



PURPOSIVE

COMMUNICATION

in the 21st Century

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

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THE BOOK

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.

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