

**NAME: ERIKA ROSE LACERNA COURSE&SECTION: BSED-ENG 2-3A**

## **LESSON 4**

### **Communication and Globalization**

#### **PREPARATION**

Ø LET'S GET STARTED!

Instructions: Share your brief answers below. You may write your answers on a paper or encode those on a word document. Encoded answers must be screen-captured and post those on our Facebook page as photo attachments. Meanwhile, written answers must be captured using your phone's camera and must be posted on our Facebook page. Proper format should be followed in uploading the answers. The deadline for submission will be next meeting (Saturday, October 17, 2020, 1:00PM).

"Through the internet and through all the modern means of communication, we now have the capacity to communicate instantaneously across frontiers right across the world. We find common ground with people whom we will never meet physically but we can have the capacity to take collective action to deal with the problem or an injustice that we want to deal with. This makes us in a unique age of human history and the start of the creation of a truly global society." Brown, Gordon 2009(Ted Talk)

click this to see the image:

Image from <https://www.google.com/search?q=https://www.moneycrashers.com/create-keep-manufacturing-jobs-america/>

#### **Questions:**

##### **1. What is the image saying about the world today?**

In today's world image is that the world is very modern and we can easily communicate with other people through the internet one can reach someone on the other side of the world in seconds, and through social media we are granted intimate access into the lives of others. We can meet new friends in social media that we didn't even meet before. You can even shopping without going out. Living standards are improving. But it has also disadvantage because the gap between rich and poor has never been greater and is still widening. The image of the world today is more developed than before.

##### **2. In transacting or communicating in a global setting, what vital preparations must be done? Why?**

In a globalized world, effective communication is a necessity. Communication is important in global setting. The Vital Preparations must be done is that the primary step in achieving effective communications is to know your audience and the things that they interested so that you can easily get their trust. Learning the importance of global communications and implementing effective communications policies are key to helping a global organization thrive in this new world.

## **PRESENTATION**

Ø Study time!

Globalization

is the expansion and integration of the cultural, political, economic and technological domains of countries supported by technology and compelled by international trade. This reflects that the world is borderless, and the countries are interconnected and interdependent.

For example, the Philippines (Jollibee and Bench), Japan (Toyota and Honda) and the USA (Starbucks and McDonalds) have local companies that have expanded across countries and have become transnational or multinational.

With globalization, the flow of information and communication has become smoother, faster, and easier. One known example is the use of electronic mail such as Gmail and Yahoo Mail, or social networking sites such as Facebook, Twitter and Instagram.

As more people cross borders, interaction increases, making communication more demanding and challenging. This includes communicating effectively with people of different cultural background, beliefs, orientations, preferences and even language differences.

To communicate effectively in a global society consider these strategies (Barrot and Sipacio, 2018):

1. Express your ideas effectively in verbal, non-verbal, and written forms in either digital or non-digital environment or both.
2. Use effective listening skills to evaluate arguments and rationalize judgments, and improve job-effectiveness and work relationship.
3. Communicate with purpose to a variety of audiences.
4. Promote collaboration and cooperation with others.
5. Understand the concept of diversity and promote respect all the time.
6. Use technology and social media responsibly.

## **PRACTICE**

Ø TRY THIS OUT!

### **Collaborative Activity**

Instructions: Group yourselves into six. You can choose your group mates. Then, read the article entitled “The Flight from Conversation” by Sherry Turkle. As a group, discuss your answers to the following questions below. Organize all your answers on a paper, take a photo of it and post it on our Facebook page. Write all your names on a paper and each member will upload it on their own post. The deadline for submission will be next meeting (Saturday, October 17, 2020, 1:00PM).

#### **Group**

**Christine Shane Dinolan**

**Jerlyn Yamson**

**Marevic Mata Alvarez**

**Erika Rose Lacerna**

**Maris Macapaz**

**Annabelle Son**

#### **Questions:**

##### **a. What is the impact of communication on the global society?**

Communication is extremely important in our daily lives as well as to our global society. As a matter of fact communication brings people together and united as one. Today exchanging of information can be done quickly done overcoming the distance, time zone and countries because of our adaptation towards the advancement of technology.

