



Colegio de San Juan de Letran
Dominican Avenue, Abucay, Bataan
Library and Media Services

RESEARCH GUIDE: PURPOSIVE COMMUNICATION

TABLE OF CONTENTS

I. Scope Note

II. Search Aids

III. Information Resources

A. Library Resources

a. E-Journals

b. E-Theses

B. Open Access

a. Free E-Books

b. Free E-Journals

c. Free E-Theses

C. Professional Organizations

D. Other Related Web Portals

E. Related Research Guides

IV. Tutorials

RESEARCH GUIDES

PURPOSIVE COMMUNICATION

I. SCOPE NOTE

Purposive communication is about writing, speaking, and presenting to different audiences and for various purposes. ched.gov.ph

II. SEARCH AIDS (BT: Broader Term, RT: Related Term, NT: Narrow Term)

BT:

- Communication

RT:

- Language
- Oral Communication
- Written Communication
- Audio-visual Communication
- Web-based Communication
- Verbal Communication
- Non-verbal Communication
- Communication Ethics
- Communication Process
- Receptive Skills

NT:

- Globalization
- Multicultural
- Writing Skills
- Speaking Skills
- Listening Skills
- Readings Skills
- Viewing Skills
- Communication on Society
- Communication on World
- Communication Materials
- Language Registers
- Tone
- Facial Expressions
- Target Audience
- Gestures
- Work Purposes
- Academic Purposes
- Technology

- Sender
- Ideas
- Encoding
- Communication Channel
- Receiver
- Decoding
- Feedback

III. INFORMATION RESOURCES

A. LIBRARY RESOURCES

Note: For the appropriate access credentials, please contact the Letran Bataan Library

➤ E-JOURNALS

- Journal of Communication Management.
https://www.proquest.com/publication/publications_26325
- International Journal of Applied Linguistics & English Literature.
https://www.proquest.com/publication/publications_3948528
- Corporate Communications. https://www.proquest.com/publication/publications_25916
- Journal of Business and Technical Communication: JBTC.
https://www.proquest.com/publication/publications_12064
- Journal of Communication.
https://search.proquest.com/publication/publications_47293?accountid=190548
- Communication Quarterly.
https://search.proquest.com/publication/publications_42242?accountid=190548
- Journal of Intercultural Communication.
https://search.proquest.com/central/publication/publications_2032550
- Technical Communication.
https://search.proquest.com/central/publication/publications_49110
- Human Communication Research
https://search.proquest.com/publication/publications_47999?accountid=190548

➤ E-THESES

- Layton, C. M. (2019). Relationship between hospital size, staff communication, physician communication, and patient experience scores (Order No. 27665173). Available from ProQuest Central. (2320958048). Retrieved from <https://www.proquest.com/dissertations-theses/relationship-between-hospital-size-staff/docview/2320958048/se-2?accountid=190548>
- Moody, B. M. (2019). Nonverbal communication and its role in building rapport: A mixed methods study of K-12 teachers (Order No. 28108268). Available from ProQuest Central. (2439334679). Retrieved from <https://www.proquest.com/dissertations-theses/nonverbal-communication-role-building-rapport/docview/2439334679/se-2?accountid=190548>

- Humel, A. E. O. (2019). Organizational communication: The impact on stakeholder satisfaction in the nonprofit sector (Order No. 13811610). Available from ProQuest Central. (2240083319). Retrieved from <https://www.proquest.com/dissertations-theses/organizational-communication-impact-on/docview/2240083319/se-2?accountid=190548>
- Wang, Y. (2018). Exploring the linkages among strategic internal communication, employee-organization relationships, situational perceptions, and communication behaviors on social media (Order No. 10688632). Available from ProQuest Central. (2054025746). Retrieved from <https://www.proquest.com/dissertations-theses/exploring-linkages-among-strategic-internal/docview/2054025746/se-2?accountid=190548>
- Smith, S. W. (2018). Speaking without words: The role of nonverbal communication in pastoral ministry (Order No. 10750622). Available from ProQuest Central. (2081186361). Retrieved from <https://www.proquest.com/dissertations-theses/speaking-without-words-role-nonverbal/docview/2081186361/se-2?accountid=190548>
- Suthers, A. (2017). Evaluating effective communication methods: Improving internal communication (Order No. 10757675). Available from ProQuest Central. (1987999371). Retrieved from <https://www.proquest.com/dissertations-theses/evaluating-effective-communication-methods/docview/1987999371/se-2?accountid=190548>
- Verhulsdonck, G. (2010). Virtual chironomia: A multimodal study of verbal and non-verbal communication in a virtual world (Order No. 3441265). Available from ProQuest Central. (849741146). Retrieved from <https://www.proquest.com/dissertations-theses/virtual-chironomia-multimodal-study-verbal-non/docview/849741146/se-2?accountid=190548>
- Mowen, C. M. (2000). One-way versus two-way communications: Opinions of corporate communications executives regarding employee communications (Order No. 1398261). Available from ProQuest Central. (220133525). Retrieved from <https://www.proquest.com/dissertations-theses/one-way-versus-two-communications-opinions/docview/220133525/se-2?accountid=190548>
- Clark, Andrew (2018). Exploring communication challenges for monolingual global leaders in multilingual teams in nongovernmental organizations. (Order No. 13425341). Available from ProQuest Central. (2198663281). Retrieved from <https://search.proquest.com/docview/2198663281/6FA9A1C64D91489CPQ/8?accountid=190548>
- Pikas, Christina Kirk (2016). The role of new information and communication technologies (ICTS) in information and communication in science. A conceptual framework and empirical study. (Order No. 10129894). Available from ProQuest Central. (1814238246). Retrieved from <https://search.proquest.com/docview/1814238246/6FA9A1C64D91489CPQ/2?accountid=190548>
- Mak, Chun Nam (2014). Humor, Small Talk, and the Construction of Identity and Power in Workplace Instant Messaging. (Order No. 3714839). Available from ProQuest Central. (1708991306). Retrieved from <https://search.proquest.com/docview/1708991306/6FA9A1C64D91489CPQ/9?accountid=190548>
- Verhulsdonck, Gustav (2010). Virtual chironomia: A multimodal study of verbal and non-verbal communication in a virtual world. (Order No. 3441265). Available from ProQuest Central. (849741146). Retrieved from

