

INSTITUTE OF ARTS AND SCIENCES

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for PURPOSIVE COMMUNICATION - ENG101

VISION: Mabalacat City College envisions itself to be the top choice in the community it serves for quality education and training by 2025.

MISSION: The Mission of Mabalacat City College is to meet the needs of its community as a center for learning aiming for open admission policy.

COURSE DESCRIPTION:

Purposive Communication is writing, speaking, and presenting to a different audience for various purposes. It is a three-unit course that develops students' communicative competence, and cultural and intercultural awareness through multimodal tasks that provide opportunities for effective and appropriate communication to a multicultural audience in both local and global contexts. It equips students with tools for the critical evaluation of a variety of texts and focuses on the power of language and the impact of images to emphasize the importance of responsibly conveying messages. 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.

PROGRAM INTENDED LEARNING OUTCOMES (PILO)

Bachelor of Secondary Education Major in Sciences (CMO No. 75, Series of 2017)

At the end of this program, graduates will have the ability to:

- Demonstrate deep understanding of scientific concepts and principles
- Apply scientific inquiry in teaching and learning
- Utilize effective science teaching and assessment methods

PRE-REQUISITE: None

NUMBER OF UNITS: 3 Units Lecture

COURSE INTENDED LEARNING OUTCOMES:

Knowledge

- 1. Describe the nature, elements, and functions of verbal, and non-verbal communication in various multicultural contexts
- 2. Determine culturally appropriate terms, expressions, and images
- 3. Evaluate multimodal texts critically to enhance receptively (listening, reading, viewing) skills;











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- 4. Explain how cultural and global issues affect communication
- 5. Summarize the principles of academic text structure.

Skills

- 1. Convey ideas through oral, audio-visual, and/or web-based presentations for different target audiences in local and global settings using appropriate registers
- 2. Create clear, coherent, and effective multi-modal communication materials
- 3. Present ideas persuasively using appropriate language registers, tone, facial expressions, and gestures
- 4. Write and present academic papers using appropriate tone, style, conventions, and reference style.

Values

- 1. Adopt awareness of audience and context in presenting ideas
- 2. Appreciate the differences in the varieties of spoken and written English
- 3. Appreciate the impact of communication on society and the world
- 4. Respect cultural and intercultural differences through awareness and sensitivity in the communication of ideas

COURSE OUTLINE

WEE K	INTENDED LEARNING	TOPIC	TEACHING & LEARNING MATERIALS (with references following OER plagiarism and IPR policies)	ASSESSMENT TASK (Requirements with	SDG COHERENCE
	OUTCOMES (ILO)			schedule or time allotment)	
1	Describe the	MODULE NO. 1	Weekly uploaded MCC-produced instructional material/module	Answer the following questions and	SDG No. 4
	nature	(Most Vital	prepared by the Institute of Arts and Sciences, (IAS)	upload them to your MS Team group.	
	elements, and	Content			Provide Quality
	functions of	Knowledge)	Sy Gaco, S. B. (2018). Principles & Competencies in Purposive	SELF-EVALUATION # 1	Education
	verbal and	THE	Communication. Quezon City: Great Books Trading.	1. How is your communication skill in	
	non-verbal	COMMUNICATION		English? Rate it from 1 to 5, with 5	
	communication	PROCESSES	Capacity-Building on the Teaching of General Education Courses:	being the highest, and explain why	
	in various	Communication	Alignment of	you rated your communication skill	
	multicultural			so.	
	contexts	Types of	GE Syllabi with PPST 2019	2. If you rated yourself 3 or lower, what	
		Communication		do you think you need	











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	T	1			Г
	Identify the	Types of Non-	Management Study Guide. (2020). Communication Theory. Retrieved:	improvements? How will you address	
	appropriate	Verbal	https://www.managementstudyguide.com/communication-theory.htm	such needs to improve?	
	language	Communication		3. Which of the principles should we	
	register to be	Five Theories of		never violate at all cost? Why	
	used in certain	Non-Verbal			
	situations.	Communication		ASSESSMENT # 1	
				Non-Verbal Forms of Communication	
		The Cyclical Flow			
		of the			
		Communication			
		Process			
2		THE PRINCIPLES of	https://www.managementstudyguide.com/	REFLECTION # 1:	SDG No. 5.
		COMMUNICATION	Google Images	Cite 1 an Ethical Issue in Communication	
				you have experienced or you	Enforce Gender
		Communication	https://www.youtube.com/watch?v=4Z1Bleje ko&list=RDLVCSiGs2Fnu	witnessed. Explain and Upload your	Equality
		Ethics	38&index=12	answer on your MS Team group.	' '
				, , ,	
		What is Ethics?	https://www.youtube.com/watch?v=QGTn1PZbKzw&list=RDLVCSiGs2F	SELF-EVALUATION # 2	
			nu38&index=20	Explain why people find it hard to	
		What is		communicate the following: truth,	
		Communication		emotions, anger, disappointment	
		Ethics?			
		The Truth			
		Standard			
		Ethical Issues in			
		Communication			
	1	1			











