

**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024 Outcome-Based Teaching and Learning Plan and Module Guide for <u>PURPOSIVE COMMUNICATION – ENG101</u>



**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 care ers as they compose and produce relevant oral, written audio-visual, and/or web-based output for various purposes.

### PROGRAM INTENDED LEARNING OUTCOMES (PILO)

### BS OFFICE ADMINISTRATION (BASED ON CMO No. 19 Series 2017)

A graduate of BS in Office Administration should be able to:

- a) Coordinate office management activities.
- b) Engage in lifelong learning to keep abreast of the development in the international employment market.
- c) Exhibit acceptable human relations skills in a diverse environment.
- d) Manage office communications.
- e) Organize files, information, and office supplies effectively.
- f) Provide general administrative and clerical support to high-level executives guided by the Code of Ethics for Office professionals.

# PRE-REQUISITE: None NUMBER OF UNITS: 3 Units Lecture

### COURSE INTENDED LEARNING OUTCOMES:

Knowledge





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024

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



- 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;
- 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 OUTCOMES (ILO)	ΤΟΡΙϹ	TEACHING & LEARNING MATERIALS (with references following OER plagiarism and IPR policies)	ASSESSMENT TASK (Requirements with schedule or time allotment)	SDG COHERENCE
1	Describe the nature elements, and functions of verbal and non-verbal communication in various	MODULE NO. 1 (Most Vital Content Knowledge) THE COMMUNICATION PROCESSES Communication	<ul> <li>Weekly uploaded MCC-produced instructional material/module prepared by the Institute of Arts and Sciences, (IAS)</li> <li>Sy Gaco, S. B. (2018). Principles &amp; Competencies in Purposive Communication. Quezon City: Great Books Trading.</li> <li>Capacity-Building on the Teaching of General Education Courses: Alignment of</li> </ul>	<ul> <li>Answer the following questions and upload them to your MS Team group.</li> <li>SELF-EVALUATION # 1</li> <li>1. How is your communication skill in English? Rate it from 1 to 5, with 5 being the highest, and explain why</li> </ul>	<b>SDG No. 4</b> Provide Quality Education





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



	multicultural contexts Identify the appropriate language register to be used in certain situations.	Types of Communication Types of Non- Verbal Communication Five Theories of Non-Verbal Communication The Cyclical Flow of the Communication Process	GE Syllabi with PPST 2019 Management Study Guide. (2020). <i>Communication Theory</i> . Retrieved: <u>https://www.managementstudyguide.com/communication-theory.htm</u>	<ul> <li>you rated your communication skill so.</li> <li>2. If you rated yourself 3 or lower, what do you think you need improvements? How will you address such needs to improve?</li> <li>3. Which of the principles should we never violate at all cost? Why</li> <li>ASSESSMENT # 1 Non-Verbal Forms of Communication</li> </ul>	
2		THE PRINCIPLES of COMMUNICATION Communication Ethics What is Ethics? What is Communication Ethics? The Truth Standard	https://www.managementstudyguide.com/ Google Images https://www.youtube.com/watch?v=4Z1Bleje_ko&list=RDLVCSiGs2Fnu 38&index=12 https://www.youtube.com/watch?v=QGTn1PZbKzw&list=RDLVCSiGs2F nu38&index=20	<b>REFLECTION # 1:</b> Cite 1 an Ethical Issue in Communication you have experienced or you witnessed. Explain and Upload your answer on your MS Team group. <b>SELF-EVALUATION # 2</b> Explain why people find it hard to communicate the following: truth, emotions, anger, disappointment	SDG No. 5. Enforce Gender Equality





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024

		Ethical Issues in Communication			
3		MODULE NO. 2 COMMUNICATION AND GLOBALIZATION Global Communication Views on Globalization	<ul> <li>SyGaco, S. B. (2018). Principles &amp; Competencies in Purposive Communication. Quezon City: Great Books Trading.</li> <li>Metcalf, T. (2014). The Global Guide to Hand Gestures. Retrieved: https://www.telegraph.co.uk/travel/news/A-global-guide-to-hand-gestures/</li> <li>Appiah, A. (2005). Cosmopolitanism – Ethics in a World of Strangers. Penguin Books</li> <li>Thompson, J. (1995). Media and Modernity– ch. 5 'The Globalization of Communication</li> <li>YouTube. (2013). Globalization explained. Retrieved from: https://www.youtube.com/watch?v=JJOnFD19eT8</li> <li>YouTube. (2015). What is globalization? Retrieved: https://www.youtube.com/watch?v=xPD477FuqtY</li> </ul>	ASSESSMENT # 2 Global Communication SELF-EVALUATION # 3 Explain your views on globalization and how globalization has affected your family and personal life. Identify at least three minimum effects of globalization to you.	SDG No. 4 Provide Quality Education
4	Appreciate the impact of communication on society and the world.	Tracing the history of the globalization of communication Impacts of Globalization on Communication	YouTube. (2016). Cultural Diversity Examples Avoid Stereotypes while communicating. Retrieved: <u>https://www.youtube.com/watch?v=mfwkbuEeTSw</u> <u>https://www.timetoast.com/timelines/major-events-in-globalization</u>	SELF-EVALUATION # 4 Class Sharing – 1. How do I check my personal stereotypes against the following: Members of the LGBTQA++, PWDs, Elderly et.al.	