<https://search.proquest.com/docview/849741146/6FA9A1C64D91489CPQ/15?accountid=190548>

B. OPEN ACCESS

➤ FREE E-BOOKS

- Cornelisson, Joep (2014). Corporate Communication: A Guide to Theory & Practice (4th ed.). London: SAGE. <https://www.pdfdrive.com/corporate-communication-a-guide-to-theory-practice-e185760891.html>
- Van Riel, Cees B.M. & Fombrun, Charles J. (2007). Essentials of Corporate Communication. Oxon: Routledge. <https://www.pdfdrive.com/essentials-of-corporate-communication-e20543514.html>
- Holmes, David (2005). Communication Theory: Media, Technology and Society. London: SAGE. <https://www.pdfdrive.com/communication-theory-media-technology-and-society-e28575754.html>
- Calero, Henry H. (2005). The Power of Non-Verbal Communication: What You Do Is More Important Than What You Say. Aberdeen, WA: Silver Lake Publishing. <https://www.pdfdrive.com/the-power-of-non-verbal-communication-what-you-do-is-more-important-than-what-you-say-e157146200.html>
- Hartley, Peter & Bruckmann, Clive G. (2002). Business Communication. London: Routledge. <https://www.pdfdrive.com/business-communication-e18729927.html>
- Mizrahi, Janet (2015). Writing for the Workplace: Business Communication for Professionals. New York: Business Expert Press. <https://www.pdfdrive.com/writing-for-the-workplace-business-communication-for-professionals-e157957640.html>
- Handbook on Communication Skills.(2011). Center for Good Governance. <https://www.pdfdrive.com/handbook-on-communication-skills-e19489251.html>
- Cheney, George, May, Steve, Munshi, Debashish (Eds.) (2011). The Handbook of Communication Ethics. New York: Routledge. <https://www.pdfdrive.com/the-handbook-of-communication-ethics-e163123192.html>
- Heath, Robert L., O’Hair, H. Dan (Eds.) (2009). Handbook of Crisis and Risk Communication. New York: Routledge. <https://www.pdfdrive.com/handbook-of-risk-and-crisis-communication-routledge-communication-series-e185165856.html>
- Miller, John D.,Kimmel, Linda G. (2001). Biomedical Communications: Purposes,Audiences and Strategies. San Diego,CA: Academic Press. <https://www.pdfdrive.com/biomedical-communications-purpose-audience-and-strategies-e158571386.html>

➤ FREE E-JOURNALS

- Communication Research. <https://journals.sagepub.com/doi/full/10.1177/0093650215570659>
- Communication Theory. <https://academic.oup.com/ct>
- International Journal of Communication. <https://ijoc.org/index.php/ijoc>
- American communication Journal. <http://www.ac-journal.org/>
- Canadian Journal of Communication. <https://cjc-online.ca/index.php/journal>

