



in the 21st Century



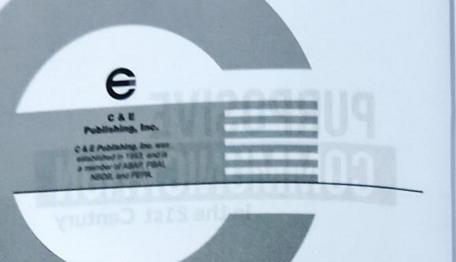
Jessie S. Barrot, PhD Philippe John F. Sipacio, PhD

## PURPOSIVE COMMUNICATION

in the 21st Century

Jessie S. Barrot, PhD Philippe John F. Sipacio, PhD





Purposive Communication on the 21st Century Published in 2018 by C & E Publishing, Inc. 839 EDSA, South Triangle, Quezon City Tel. No.: (02) 929-5088

F-mail: Info@cebookshop.com
Copyright © 2018 by C & E Publishing, Inc., Jessie Barrot, and Philippe John Sipacio

ALL RIGHTS RESERVED. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form, or by any means—electronic, mechanical, photocopying, recording, or otherwise—without the prior written permission of the publisher.

	Cataloguing-in-Publication Data
P	Barrot, Jessie S.
90 .B37 2018	Purposive communication in the 21st century/ Jessie S. Barrot and Philippe John S. Sipacio.— Quezon City: C & E Publishing Inc., ©2018.
	x, 483 p. : ill. ; cm.
	Includes bibliography and index.
	ISBN: 978-971-98-1101-5.
	<ol> <li>Communication. I. Sipacio, Philippe John S. II. Title.</li> </ol>

Layout and Cover Design: Lynzel S. Naguit

## **Table of Contents**

Preface .	**********	. vii
Unit 1	Fundamentals of Communication	1
Lesson 1	Communication Principles, Processes, and Ethics	2
Lesson 2	Communication and Globalization	. 20
Lesson 3	Communication in Multicultural Contexts	. 30
Lesson 4	Evaluation of Texts and Images	
	in Multicultural Contexts	
Lesson 5	Communication Aids and Strategies	
	Using Tools of Technology	. 59
Unit 2	Communication for General Purposes	. 80
Lesson 6	Principles and Types of Speeches	. 81
Lesson 7	Non-verbal Communication	. 98
Lesson 8	Connecting with the Audience	. 122
Lesson 9	Impromptu Speaking	. 138
Lesson 10	Informative Speaking	. 154
Lesson 11	Persuasive Speaking	. 175
UNIT 3	Communication for Work Purposes	200
Lesson 12	Oral Presentation in the Workplace	. 201
Lesson 13	Letters, Memos, and E-mails	214
Lesson 14	Minutes of the Meeting	240
Lesson 15	Informal Reports	252
Lesson 16	Proposals	271
Unit 4	Communication for Academic Purposes .	. 295
Lesson 17	Principles of Research	296
Lesson 18	Selecting a Topic	
Lesson 19	Referencing and Note-taking Skills	337
Lesson 20	Writing the Literature Review	
Lesson 21	Research Methodology	435
Lesson 22	Results, Discussion, and Conclusion	460
Reference	ces	. 477
Index		
The Autl	hors	



Purposive Communication in the 21st Century, attuned to the general aim of the new General Education curriculum of the Commission on Higher Education (CHED), offers an array of discussions and activities that will help students become competent in listening, speaking, reading, writing, viewing, and representing. The book comprehensively covers communication—its fundamentals and use in general, work, and academic purposes, Moreover, it uses different instructional approaches and strategies based on the principles of differentiation, spiral progression, process orientation, information and communication technology integration, collaboration, contextualization, reflective learning, and visual enhancement. Finally, Purposive Communication in the 21st Century incorporates the sociocognitive-transformative model in English as a second language pedagogy to ensure that the 21st century multiliterate lifelong learning goal is achieved.



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.



EssayJack is an interactive web platform that pre-structures student essays, reduces writing anxiety, and allows educator customization and feedback.