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



				2. What steps may I take to check my prejudices/personal biases? Suggest 5 concrete steps to undertake.	
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 Determine culturally appropriate terms, expressions, and images (sensitivity to gender, race, class, etc.)	MODULE NO. 3 LOCAL AND GLOBAL COMMUNICATION IN CULTURAL SETTING Obstacles in Intercultural Communication	<ul> <li>Businesstopia. (2020). <i>Cultural Barriers to Communication</i>. Retrieved: https://www.businesstopia.net/communication/cultural-barriers- communication</li> <li><i>The Danger of a Single Story</i>: Chimamanda Ngozi Adichie - TED Talks</li> <li>SyGaco, S. B. (2018). <i>Principles &amp; Competencies in Purposive</i> <i>Communication</i>. Quezon City: Great Books Trading.</li> <li>Morgan, P. (2016). Language Registers. Retrieved from: https://slideplayer.com/</li> <li>https://www.roberthalf.ca/en/blog/the-future-of-work/how-has-your- generation-changed-workplace-communication</li> </ul>	ASSESSMENT # 3 Obstacles in Intercultural Communication	<b>SDG No.</b> 5. Enforce Gender Equality





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



	1	I	1	
	Adopt cultural		https://www.cartoonstock.com/directory/c/communication_failure.as	
	and		g	
	intercultural			
	awareness and			
	sensitivity in			
	the			
	communication			
	of ideas			
8	Describe the	Relationships:	https://whatsthepont.blog/2012/06/23/my-epic-communication-fail-	
Ŭ	nature	Norms & Roles	the-4-foot-post-story/	
	elements, and	Norms & Nores		
	functions of	Varieties of		
	verbal and	Registers of		
	non-verbal	Spoken and		
	communication	Written Language		
	in various			
	multicultural			
	contexts			
		<u>.</u>		
9			MIDTERM EXAMINATION	
10	Evaluate	MODULE NO. 4	SyGaco, S. B. (2018). Principles & Competencies in Purposive	SELF-EVALUATION # 5
	multimodal		Communication. Quezon City: Great Books Trading.	Multi-Media Evaluation of social media
	text critically to	EVALUATING		accounts, films, TV advertisements,
	enhance	MESSAGES AND	Inquire. (2020). Evaluating Media Messages. Retrieved from:	online games
	receptive	IMAGES OF	http://thoughtfullearning.com/inquireHSbook/pg240	
	(listening,	DIFFERENT TYPES		
		OF TEXTS		
	1			





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



	reading, viewing) skills.	Understanding the Communication Situation	https://www.youtube.com/watch?v=4Z1Bleje_ko&list=RDLVCSiGs2Fnu 38&index=12 https://www.youtube.com/watch? =4Z1Bleje_ko&list=RDLVCSiGs2Fnu38&index=12		
11	Convey ideas through oral, audio-visual, and/or web- based presentations for different target audiences in local and global settings using appropriate registers.	The Multi- Modal/Media Evaluation Purpose of Media Messages	http://thoughtfullearning.com/inquireHSbook/pg240 https://www.cliffsnotes.com > principles-of-management <u>https://pressbooks.howardcc.edu/criticalreadingcriticalwriting/chapter</u> /232/	CREATIVE PRESENTATION Present common media messages and explain the purpose as to its message and target audience.	
12	Adopt awareness of audience and context ideas in different multi-modal forms of communication s.	Purpose of Multi- Modal/Media Messages Types of Multi- Modal Texts	https://leverageedu.com/blog/modes-of-communication/ <u>https://ncca.gov.ph/about-ncca-3/subcommissions/subcommission-on-cultural-disseminationscd/communication/government-media-rewriting-their-image-and-role/</u>		





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



13	Convey ideas	MODULE NO. 5	Ronald Brian Adler, George R. Rodman Understanding Human	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		
	settings using				





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



	appropriate	Informative	TED. (2013). Grit: the power of passion and perseverance - Angela Lee		
	registers.	Persuasive	Duckworth. Retrieved from:		
		Argumentative	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
	Descent titles	Guidelines in		Letter of request	
	Present ideas	Business Meeting	https://www.vpi-inc.com/2019/02/19/featured-workshop-workplace-		
	persuasively		communication/		
	using				
	appropriate				





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024



				1	
	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				
	context in		Retrievedfrom <a href="http://www.sampleletters.org/business-request-letter.html">http://www.sampleletters.org/business-request-letter.html</a>		
	communicating				
	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				





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for <u>PURPOSIVE COMMUNICATION – ENG101</u>



		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				
	A				
	Appreciate ease of				
	communication				
	properly.				
	property.				
			FINAL EXAMINATION	1	
	FINAL CRAL EXAM (SPEECH)				
17/1					
8			2. Multi-Modal presentation of an advocacy relative to program	n undertaking.	

### **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.





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for <u>PURPOSIVE COMMUNICATION – ENG101</u>



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





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024 Outcome-Based Teaching and Learning Plan and Module Guide for <u>PURPOSIVE COMMUNICATION – ENG101</u>

#### **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 Assessments60%Major Examination (Midterm and Finals)40%





**INSTITUTE OF ARTS AND SCIENCES** 

First Semester A.Y. 2023-2024

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



#### 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
			<ol> <li>Included online/virtual Learning Management System (LMS), synchronous and asynchronous teaching/learning activities, and assessment method/task.</li> <li>Included Sustainable Development Goals Statement (8August 2022)</li> </ol>
2.0	19 August 2023	Arcelyn M. Adriano, Instructor Faculty Member	<ol> <li>Edited student activities and requirements.</li> <li>Updated dates and contact number.</li> </ol>

Prepared by:

ARCELYN M. ADRIANO, LPT

Faculty

Reviewed by <u>MARILYN Š</u> LPT, MAN Dean

Cf:

**ROMEO D. ERESE III, LPT, PhD.** AVP for Academic Affairs

