

CHED-COMPLIANT

PURPOSIVE COMMUNICATION in the 21st Century

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PURPOSIVE
COMMUNICATION
PREFACE



PURPOSIVE COMMUNICATION IN THE 21ST CENTURY

In the interest of the communication scholars, the authors of this work-text believe that communication must be purposive hence worth the exploration. The knowledge and skills in communication and purposive communication can be learned, practiced, and self-managed. It is therefore the goal of the authors to take years of practice and self-managed learning and all the wisdom shared by the communication scholars in this book to guide you and somehow motivate you to value communication as it should be valued in order to build a person (starting yourself), a community, and a world we all dream to have. We hope that you will appreciate the insights offered in this book and enjoy the communication exercises prepared for you to become a better communicator you ought to be.

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TABLE OF CONTENTS

Preface	iii
Acknowledgments	v
CHAPTER 1	
COMMUNICATION PROCESSES, PRINCIPLES & ETHICS	1
<i>Lesson 1</i> Communication, Importance and Process	3
<i>Lesson 2</i> Review on the Basic Principles of Communication	5
<i>Lesson 3</i> Ethics in Communication	21
CHAPTER 2	
GLOBALIZATION, CULTURES AND COMMUNICATION	31
<i>Lesson 1</i> Globalization & Its Effect on Communication	33
<i>Lesson 2</i> Local & Global Communication in a Multicultural Setting	37
<i>Lesson 3</i> Sub-cultures and Communication Differences	47
CHAPTER 3	
EVALUATING MESSAGES	61
<i>Lesson 1</i> A Picture Paints a Thousand Words	63
<i>Lesson 2</i> The Power of Nonverbal Cues	77
<i>Lesson 3</i> Peeking through Promotion	83
CHAPTER 4	
REGISTERS	91
<i>Lesson 1</i> Dimensions of Register	93
<i>Lesson 2</i> Tenor	103
<i>Lesson 3</i> The Corporate World	107
CHAPTER 5	
USE OF TECHNOLOGY: THE e-PARADIGM	113
<i>Lesson 1</i> Multimodal Engagement	115
CHAPTER 6	
COMMUNICATION FOR VARIOUS PURPOSES	123
<i>Lesson 1</i> Communication Fundamentals	125
<i>Lesson 2</i> Purposes of Communication	129
<i>Lesson 3</i> Rhetorical Situation	145

CHAPTER 7		
COMMUNICATION FOR WORK PURPOSES		149
<i>Lesson 1</i>	Communication in the Workplace	151
<i>Lesson 2</i>	Barriers to Communication in the Workplace	157
<i>Lesson 3</i>	Flow of Intraorganizational Communication in the Workplace	161
<i>Lesson 4</i>	A Communication Tool in the Workplace	171
<i>Lesson 5</i>	Written Communication Materials for the Workplace	177
 CHAPTER 8		
COMMUNICATION FOR ACADEMIC PURPOSES		205
<i>Lesson 1</i>	Academic Integrity	207
<i>Lesson 2</i>	Academic Writing: The Resolve	225
<i>Lesson 3</i>	The Research Process	235
 References		247
Appendix		253