

Subject Code : **GE2**
 Course Name : **PURPOSIVE COMMUNICATION**
 Prerequisite : **None**
 Component : **General Education**

Course Credits (Units) : Total: **3** Lecture: **3** Lab: **0**
 Contact Hours/week : Total: **3** Lecture: **3** Lab: **0**
 Program& Year : **BSEd-English 1; BSEd-Math 1; BEEd-1**
 Academic Year : **First Semester A.Y. 2020 - 2021**
 Class Schedule : **9:00-10:00; 11:00-12:00; 1:00-2:00 MWF**

Course Description: Purposive Communication is about writing, speaking, and presenting to different audiences and for various purposes. (CMO 20 s. 2013). It is a three-unit course that develops students' communicative competence and enhances their cultural and intercultural awareness through multimodal tasks that provide them opportunities for communicating effectively and appropriately to a multicultural audience in a local or global context. It equips students with tools for critical evaluation of a variety of texts and focuses on the power of language and the impact of images to emphasize the importance of conveying messages responsibly. The knowledge, skills, and insights that students gain from this course may be used in their other academic endeavors, their chosen disciplines, and their future careers as they compose and produce relevant oral, written, audio-visual and/ or web-based output for various purposes.

Course Outcomes: At the end of the course, the students are able to:

1. determine culturally appropriate terms, expressions, and images;
2. Develop the skills in writing and presenting ideas using proper tone, style, conventions, tools of technology, and reference styles.
3. Adopt cultural and intercultural awareness and sensitivity in communication ideas.

LEARNING PLAN

LEARNING LOG

<i>Intended Unit Learning Outcomes (IULO)</i>	<i>Learning Objectives (LOs)</i>	<i>Content/Subject Matter</i>	<i>Time Frame (weeks/hrs)</i>	<i>Teaching and Learning Activities (TLAs)</i>	<i>Assessment Task (ATs)</i>	<i>Learning/Resource Materials</i>	<i>Remarks</i>
	Orient students with the VMGO, core values, quality policy of BISU. Recall how grades are computed; discuss basic course requirements; enumerate major topics of the course; Know the instructor and the students	Orientation (including VMGO, quality policy) and leveling off; leveling of expectations including agreeing initially on course requirements; basic textbook/s used in class Self-Introduction	First Week/ 3 hrs.	Discussion Demonstration Socratic method Recorded Self-Introduction		Student Handbook Internet	

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<p>Demonstrate mastery in elucidating the nature, elements, and ethical consideration in various communications in multicultural contexts.</p> <p>Manifest expertise in explicating how cultural and global issues affect communication.</p>	<p>Explain the principles and process of communication and the ethical considerations in communication</p> <p>Create a slogan about how the knowledge of the communication processes, principles, and ethics aid people in communicating effectively</p> <p>Identify cultural and global issues that affect local and global communication</p> <p>Write a reaction paper on communication challenges in a global atmosphere and methods for effective and ethical global communication</p> <p>Create a two-minute informative video about communication and globalization in a multicultural setting</p>	<p>Module 1: Understanding 21st Century Communication</p> <p>Lesson1: Communication processes, principles, and ethics</p> <p>Lesson 2: Communication and Globalization</p>	<p>1st week / 3 hrs</p> <p>2nd week</p>	<p>Intensive Reading/Self-paced learning</p> <p>Video Viewing</p> <p>Writing Activities</p> <p>Slogan Making</p> <p>Intensive Reading (Download lecture notes in LMS)</p> <p>Writing Activities</p> <p>Video Viewing through H5P</p> <p>Oral/Speaking engagement</p>	<p>Reflection Writing</p> <p>Creating slogan</p> <p>Presenting the slogan orally</p> <p>Making a reaction paper</p> <p>Creating a three-minute informative video</p>	<p>Learning Module Worksheets Learning guide</p> <p>https://www.youtube.com/watch?v=W1RY_72O_LQ</p> <p>https://www.promeng.eu/downloads/training-materials/ebooks/soft-skills/effective-communication</p> <p>https://www.healthknowledge.org.uk/public-health-textbook/organization-management/5a-understanding-itd-</p>	

Respond through written or oral communication to the challenges of diverse and multicultural communication	Identify the different varieties and registers of spoken and written language in the proper context Determine words and expressions that are very distinct among American, British, and Australian English Revise sentences to make the tone conversational yet professional and eliminate gender-biased language Evaluate multimodal texts critically to enhance receptive skills (listening, reading, viewing) convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers adopt an awareness of audience and	Lesson 3: Varieties and registers of spoken and written language	3 rd week	Intensive Reading/ Self-paced learning Role Playing Video Viewing Writing Activities	Reaction paper Online Quiz using (quiziz/kahoot)	/effective-communication Video “Wiring a Web for Global Good” https://www.ted.com/talks/gordon_brown https://www.youtube.com/watch?v=r-r-ph8gJBM
		Lesson 4: Evaluating Messages and/or Images of Different Types of Texts	4 th week	Intensive Reading/ self-paced learning Writing Activities Concept Mapping (Picture and Message Analysis)	Text and Image Analysis Creating multimodal Advertisement	www.wordpress.com https://minds.paceintuition.f