##### **b. How does globalization impact the way people communicate?**

As technology advances, the world is both getting larger and smaller. Today we are able to communicate with people across the globe at the touch of a button. By globalization it allows us to increase business ventures, remove cultural barriers, offers opportunities and creates global village. In addition, people are aware how to respect our differences in terms of our practices, beliefs and tradition which allows each of us to understand each other and collaborate as well.

##### **c. How do cultural and global issues affect communication?**

Cultural diversity makes communication difficult due to the fact that we differ in terms of our practices, beliefs, language, signs and symbols which depends on what country, region, or particular location we belong. Every nation has different cultural beliefs like the Philippines. People here in our country is family oriented, religious, usually appreciates art, fashion, music and art and very resilient. Unlike other countries Filipinos are known to be resilient, in time where we are challenged in calamities and catastrophes we manage to rise above the circumstances.

## PERFORMANCE

Ø FLEX IT OUT!

### Reaction Paper

Instructions: Do what is being asked below. You may write your answers on a paper or encode those on a word document. Encoded answers must be screen-captured and post those on our Facebook page as photo attachments. Meanwhile, written answers must be captured using your phone's camera and must be posted on our Facebook page. Proper format should be followed in uploading the answers. The deadline for submission will be next meeting (Saturday, October 17, 2020, 1:00PM).

#### 1. Choose and watch closely one of the following videos:

a. "Connected, but alone?" by Sherry Turkle <https://www.youtube.com/watch?v=t7Xr3AsBEK4>

#### 2. Write an essay containing your reaction to the message conveyed in your chosen video.

##### Observe the following components:

- a. The summary
- b. Two to three major points from the video that you want to discuss in your paper.
- c. Provide each point with real-life examples as support.

In Sherry Turkle "Connected, but alone?" she speak about how technology has an impact in our daily lives. Technology has impacted on our lives very greatly. Most of people are dependent on technology. After listening to Sherry Turkle I was like what she said is very true. We let technology controlled us, technology are so powerful that it can change the way we are and the way we communicate. When our phones our left at our home, we would freak out and go back home just to get it. This situation is very sad because many people choose to communicate with their technology than Face to face communication. Technology has ruined our ways of communicating with one another.

She expresses the idea of what is called the "Goldilocks Effect," meaning that people want to remain not too close but not too far away from other people either. Technology has always been our escaped when we are alone but the truth is technology make us more alone and make us moving away from reality. Sherry Turkle fully explained and made great points how technology has affected our ways of communicating. Even though technology has affected our communications with people, let us still have good and meaningful talks with other people. Let us also not be dependent on technology and don't let technology ruin your communication with people around you.

The major points from the video that I want to talk about is that "**Being together while not being together.**" This is absolutely true even me experienced this when me and my old friends plan to hangouts like movie marathon in my house friends but the truth is we are not watching the movie instead we are drown by our own technology occupied by our own respective smart phones busy swiping, chatting and reading that we forgot to talk about our current situations because we're busy by our own with technology.

The other major point from the video that I want to point out is "**Technology appeals to us most when we are most vulnerable**" I admit that I also experienced this and it hits me hard because whenever I'm sad I drowned myself by swiping, chatting watching videos on Youtube instead of meeting friends to listen and comfort me maybe just because I don't want to be a burden to them that's why I'm drowning myself with technology. Which is wrong because isolating yourself with technology when you are vulnerable and alone makes you more alone and it is not healthy to our mental health In instance of you already have a problem and you are alone there' an instance you will think bad things like suicide so instead drowning yourself in technology just meet your friends to talk to or your parents seek for comfort and advices. Technology has a good and bad impact but we must know what is wrong and what is right.

