

**THE COMMUNICATION STRATEGY OF INTERNATIONAL STUDENTS OF  
CAVITE STATE UNIVERSITY-MAIN CAMPUS, AY 2017-2018**

Undergraduate Thesis  
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## ABSTRACT

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The study was conducted to identify the communication strategy of the international students of Cavite State University- Main Campus. Specifically, the study aimed to identify the communication approach and the preferred outcome of communication of the international students as they interact with the Filipinos (students and faculty members) inside the campus.

The study used a descriptive methodology, which involved both quantitative (survey) and qualitative (spot interviews) procedures among the participants. There were 45 international students participated in the survey; while 15 of them were subjected to the interviews.

The results of the study were used to determine the communication strategy of the international students of CvSU-Main Campus. Based on the results, with the highest percentage and mean, the communication approach was nonassertive communication approach. Meanwhile, accommodation was the preferred outcome of communication; and the communication strategy was the idealized communication.

Consequently, this study was being recommended to future communication researchers, to the different co-cultural groups, and to different educational institutions. The study further recommends a discovery on a particular communication behavior that does not reflect on the current model of Co-Cultural Communication Theory.



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