	context in presenting ideas.			Audio-visual or web-based presentation		iles.wordpress.com/2015/01/cross-cultural.jpg	
Intended Unit Learning Outcomes (IULO)	Learning Objectives (LOs)	Content/Subject Matter	Time Frame (weeks/hrs)	Teaching and Learning Activities (TLAs)	Assessment Task (ATs)	Learning/Resource Materials	Remarks
Present ideas using different tools of technology	Convey ideas through oral, audio-visual and/or web-based presentations for target audience Design presentation aids Use technology in communicating effectively	Module 2: Communication Aids and Strategies Using Tools of Technology Lesson 1: Preparing Multimedia Presentation Lesson 2: Preparing Pecha Kucha Presentation Lesson 3: Blogging	Midterm 5 th -10 th week	Intensive reading Self-paced Learning Creating multimedia and Pecha Kucha presentation Writing activities	Creating multimedia and Pecha Kucha Presentation Blogging	Learning Module Worksheets Learning guide Video: The world's worst research presentation (https://www.youtube.com/watch?v=SGqp4-bZQY) https://www.youtube.com/watch?v=eP3Znm3LNLA	
Intended Unit Learning Outcomes (IULO)	Learning Objectives (LOs)	Content/Subject Matter	Time Frame (weeks/hrs)	Teaching and Learning Activities (TLAs)	Assessment Task (ATs)	Learning/Resource Materials	Remarks
Communicate ideas effectively using the different forms of communication in various work purposes	Identify the essential details of a lead Write a lead for news article	Module 3: Communication for Work Purposes Lesson 1: Communication for Journalists: Writing a Lead	Semi-finals 11 th -14 th weeks	Intensive reading Self-paced Learning Writing Activities (Lead writing)		Learning Module Worksheets Learning guide	

<p>Perform different communications for work purposes</p>	<p>Write effective tour commentaries.</p> <p>Create an effective promotional multimedia material for tourists</p> <p>Describe pictures in five sentences</p> <p>Tell a story effectively</p> <p>Use the right tone in persuading a prospective employer</p> <p>Write an appropriate and effective resume and application letter</p> <p>Discuss the parts and purpose of a memo</p> <p>Explicate the content of a memo</p> <p>Explain the importance of taking minutes of a meeting</p> <p>Write minutes of a meeting</p> <p>Develop the skills in writing an office memorandum and minutes of the meeting.</p>	<p>Lesson 2: Communication for Tourism: Tour Guiding</p> <p>Lesson 3: Communication for Teachers: Storytelling</p> <p>Lesson 3: Communication for Employment <ul style="list-style-type: none"> ✚ The Resume ✚ The Application Letter </p> <p>Lesson 4: Communication within a Company <ul style="list-style-type: none"> ✚ The Memorandum ✚ Minutes of the Meeting </p>	<p>11-14 weeks</p>	<p>Writing Activity (Writing Commentaries) Creating a video about potential tourist destination</p> <p>Concept Mapping</p> <p>Storytelling</p> <p>Evaluating and rewriting application letter</p> <p>Writing Activities: Writing resume and application letter</p> <p>Self-paced learning/intensive reading</p> <p>Evaluating content of a memo</p> <p>Group activity: Simulation (Virtual class meeting/recording of the minutes of the meeting.)</p> <p>Writing activities (writing office memorandum and minutes of the meeting)</p>	<p>Online Quiz using LMS</p> <p>Video presentation</p> <p>Writing outputs</p> <p>Video documentary of storytelling</p> <p>Written outputs</p> <p>Pen and paper assessment</p> <p>Minutes of the meeting</p>	<p>Newspapers</p> <p>Pictures of tourists spot</p> <p>Sample communication materials from different workplace settings (e.g. minutes, memo, requests, business/technical/incident reports, letters).</p> <p>1. See: https://www.vuu.edu/Uploads/files/SampleMeetingMinutes.pdf</p>	
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Acquire basic skills in writing a research proposal	Write an acceptable summary and a paraphrase Write a research proposal Present a research proposal	Communication for Academic Purposes 1. Avoiding Plagiarism 2. Writing a Research Proposal 3. Academic Presentation	Finals 15-18 weeks	Critiquing for plagiarism through Google Docs (Connectivism) Interactive learning Action learning Oral Presentation (COI)	Written exercise Writing and presenting topic proposal Final Requirement: Research Proposal Presentation Final Exam	Learning Module Worksheets Learning guide Book references	
LEARNING RESOURCES:	Wakat, G., Caroy, A., Paulino, F., Jose, M., Ordonio, M.R., Palangyos, A., Palangyos, S., Dizon, E.G., Dela Cruz, A., Sao-an, M. (2018). <i>Purposive Communication</i> . Lorimar Publishing, Inc. Quezon City Manzano, B.A; Arador, MV.P; Ladia, MA.P. (2018). <i>Purposive communication for college freshmen</i> . St. Andrew Publishing House. Plaridel, Bulacan, Philippines Ariola, M.M. (2018). <i>Purposive communication</i> . Unlimited Books Library Services & Publishing Inc. Intramuros, Manila, Philippines						
Others:	Uychoco, Marikit Tara A.; Santos, Maria Lorena (2018). <i>Communication for society: Purposive communication</i> . Rex Bookstore Sampaloc, Manila Dainton, M. & Zeiley E. (2015). <i>Applying communication theory for professional life. A practical introduction 3rd ed.</i> Sage Publications. Searles, G. (2014). <i>Workplace communication: The basics</i> . Allyn & Bacon Publishing, Boston 6 th ed. https://www.ted.com/talks/gordon_brown accessed on August 13, 2019 https://mindspaceintuition.file.wordpress.com/2015/01/cross-cultural.jpg https://www.youtube.com/watch?v=SGqp4-bZQY accessed on August 14, 2019 https://www.youtube.com/watch?v=eP3Znm3LNLA accessed on August 14, 2019 https://www.vuu.edu/Uploads/files/SampleMeetingMinutes.pdf accessed on August 14, 2019						
Integration of Values:							
Course requirements	Midterms: Finals:						

Grading system	1.
	2.
Class Policies	

Designed by :

MIRASOL D. GAOIRAN, MAELT
Instructor I

Reviewed:

Chairperson, BSEd Program

APPROVED:

Dean, College of Teacher Education