



CARAGA INSTITUTE OF TECHNOLOGY

LESSON 3

**ENG 101 Purposive
Communication**

LEARNING MODULE

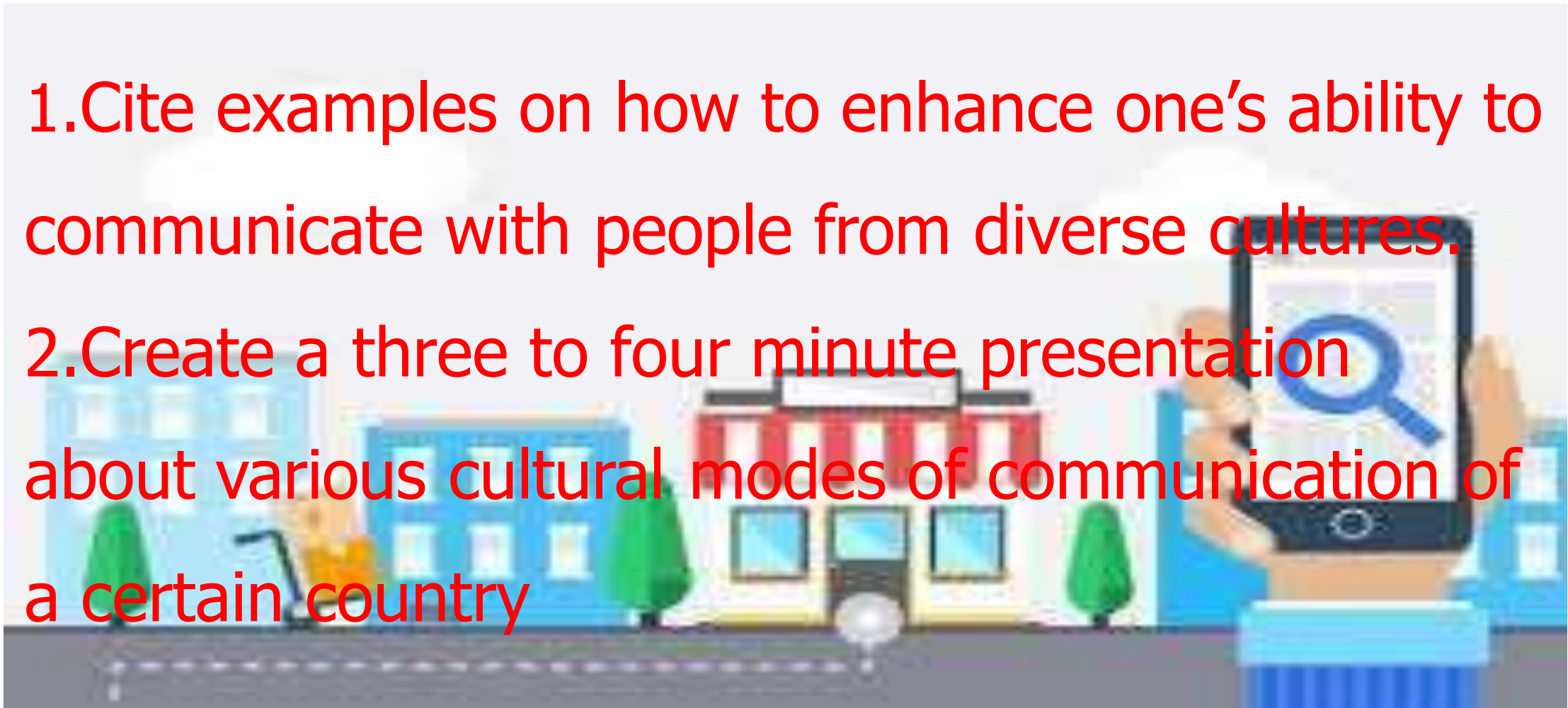
Lesson 3

LOCAL AND GLOBAL COMMUNICATION IN MULTICULTURAL SETTINGS

LEARNING OUTCOMES

At the end of this chapter, the students should be able to:

1. Cite examples on how to enhance one's ability to communicate with people from diverse cultures.
2. Create a three to four minute presentation about various cultural modes of communication of a certain country



TEACHING-LEARNING ACTIVITIES



How do you get to communicate effectively across cultures?
Indicate whether you Agree or Disagree with each of the following statements:

1. I am interested in interacting with people who are both like me and different from me.
2. I am sensitive to the concerns of all minority and majority groups in our multicultural country.
3. I can sense when persons from other cultures seem not to understand me or get confused by my actions.
4. I have no fear communicating with persons from both minor and major cultural groups.
5. People from other cultures may get angry with my cultural affiliates.

CONTENT



~30
minutes

Living in a globalization world, you encounter people with diverse cultural backgrounds. Such interactions occur in social, educational, political and commercial settings. Hence, in today's era of increased global communication, it is imperative to understand intercultural communication for us to enhance our intellectual awareness and competence. Intellectual competence is essential for us to live harmoniously despite our differences in culture.



CONTENT



~30

minutes

INTERCULTURAL COMMUNICATION

refers to interaction with people from diverse cultures.

FORMS OF INTERCULTURAL COMMUNICATION

1. Interracial Communication – communicating with people from different races.

Interethnic Communication – interacting with people of different ethnic origins.



2. International Communication –

communicating between representatives from different nations.

3. Intracultural Communication –

interacting with members of the same racial or ethnic group or co-culture

According to Gamble and Gamble (2008) communication style among cultures differs, it may be high context or low context. Low context communication is a system that works on straightforward communication.



IMPROVING INTERCULTURAL COMMUNICATION COMPETENCE

The following guidelines may help you enhance your ability to communicate effectively across cultures.

1. Recognize the validity and differences of communication style among people.
2. Learn to eliminate personal biases and prejudices.
3. Strive to acquire communication skills necessary in a multicultural world.



References

BOOK: Purposive Communication

AUTHOR: Wakat, Mat, Paulino, Jose, Ordinio, Palangyos,
Dizon, Dela Cruz, Sao-an.