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3		MODULE NO. 2	SyGaco, S. B. (2018). Principles & Competencies in Purposive	ASSESSMENT # 2	SDG No. 4
			Communication. Quezon City: Great Books Trading.	Global Communication	
		COMMUNICATION			Provide Quality
		AND	Metcalf, T. (2014). The Global Guide to Hand Gestures. Retrieved:	SELF-EVALUATION # 3	Education
		GLOBALIZATION	https://www.telegraph.co.uk/travel/news/A-global-guide-to-hand-gestures/	Explain your views on globalization and how globalization has affected your	
		Global		family and personal life. Identify at least	
		Communication	Appiah, A. (2005). <i>Cosmopolitanism – Ethics in a World of Strangers</i> . Penguin Books	three minimum effects of globalization to you.	
		Views on			
		Globalization	Thompson, J. (1995). Media and Modernity—ch. 5 'The Globalization of Communication		
			YouTube. (2013). <i>Globalization explained</i> . Retrieved from: https://www.youtube.com/watch?v=JJ0nFD19eT8		
			YouTube. (2015). What is globalization? Retrieved: https://www.youtube.com/watch?v=xPD477FuqtY		
4	Appreciate the	Tracing the history	YouTube. (2016). Cultural Diversity Examples Avoid Stereotypes while	SELF-EVALUATION # 4	
	impact of	of the	communicating. Retrieved:		
	communication	globalization of	https://www.youtube.com/watch?v=mfwkbuEeTSw	Class Sharing –	
	on society and	communication		1. How do I check my personal	
	the world.		https://www.timetoast.com/timelines/major-events-in-globalization	stereotypes against the following:	
		Impacts of		Members of the LGBTQA++, PWDs,	
		Globalization on		Elderly	
		Communication		et.al.	
				2. What steps may I take to check my	
				prejudices/personal biases? Suggest 5	
				concrete steps to undertake.	











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		1		<u> </u>	
5	Explain the positive and negative impacts of globalization to communication	Impacts of Globalization on Global Communication	https://bizfluent.com/info-8232542-effects-globalization-global-communication.html		
6	Enumerate benefits of Globalization	Why the world is a Global Village			
7	Explain how Cultural and Global issues affect communication	MODULE NO. 3 LOCAL AND GLOBAL COMMUNICATION	Businesstopia. (2020). Cultural Barriers to Communication. Retrieved: https://www.businesstopia.net/communication/cultural-barriers-communication The Danger of a Single Story: Chimamanda Ngozi Adichie - TED Talks	ASSESSMENT # 3 Obstacles in Intercultural Communication	SDG No. 5. Enforce Gender Equality
	Determine culturally appropriate terms,	IN CULTURAL SETTING Obstacles in	SyGaco, S. B. (2018). <i>Principles & Competencies in Purposive Communication</i> . Quezon City: Great Books Trading. Morgan, P. (2016). Language Registers. Retrieved from:		
	expressions, and images (sensitivity to gender, race, class, etc.)	Intercultural Communication	https://slideplayer.com/ https://www.roberthalf.ca/en/blog/the-future-of-work/how-has-your-generation-changed-workplace-communication https://www.cartoonstock.com/directory/c/communication_failure.as		
	Adopt cultural and intercultural		<u>D</u>		











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		<u></u>	,	<u>, </u>	
	awareness and				
	sensitivity in				
	the				
	communication				
	of ideas				
8	Describe the	Relationships:	https://whatsthepont.blog/2012/06/23/my-epic-communication-fail-		
	nature	Norms & Roles	the-4-foot-post-story/		
	elements, and	Norms & Roles	<u>the-4-100t-post-story/</u>		
		Variation of			
	functions of	Varieties of			
	verbal and	Registers of			
	non-verbal	Spoken and			
	communication	Written Language			
	in various				
	multicultural				
	contexts				
9			MIDTERM EXAMINATION		
10	Evaluate	MODULE NO. 4	SyGaco, S. B. (2018). Principles & Competencies in Purposive	SELF-EVALUATION # 5	
10	multimodal	WIODOLL NO. 4	Communication. Quezon City: Great Books Trading.	Multi-Media Evaluation of social media	
	text critically to	EVALUATING	Communication. Quezon City. Great books Trading.	accounts, films, TV advertisements,	
	enhance		Laguine (2020) Finding Madin Massages Detrieved from		
		MESSAGES AND	Inquire. (2020). Evaluating Media Messages. Retrieved from:	online games	
	receptive	IMAGES OF	http://thoughtfullearning.com/inquireHSbook/pg240		
	(listening,	DIFFERENT TYPES			
	reading,	OF TEXTS	https://www.youtube.com/watch?v=4Z1Bleje ko&list=RDLVCSiGs2Fnu		
	viewing) skills.		38&index=12		











