



# PURPOSIVE COMMUNICATION

**Roger S. Ambida  
Josephine P. Galicha  
Richard L. Oandasan**

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Richard L. Oandasan**



**C & E Publishing, Inc.  
2019**





**C & E  
Publishing, Inc.**

C & E Publishing, Inc. was  
established in 1993, and is a  
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NBDB, and PEPA

Purposive Communication  
Published in 2019 by C & E Publishing, Inc.  
839 EDSA, South Triangle, Quezon City  
Tel. No.: (02) 8929-5088  
E-mail: info@cebookshop.com

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#### Cataloguing-in-Publication Data

P Ambida, Roger S.  
90 Purposive Communication/Roger S.  
.A43 Ambida, Josephine P. Galicha, and Richard L.  
2019 Oandasan—Quezon City: C & E Publishing,  
Inc., ©2019.

xi, 297 p. : ill. ; cm.

Includes bibliography and index.

ISBN: 978-971-98-1102-2 CE

I. Communication. I. Galicha,  
Josephine P. II. Oandasan, Richard L. III. Title.

Book Design: Lynzel S. Naguit  
and Paul Andrew L. Pagunsan

Cover Design: Ruth Anne D. Ellorin

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## The Book

*Purposive Communication* introduces students to the intricacy and dynamism of communication in various contexts. It is designed to improve the communicative competence of the students by inculcating in them the cultural and intercultural awareness necessary in communication especially in this age of globalization. It attempts to move away from a purely structure-focused linguistic instruction to a more social- and culture-oriented discussion of lessons. This material is equipped with assessment tools to reinforce the learning experience of the students.



*Excello™* is a continuously expanding aggregation of high-quality learning assessments designed to help students master the Philippine curriculum's key skills and provide teachers with easy-to-use test creation tools.



Published by:  
**C & E Publishing, Inc.**  
839 EDSA, South Triangle  
Quezon City, Philippines  
Tel. No.: (02) 8929-5088  
E-mail: [info@cebookshop.com](mailto:info@cebookshop.com)  
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ISBN 978-971-98-1102-2CE



Ambida - Purposive Communication