

2021


C@ffi!af(iiaffflffafkf:@l~f)ffi)V

 rnmillD
creeeeeeeeeeeeeer+

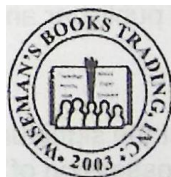
Hannah P. Mariveles

Purposive *Communication*

Second Edition

HANNAH /J}iARIVELES

000225



Wiseman's Books Trading, Inc.

Philippine Copyright, **2021**

Second Edition

By:

Wiseman's Books Trading, Inc.

and

HANNAH P. MARIVELES

PUBLISHED AND DISTRIBUTED BY:

WISEMAN'S BOOKS TRADING, INC.

ISBN: 978-621-418-162-9



All Rights Reserved

No part of this book may be reproduced or transmitted in any form or by means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher and author.

Any copy of this book without the signature of the author is considered from illegitimate source or is in possession of one who has no authority to dispose of the same.

Table Of Contents

Introduction	
Acknowledgements	ii
UNIT I: COMMUNICATION, PROCESSES, PRINCIPLES AND ETHICS	1
Chapter I: Communication: An Introduction	2
The Communication Process	
Types of Communication	3
Chapter II: Principles of Communication	13
Basic Rules of Communication	13
Guiding Principles: Receiver vs Sender	14
Oral Communication	16
Visual Communication	16
Written Communication	17
Chapter III: Ethics in Communication	23
Ethical Considerations in Communication	24
Ethical Communicators know how to properly use information	25
UNIT II: COMMUNICATION AND GLOBALIZATION	33
Chapter IV: Global Issues and Communication	34
Business and communication	34
Break down borders	35
Reading Requirement: The Flight from Conversation by Sherry Turkle	35
Chapter V: Cultural Appropriateness and Bias-Free Language	45
Sex and gender orientations	45
Discrimination against age	47
Discrimination against race	48
Sensitivity to faith and religion	49
Chapter VI: Evaluating Media Messages	57
Selected Reading: The Noble and Not-So-Secret Art of Service by Hannah A. Papasin	61

Unit III: COMMUNICATION STRATEGIES AND TOOLS	73
Chapter VII: Oral Presentations	74
The Structure	74
Audio-visual aids	75
Web-based Presentation	76
Chapter VIII: Multimodal Texts	81
Unit IV: WRITING FOR DIFFERENT PURPOSES	89
Chapter IX: Writing for Academic Purposes	90
Register Types	91
Writing a Research Report	95
Selected Reading 1: The Platform by Hannah A. Papasin	97
Selected Reading 2: Scar Tissue: Love, pray, teach	99
Selected Reading 3: Mayor "partially" lifts ban on alcoholic beverages	101
Chapter X: Writing for Business	111
Writing a Project Proposal	111
Writing a Position Paper	112
Writing a Resume and Application Letter	113
Tips to Resume Writing	113
Writing Application Letters	119
Chapter XI: Forms of Business Correspondence	127
The Letter	127
The Memo	129
The Fax	130
The Email	130

References

I