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			_	<u></u>	1
		Understanding the	https://www.youtube.com/watch?		
		Communication	=4Z1Bleje_ko&list=RDLVCSiGs2Fnu38&index=12		
		Situation	, -		
11	Convey ideas	The Multi-	http://thoughtfullearning.com/inquireHSbook/pg240	CREATIVE PRESENTATION	
	through oral,	Modal/Media		Present common media messages and	
	audio-visual,	Evaluation	https://www.cliffsnotes.com > principles-of-management	explain the purpose as to its message and	
	and/or web-		, and the second of the second	target audience.	
	based	Purpose of Media	https://pressbooks.howardcc.edu/criticalreadingcriticalwriting/chapter	tanger assures	
	presentations	Messages	<u>/232/</u>		
	for different	Wiessages			
	target				
	_				
	audiences in				
	local and global				
	settings using				
	appropriate				
	registers.				
		5.6.4.4			
12	Adopt	Purpose of Multi-	https://leverageedu.com/blog/modes-of-communication/		
	awareness of	Modal/Media			
	audience and	Messages	https://ncca.gov.ph/about-ncca-3/subcommissions/subcommission-		
	context ideas		on-cultural-disseminationscd/communication/government-media-		
	in different	Types of Multi-	rewriting-their-image-and-role/		
	multi-modal	Modal Texts			
	forms of				
	communication				
	S.				
	I	1	I		<u> </u>











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			T	T	1
13	Convey ideas	MODULE NO. 5	Ronald Brian Adler, George R. Rodman <i>Understanding Human</i>	ASSESSMENT # 4	
	through oral,		Communication Edition 9, Oxford University Press, 2006 ISBN	Visual Aids, Types,	
	audio-visual,	COMMUNICATION	0195178335, 9780195178333		
	and/or web-	AIDS AND			
	based	STRATEGIES	SyGaco, S. B. (2018). Principles & Competencies in Purposive		
	presentations		Communication. Quezon City: Great Books Trading.	CREATIVE PRESENTATION	
	for different	Visual Aids and		Use electronic media and demonstrate its	
	target	Types of Visual	Wood, J. (1997). Communication in our lives. Boston, MA: Wadsworth.	use in various entrepreneurial platforms.	
	audiences in	Aids			
	local and global		http://156704565662685590.weebly.com/modelingobservational-		
	settings using	Presentation of	conditioning.html		
	appropriate	Visual Aids			
	registers		https://store.schoolspecialty.com/OA HTML/ibeCCtpltmDspRte.jsp?mi		
		Other Electronic	nisite=10224&item=3412257		
	Adopt	Media			
	awareness of		https://www.teacherph.com/developing-teachers-personality/		
	audience and				
	context in		https://davidneat.wordpress.com/methods/working-in-scale/		
	presenting				
	ideas using				
	communication				
	aids and				
	strategies				
14	Convey ideas	MODULE NO. 6	Sy Gaco, S. B. (2018). Principles & Competencies in Purposive		SDG No. 4
	for different		Communication. Quezon City: Great Books Trading.	Present a 2-minute persuasive speech	Provide Quality
	target	COMMUNICATION	, ,	whose purpose is why to encourage or	Education
	audiences in	FOR VARIOUS	TED. (2013). Every kid needs a champion - Rita Pierson. Retrieved from:	discourage a certain business venture.	
	local and global	PURPOSES	https://www.youtube.com/watch?v=SFnMTHhKdkw	3.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1	
	settings using		, ,		
	3-1-8	Informative			











