

COMMUNICATION STYLES AND EFFECTIVENESS OF NETWORKING
AGENTS AS PERCEIVED BY SELECTED CAVITEÑOS

THESIS

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**COMMUNICATION STYLES AND EFFECTIVENESS OF NETWORKING
AGENTS AS PERCEIVED BY SELECTED CAVITEÑOS**

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ABSTRACT

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This study was conducted to determine the communication styles and effectiveness of networking agents as perceived by selected Caviteños. In particular, it aimed to identify the Cavite-based networking companies that the participants are familiar with; identify the communication styles of the networking agents in terms of message construction and speaker's behavior; determine the effectiveness of the networking agents in terms of the changes in the participants' attitude and behavior; and to determine the relationship between the communication styles and effectiveness of the networking agents.

The participants of the study were selected 100 participants/attendees in 10 networking companies in Cavite. The study used purposive sampling to identify the participants. Frequency and percentage were used to process data. To measure the effectiveness of the networking agents in terms of attitude and behavior, mean and standard deviation were used. To determine the relationship between the communication styles of the networking agents and effectiveness of the networking agents, Pearson r was used. It is the covariance of the two variables divided by the product of their standard deviations.

Based on the results of the study, selected Caviteños were most familiar with UNO (Unlimited Network of Opportunities) followed by Frontrow Enterprise Philippine

Incorporated, Royale, My Jinga Juice Incorporated, AIM Global Incorporated, Global Entrepreneurship Merchandising Incorporated, DXN International Private Ltd., Forever Living Products Philippines Incorporated, NU Skin Philippines Incorporated and Herbalife. The most communication styles used by the networking agents in terms of their message construction and behavior in the seminars or presentations were the assertive and aggressive styles. Networking agents are effective in terms of changing the participants' attitude but ineffective in changing the participants' behavior towards networking after the seminar or presentation. The networking agents' communication styles do not have a significant relationship to the effectiveness of the networking agents.

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COMMUNICATION STYLES AND EFFECTIVENESS OF NETWORKING AGENTS AS PERCEIVED BY SELECTED CAVITEÑOS

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An undergraduate thesis submitted to the faculty of the Department of Language and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. _____. Prepared under the supervision of Ms. Rey Ann M. Maramag.

INTRODUCTION

People share a vital drive to communicate. Communication can be defined as the process of understanding and sharing meaning. People can share meaning in what they say and how they say it, both in oral and written forms. Good communication skills require a high level of self-awareness. Understanding personal style of communicating will go a long way toward helping people to create good and lasting impressions on others. By becoming more aware of how others perceive them, people can adapt more readily to their styles of communicating.

On the other side of the coin, communication skills help people to understand others not just their words, but also their tone of voice, their nonverbal gestures, or the format of their written documents provide them with clues about who they are and what their values and priorities may be. Active listening and reading are also part of being a successful communicator (Pearson & Nelson, 2000).