➤ FREE E-THESES

- Annang, E. M. (2021). Exploring strategies towards effective communication among construction project team in the Ghanaian construction industry. (Thesis). Kwame Nkrumah University of Science and Technology. Retrieved from <http://dspace.knust.edu.gh:8080/jspui/handle/123456789/14063>
- Cassidy, J. (2021). The corporate blog as a tool for strategic communication. (Thesis). Ryerson University. Retrieved from <http://hdl.handle.net/10.32920/ryerson.14662731.v1>
- Yu, R. (2018). Corporate reputation and corporate communication strategies management of communication on Twitter. (Masters Thesis). University of Florida. Retrieved from <https://ufdc.ufl.edu/UFE0052731>
- Altwaiian, H. (2017). Intercultural communication challenges and impact on multicultural teams in Saudi Arabian companies : perceptions and roles on beliefs of trust. (Doctoral Dissertation). De Montfort University. Retrieved from <http://hdl.handle.net/2086/16271>
- Dowden, A. (2017). Improved communication for safer patient care: The implementation of SBAR. (Thesis). University of San Francisco. Retrieved from <https://repository.usfca.edu/capstone/649>
- Abt, D. (2017). Predicting publics' communication behavior and information channel selection during airline crises. (Thesis). University of Hawaii – Manoa. Retrieved from <http://hdl.handle.net/10125/50877>
- Trepanier, Edna (2017). Impact of Communication Training on Nurses' Verbal and Nonverbal Skills and Patient Satisfaction. University of Phoenix. Retrieved from <https://www.proquest.com/dissertations-theses/impact-communication-training-on-nurses-verbal/docview/1943998867/se-2?accountid=1905>
- Mieure, Danell Bench (2017). An Exploratory Study of Purposeful and Strategic Communicative Techniques to Teach Vocabulary. Utah State University. Retrieved from <https://www.pdfdrive.com/an-exploratory-study-of-purposeful-and-strategic-communicative-techniques-to-teach-vocabulary-e118652696.html>
- Nawrocki, Suzanne Scheiber (2013). Every *body* helps the preacher: The impact of embodied communication. Aquinas Institute of Theology. Retrieved from <https://www.proquest.com/dissertations-theses/every-i-body-helps-preacher-impact-embodied/docview/1426182389/se-2?accountid=190548>
- Grantham, Robin F. (2009). A study on the role of spokesperson communication behaviors and their impact on audience perception of the believability of not -for -profit organizational messages. TUI University. Retrieved from <https://www.proquest.com/dissertations-theses/study-on-role-spokesperson-communication/docview/305075858/se-2?accountid=190548>

C. PROFESSIONAL ORGANIZATIONS

- PACE Philippine Association of Communication Educators. <https://www.pace.org.ph/>
- Philippines Communication Society. <https://www.facebook.com/philscomsoc/>
- International Communication Association. <https://www.icahdq.org/>
- National Communication Association. <https://www.natcom.org/>
- Society for Technical Communication. <https://www.stc.org/>

D. OTHER RELATED WEB PORTALS

- Purposive Communication. <https://purposivecommunicationsystems.wordpress.com/>
- I'd Rather be Writing. <https://idratherbewriting.com/>
- Reddit. <https://www.reddit.com/r/technicalwriting/>
- Technical Communication Center. <https://www.technicalcommunicationcenter.com/>
- Tech Whirl. <https://techwhirl.com/>
- Click Help. <https://clickhelp.com/clickhelp-technical-writing-blog/>

E. RELATED RESEARCH GUIDES

- UIC University Library. <https://researchguides.uic.edu/communication>
- University of Minnesota. <https://libguides.umn.edu/c.php?g=969331&p=7004191>
- University of Michigan. <https://guides.lib.umich.edu/commstudies>
- Rutgers University Libraries. <https://libguides.rutgers.edu/communication>
- Clemson Libraries. <https://clemson.libguides.com/communication>

IV. TUTORIALS

- Purposive Communication: Communication Processes, Principles and Ethics. <https://www.youtube.com/watch?v=REXmob7TX8k>
- Purposive Communication: Nature, Process and Basic Elements of Communication. <https://www.youtube.com/watch?v=XjOqLONjSXY>
- Purposive Communication: Intercultural Communication <https://www.youtube.com/watch?v=oz9fEw8kQLQ>
- Purposive Communication: Communication Aids and Strategies Using Tools of Technology. <https://www.youtube.com/watch?v=35tkRWfdflw>
- Purposive Communication: Obtaining, Providing and Disseminating Information. <https://www.youtube.com/watch?v=jpWiYNvt8k0>
- Verbal and Nonverbal Communication. <https://www.youtube.com/watch?v=wOhLMEKLtKE>
- Listening Skills. <https://www.youtube.com/watch?v=iWPkHHLchIE>
- Tone of Voice in Communication. https://www.youtube.com/watch?v=5hvVjOqk_4o
- Communication Process. <https://www.youtube.com/watch?v=Btj94IHVc6I>

Prepared by:

Mr. Marvin A. Milla


Layout

mamilla@letranbataan.edu.ph

Ms. Maria Rosiel C. Ordenes

Subject Librarian

mrcordenes@letranbataan.edu.ph



Asst. Prof. Norady Mercado Pere
Chief Librarian
ndmercado@letranbataan.edu.ph

For more inquiries, kindly e-mail us at library@letranbataan.edu.ph