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	T			T	T
	appropriate	Persuasive	TED. (2013). Grit: the power of passion and perseverance - Angela Lee		
	registers.	Argumentative	Duckworth. Retrieved from:		
			https://www.youtube.com/watch?v=H14bBuluwB8 for Informative		
	Create clear,				
	coherent, and		https://www.youtube.com/watch?v=JGdS8ts63Ck		
	effective				
	communication		https://www.youtube.com/watch?v=Tuw8hxrFBH8 Steve Jobs		
	materials;				
			https://www.youtube.com/watch?v=DOYI13GLD10 Fr. Jerry Orbos		
	Present ideas		Google Images		
	persuasively		https://www.coursehero.com/file/29670095/Persuasive-2-speech-		
	using		outlinedocx/		
	appropriate		https://www.myspeechclass.com/education-speech-topics.html		
	language				
	registers, tone,				
	facial				
	expressions,				
	and gestures				
15	Create clear,	MODULE NO. 7	SyGaco, S. B. (2018). Principles & Competencies in Purposive	PAPER OUTPUT	SDG No. 8
	coherent and		Communication.	Write sample communications in the	
	effective	COMMUNICATION	Quezon City: Great Books Trading.	workplace:	Create Decent
	communication	FOR WORK	·	Memorandum	Work and
	materials in the	PURPOSES	https://www.incorp.asia/blog/hr/importance-of-good-communication-	Minutes of the meeting	Economic
	Workplace		at-workplace/	Letter of Invitation	Growth
	·	Guidelines in		Letter of request	
	Present ideas	Business Meeting	https://www.vpi-inc.com/2019/02/19/featured-workshop-workplace-	'	
	persuasively		communication/		
	using				
	appropriate				











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	language	Distributing the	https://courses.lumenlearning.com/wm-		
	registers, tone,	Minutes of the	organizationalbehavior/chapter/functions-of-organizational-		
	facial	Business Meeting	communication/		
	expressions,				
	and gestures	Writing and Communicating in	http://business.lovetoknow.com/wiki/Samples of Minutes of Busine		
	Adopt	the Workplace	ss Meetings		
	awareness of		Source: Business Request Letter (2009).		
	audience and		Retrieved from http://www.sampleletters.org/business-request-		
	context in		letter.html		
	communicating		<u>letter.iittiii</u>		
	ideas in various				
	workplaces.				
16	Write and	MODULE NO. 8	https://wwnorton.com/college/english/write/fieldguide/rhetorical1	ASSESSMENT # 5	SDG No. 4
	present			Quoting, paraphrasing, and summarizing	Provide Quality
	academic	COMMUNICATION	http://www.northwestern.edu/provost/policies/academic-		Education
	papers using	FOR ACADEMIC	integrity/principles.html	ASSESSMENT # 6	
	appropriate	PURPOSES		Writing an ideal topic for Business	
	tone, styles,		https://writingcenter.unc.edu/esl/resources/academic-integrity/	Management	
	conventions,	Characteristics of			
	and reference	an Ideal Topic	https://www.mendeley.com/guides/apa-citation-guide		
	styles				
		The Making of an	https://aut.ac.nz.libguides.com/APA6th/referencelist		
	Identify	Academic Paper			
	unacceptable		https://learn.org/articles/What are Academic Communications.html		
	behaviors that	Quoting,			
	compromise	Paraphrasing, and			
	one's academic	Summarizing			
	integrity				











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		What is Academic			
	Convey ideas	Integrity?			
	through oral,				
	audio-visual,				
	and/or web-				
	based				
	presentations				
	for different				
	target				
	audiences in				
	local and global				
	settings using				
	appropriate				
	registers				
	Appreciate				
	ease of				
	communication				
	properly.				
		FINAL EXAMINATION			
			FINAL ORAL EXAM (SPEECH)		
17/1		1. Paper	presentation of an Advocacy on one of the UN Sustainable Development	Goals, specifically, on Education	
8		•	2. Multi-Modal presentation of an advocacy relative to program		
1					

REFERENCES:

BOOKS

Adler, R., Elmhorat, J.M, & Lucas, K (2012). Communicating at work: Strategies for success in business and the professions NY: McGraw Hill Biber, D & Conrad S. (2009). Register, genre, and style. Cambridge: Cambridge Univ. Press.











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Bullock, R & Googgin, M. (2013). The Norton Field Guide to Writing 3rd edition. W.W. Norton and Company

Chase, R. & Shamo, S. (2013). Elements of effective communication 4th ed. Washington, Utah: Plain and Precious Publishing.

Dainton, M. & Zelly E. (2015). Applying Communication theory for Professional life. A practical introduction 3rd., Sage Publications.

Lucas, S. (2011). The Art of Public Speaking. NY: McGraw Hill

Madrunio, Marilou Rañosa, Martin, Isabel Pefianco. (2018). Purposive Communication. Using English in Multi-Lingual Context. Quezon City: C&E Publishing Inc.

