



Davao del Sur State College
Brgy. Matti, Digos City, Davao del Sur

Purposive Communication (GEC 605)



PREFACE

Communication is more than the exchange of words. It is the bridge that connects individuals, cultures, and communities across contexts and boundaries. In a world that is becoming increasingly diverse and interconnected, the ability to communicate with purpose, clarity, and cultural sensitivity is no longer a luxury but a necessity.

This course pack on Purposive Communication was developed with that reality in mind. It is designed to guide students through the essential principles and practices of communication, not merely as an academic exercise, but as a life skill that shapes how we relate to others, engage with society, and participate in the global community.

Each module in this course pack addresses a significant dimension of purposive communication: from understanding how communication works in varied contexts, to crafting well-structured written and oral texts, to examining how culture and global issues influence the way we send and receive messages. The lessons, activities, and reflections included here are intended to challenge students to think critically, communicate responsibly, and appreciate the diversity of voices and perspectives that enrich human interaction.

This course pack also recognizes that effective communication demands both competence and conscience. Students are encouraged not only to develop their linguistic and rhetorical skills, but also to cultivate empathy, ethical awareness, and a deeper understanding of the social forces that shape communication in everyday life.

To every student who opens these pages, may you find in this course pack not just lessons to learn, but insights to live by. Communicate with purpose. Engage with courage. And always, let your words reflect the best of who you are.

Rely Joy A. Panlaan
Author



Purposive Communication (GEC 605)



TABLE OF CONTENTS

	PAGE
PREFACE	i
TITLE PAGE	ii
TABLE OF CONTENTS	iii
 MODULE 1: Foundations of Graduate Research and Thesis Development	 1
LESSON 1: Aligning Research with Institutional and National Agendas	3
LESSON 2: Thesis Format, Ethics, and Research Integrity	9
LESSON 3: Quantitative, Qualitative, and Mixed Methods Approaches	18
Module Assessment	21
Module Summary	23
References	25
 MODULE 2: Tools and Techniques for Effective Research and Publication	 27
LESSON 1: Modern Research Tools and Referencing Systems	33
LESSON 2: Data Management and Analysis Tools	26
LESSON 3: Research Writing and Concept Paper Development	40
Module Assessment	44
Module Summary	46
References	47
 MODULE 3: Scholarly Communication and Research Presentation	 49
LESSON 1: Conducting a Research / Literature Review	51
LESSON 2: Developing and Presenting Research Papers and Webinars	57
LESSON 3: How to Conduct a Research / Literature Review	65
Module Assessment	68
Module Summary	70
References	71
 MODULE 4: Writing for Publication and Research Dissemination	 74



LESSON 1: Writing Publishable Research Articles	76
LESSON 2: Responding to Reviewers and Revising Manuscripts	81
LESSON 3: Building Research Visibility and Scholarly Impact	84
Module Assessment	88
Module Summary	90
References	91

