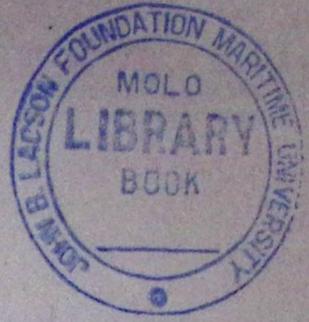


General Education Core Course

PURPOSIVE COMMUNICATION FOR THE 21ST CENTURY LEARNERS

Zenaida O. Vitasa, Ed.D.
Susanna Rose A. Labastilla, M.A.
Violeta P. Rana, M.A.
Camille Khimberly J. Elcano
Ernesto Thaddeus M. Solmerano, M.A.



Purposive Communication

FOR 21ST CENTURY LEARNERS

ZENAIDA O. VITASA

SUSANNA ROSE A. LABASTILLA

VIOLETA P. RANA

CAMILLE KHIMBERLY J. ELCANO

ERNESTO THADDEUS M. SOLMERANO

TABLE OF CONTENTS

Preface	iii
GEC 105: Purposive Communication Course Outline.....	vii
Table of Contents	xvii
Lesson 1 - Course Orientation	1
Welcome Message to the Students	2
Activity: The Student Fact Sheet	3
Activity: The University Profile.....	5
Classroom Participation House Rules	7
Activity: Create Your Purposive Communication Meme.....	9
Essay: Reflection on Your Studies of Oral Communication and English for Academic and Professional Purposes	11
Lesson 2 – The Nature of Language.....	13
Activity: Working with Words: Which Word Is Right?.....	14
What is Language?	14
Activity: My Language Biography.....	17
Quiz: Essay	21
Lesson 3 – Modes, Context, and Purpose of Communication	23
What is Communication?	24
Communication According to Mode	24
Communication According to Context.....	25
Activity: Comic Strip Interpersonal Communication	29
Activity: Transactional Communication Skit	31

Differences Between Transactional and Other Communication Models.....	33
Communication According to Purpose and Style	37
Activity: Organizational Culture Interview	39
Lesson 4 – Communication Principles, Processes, and Ethics	41
Communication Principles.....	42
Communication Processes.....	43
Communication Ethics.....	45
Guidelines for Effective Communication.....	46
Activity: Develop a Convincing Advertising	47
Activity: Case Study Analysis.....	49
Lesson 5 – Communication Modes	57
What is a Communication Mode?.....	58
Types of Communication Mode.....	58
Activity: The 4 Walls Communication.....	63
Activity: Video Evaluation	65
Activity: Live Conference Call.....	67
Lesson 6 – Communication in Social Media.....	69
“Pinoys top social media users, according to study” by Miguel R. Camus.....	70
Essay: News Article Evaluation Chart.....	73
The Impact of Globalization of Communication	75
“The Effects of Globalization on Global Communication” by Anam Ahmed.....	75
Activity: Video Analysis.....	77

Lesson 7 – Communication and Globalization	79
The Globalization Phenomenon	80
“What is globalization anyway?” by Alex Gray	80
Activity: Essay Analysis Chart	85
“The world’s English mania” by Jay Walker	89
“Don’t insist on English!” by Patricia Ryan	91
Essay: Video Evaluation Chart	95
Essay: Video Evaluation Chart	97
Activity: Compare and Contrast	99
Activity: Focus Group Discussion	101
Lesson 8 – Intercultural Communication	103
High-Context vs. Low-Context	105
Sequential vs. Synchronic	105
Affective vs. Neutral	106
Activity: Letter Writing	109
Lesson 9 – Varieties and Registers of Spoken and Written Language	111
Varieties of English	112
Language Registers/Registers of English	123
Activity: Fixing Filipinism	127
Activity: Food Review	131
Lesson 10 – Exploring Texts Reflecting Different Cultures	133
Cultural Texts	134
Formal and Informal Language	135
Activity: A Cultural Criticism Reading of “I-Higaanon”	137
Quiz: Essay	145

Lesson 11 – Coping with the Challenges of Intercultural Communication	149
Challenges of Intercultural Communication	150
Sources of Misunderstanding in Intercultural Communication....	157
Approaches to Studying Intercultural Communication	158
Activity: Cultural Similarities and Differences	159
Research: Gift Giving Traditions Around the World	161
Lesson 12 – Explanatory Essay	167
What is Explanatory Essay?	168
Explanatory Essay Example with Explanation: Perks of Living in the United States.....	169
Explanatory Essay Sample: Why Do Teenagers Commit Suicide?	170
Activity: Essay	173
Activity: Essay Analysis.....	177
Activity: Essay Analysis Chart	179
Activity: Top 5 Trivia Questions and Answers	183
Lesson 13 – Argumentative Essay	185
Argumentative Essay Structure.....	186
Characteristics of an Argumentative Essay	186
How To Write a Thesis Statement.....	186
How To Write an Argumentative Essay	187
Activity: Write an Argumentative Essay.....	189
Lesson 14 – Blog	193
So exactly what is a blog?	194
How to Create a Blog Post.....	194
Activity: Write a Blog.....	197

Lesson 15 – Oral Presentation	203
Oral Presentations	204
Activity: Oral Presentation Video Evaluation	209
Lesson 16 – Debate	213
Defining Debate	214
Types of Debate	214
Skills Needed in Debate.....	214
Debating an Issue	215
How Do You Win a Debate?	217
Dress and Appearance	217
Ethical Considerations	217
Activity: It’s Up for Debate	219
Lesson 17 – Written Modes of Professional Communication	221
Genres Across Professions.....	222
Writing Business Letters	222
Parts of a Business Letter	223
Activity: Write an Application Letter	225
Writing Proposals.....	227
Activity: Proposal for a Project	229
Writing Professional Emails.....	231
Activity: Writing Professional E-mails	233
Writing Minutes of the Meeting	235
Activity: Writing the Minutes of the Board Meeting.....	237

Lesson 18 – Job Interview	239
The Purpose of an Interview	240
Interview Preparation.....	240
Interview Checklist.....	241
Professional Attire	241
Know the Company/Organization.....	241
Research the Employer	241
Answering Interview Questions.....	242
Behavioral-Based Interviews	243
Behavioral-Based Question Examples.....	243
Using CAR to answer Behavioral-Based Questions.....	244
Answering Behavioral-Based Questions: W5 Model	244
Common Behavioral-Based Interview Themes.....	245
Answering Classic Questions: PAWS Model.....	246
Types of Interviews.....	246
Second Interview	248
Approaches to Interviewing	248
Ending the Interview.....	248
Interview Evaluation.....	249
DOs in the Job Interview	249
DON'Ts in the Job Interview.....	250
Activity: Job Application Form.....	253
Activity: Create Your Resume.....	255
Activity: Acing the Interview.....	259
References.....	261
Authors' Profiles.....	265