Mooney, A, Peccel, J.S., La Belle, S, et.al. (2010). Language, society and power: An introduction, 3rd ed. London: Routledge Searles, G. (2014)

Principles & Competencies in Purposive Communication. Quezon City: Great Books Trading.

Suarez, C., Perfecto, MRG., Canilao, Ma.LE., Paez, DB. (2018) Purposive Communication in English. Quezon City: ATENEO DE MANILA UNIV PRESS.

Sy, Gaco. Workplace Communication: The Basics. Boston: Allyn & Bacon, 6th ed. S. B. (2018).

WEBSITES

TED. (2013). Every kid needs a champion - Rita Pierson. Retrieved from: https://www.youtube.com/watch?v=SFnMTHhKdkw

TED. (2013). Grit: the power of passion and perseverance - Angela Lee Duckworth. Retrieved from: https://www.youtube.com/watch?v=H14bBuluwB8 for Informative

https://www.youtube.com/watch?v=JGdS8ts63Ck

https://www.youtube.com/watch?v=Tuw8hxrFBH8 Steve Jobs

https://www.youtube.com/watch?v=DOYI13GLD10 Fr. Jerry Orbos Google Images

https://www.coursehero.com/file/29670095/Persuasive-2-speech-outlinedocx/

https://www.myspeechclass.com/education-speech-topics.html

https://wwnorton.com/college/english/write/fieldguide/rhetorical1

https://www.incorp.asia/blog/hr/importance-of-good-communication-at-workplace/

https://www.vpi-inc.com/2019/02/19/featured-workshop-workplace-communication/

https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/functions-of-organizational-communication/

http://business.lovetoknow.com/wiki/Samples_of_Minutes_of_Business_Meetings_Source: Business Request Letter (2009). Retrieved from http://www.sampleletters.org/business-request-letter.html

http://www.northwestern.edu/provost/policies/academic-integrity/principles.html

https://writingcenter.unc.edu/esl/resources/academic-integrity/

https://www.mendeley.com/guides/apa-citation-guide

https://aut.ac.nz.libguides.com/APA6th/referencelist

https://learn.org/articles/What are Academic Communications.html











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GENERAL GUIDELINES AND POLICIES:

As the College currently follows Hybrid Delivery of Learning on its instruction, the following general guidelines and policies are set by the School to be followed by the faculty-in-charge and the students of the course.

Attendance

Checking attendance during face-to-face classes is a requirement. For general education courses, attendance to the seminar classes will be strictly observed.

Academic Integrity

Observance of the utmost academic integrity shall be observed by the students of the course. Plagiarism, cheating, and other forms of academic dishonesty shall not be tolerated by the faculty-in-charge or the Institute.

Accomplishment of Requirements

All requirements given by the instructor/faculty-in-charge of the course to the students shall be called/referred to/addressed as "work output". Each work output must be accomplished by the students until the schedule is set by the instructor/faculty-in-charge. The FINAL student's output must also be accomplished by the schedule set by the instructor of the course.

Line of Communication

The course's official line of communication shall be through the following: MS Teams MS Outlook (@mcc.edu.ph) FB Messenger official group chat cel # 09285040070

The utmost respect and courtesy must be observed by students in communicating to their instructor/faculty-in-charge of the course and to their classmates and vice versa. Any form of disrespectful and discourteous way of communication shall not be tolerated by the School.

Instructional Materials (IMs)

Working students may avail of the modular type of teaching. MS Teams' online platform may be utilized by the instructor/faculty-in-charge of the course to the students – adapting the flexible learning scheme.

Grading System

Formative & Summative Assessments 60% Major Examination (Midterm and Finals) 40%











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SUMMARY OF REVISIONS

REVISION	DATE	UPDATED BY	SHORT DESCRIPTION OF CHANGES
1.0	8 August 2022	Arcelyn M. Adriano, Instructor Faculty Member	1. Revised according to the latest 2022 OBTL Template. The 1st OBE version is from CYCLE 1 AY 2021-2022 based on the CMO 74-82, s. 2017
			 Included online/virtual Learning Management System (LMS), synchronous and asynchronous teaching/learning activities, and assessment method/task. Included Sustainable Development Goals Statement (8August 2022)
2.0	19 August 2023	Arcelyn M. Adriano, Instructor Faculty Member	 Edited student activities and requirements. Updated dates and contact number.

Prepared by:

ARCELYN M. ADRIANO, LPT

Faculty

Reviewed by:

MARILYN S. ARCILLA, LPT, MAN

Dean

Cf:

ROMEO D. ERESE III, LPT, PhD.

AVP for Academic Affairs

