receiver:** He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.
- **Decoding:** It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.
- **Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly. Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete. The response of the receiver can be verbal or non-verbal.
- **Noise:** It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.

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### KINDS OF INTERFERENCE/BARRIERS:

- a. **Psychological Barriers** are thoughts that hamper the message to be interpreted correctly by the receiver.
- b. **Physical Barriers** include competing stimulus, weather and climate, health and ignorance of the medium.
- c. **Linguistic and Cultural Barrier** pertain to the language and its cultural environment. Words may mean another in different cultures.
- d. **Mechanical Barriers** are those raised by the channels employed for inter-personal, group or mass communication. These include cellphones, laptops, and other gadgets used in communication.

### 7C'S OF COMMUNICATION:



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### ETHICAL CONSIDERATION IN COMMUNICATION:

Ethics is a branch of philosophy that focuses on issues of right and wrong in human affairs:

1. Respect the audience.
2. Consider the result of communication.
3. Value truth.
4. Use information correctly.
5. Do not falsify information.

### LESSON 2: COMMUNICATION AND GLOBALIZATION

**Globalization** is the communication and assimilation among individuals, ethnicities, races, institutions, governments of various nations supported by technology and compelled by international trade. Due to globalization, the more you become exposed to diversity – the valuing of uniqueness or differences in gender preference, color, age, religious affiliation, ethnicity, education, social and economic status and political beliefs.

**Globalization** is not a new process or concept. Years before the advent of technology, people had been purchasing and selling each other properties, goods and other objects of certain value.

People's background and experiences influence their view of the world and the values, beliefs, and behavior patterns assumed to good. The following are possible cultural barriers to effective communication in a global environment.

1. Cultural Relativism
2. Lack of knowledge of other's culture
3. Discrimination and harassment
4. Language differences

To get the desired outcome or response, the above barriers must be properly addressed. It is the responsibility of the parties involved in the communication process to eliminate the possible hindrances in their exchange. The goal of effective global communication is to achieve communication that gets the desired response leading to harmonious connections. Krizan (2014) suggest these strategies to become an effective global communicator:

1. Review communication principles.
2. Analyze the message receiver.
3. Be open to an accepting of other cultures.
4. Learn about cultures and apply what is learned.
5. Consider language needs.

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### LESSON 3: LOCAL AND GLOBAL COMMUNICATION IN MULTICULTURAL SETTINGS

**Intercultural communication** refers to interaction with people from diverse cultures (Jandt, 1998).

Forms of Intercultural Communication (Jandt, 1998):

1. **Interracial communication** – communicating with people from different races
2. **Interethnic communication** – interacting with people of different ethnic origins
3. **International communication** – communicating between representatives from different nations
4. **Intercultural communication** – interacting with members of the same racial or ethnic group or co-culture.

### Lesson 4: Varieties and Registers of Spoken and Written Language

#### A. Varieties of Spoken and Written Language

Lin (2016) presents the following nature of language variation as prescribed by most linguists based on the ideas of Mahboob (2014).

1. Language varies when communicating with people within (local) and outside (global) our community.
2. Language varies in speaking and in writing.
3. Language varies in everyday and specialized discourses.

#### Varieties of Language:

1. **Pidgin** – is a new language which develops in situations where speakers of different languages need to communicate but do not share common language. Examples are Nigerian Pidgin and Bislama (Spoken in Vanuatu).
2. **Creole** – is a pidgin that becomes the first language of the children and the mother tongue of a community. Examples are Gullah, Patwah (Jamaican Creole), and Pidgin (Hawai'i Creole English).
3. **Regional Dialect** – is not a distinct language but a variety of a language spoken in a particular area of a country. Examples are Hillbilly and Geordie of US.
4. **Minority Dialect** – is a variety used as a marker of identity, usually alongside a standard variety, by the members of a particular minority ethnic group. Examples are African American Vernacular English in USA, London Jamaican in Britain, and Aboriginal English in Australia.
5. **Indigenized varieties** – are spoken mainly as second languages in ex-colonies with multilingual populations. Example is Singlish (Spoken in Singapore).

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What is Register?

According to Nordquist (2018), a **register** is:

- defined as the way a speaker uses language differently in different circumstances
- determined by factors as social occasion, context, purpose, and audience
- determine the vocabulary, structure, and some grammar in one's writing and even in one's oral discourse.

Five (5) Distinct Registers:

1. **Frozen** - it refers to historic language or communication that is intended to remain unchanged, like a constitution or a prayer.

Examples: The Holy Bible, The United States Constitution, The Bhagavad Gita, and Romeo and Juliet

2. **Formal** - is used in professional, academic, or legal settings where communication is expected to be respectful, uninterrupted, and restrained. Slang is never used and contractions are rare.

Examples: a TED talk, a business presentation, the Encyclopedia Britannica, and Gray's Anatomy by Henry Gray

3. **Consultative** - is used in conversation when they are speaking with someone who has specialized knowledge or who is offering advice. Tone is often respectful (use of courtesy titles), but may be more casual if the relationship is longstanding or friendly.

Examples: the local TV news broadcast, an annual physical examination, a service provider like a plumber

4. **Casual** - is used when they are with friends, close acquaintances and co-workers, and family.

Examples: a birthday party, a backyard BBQ

5. **Intimate** - is reserved for special occasions, usually between only two people and often in private

Examples: an inside joke between two college friends or a word whispered in a lover's ear