

**A CASE STUDY ON JARGONS AS A COMMUNICATION STRATEGY IN
PROVIDING INFORMATION AMONG SELECTED PVPT GROUPS**

**An Undergraduate Thesis Presented to the
Faculty of Communication and Journalism Department
College of Liberal Arts and Communication
De La Salle University Dasmariñas**

The seal of De La Salle University Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a blue triangle at the bottom, and a white triangle in the middle containing a green star. The shield is flanked by two green laurel branches. The text "AKLATANG EMILIO AGUIBAL" is written along the top inner edge, and "INFORMATION RESOURCE CENTER" is written along the bottom inner edge. The outer ring of the seal contains the text "De La Salle University-Dasmariñas • Since 1977 • Dasmariñas, Cavite, Philippines".

**In Partial Fulfilment for the Degree of
Bachelor of Arts in Communication**

**DE VERA, KATHLYN S.
DIAZ, BEN JOSEPH B.
ESTORNINOS, JAZMINE N.**

2018

Table of Contents

I.	Acknowledgement	1
II.	Abstract	
III.	Introduction	1
	<i>Theoretical Framework</i>	5
	<i>Conceptual Framework</i>	7
IV.	Methodology	13
	<i>Study Design</i>	13
	<i>Participants of the Study</i>	14
	<i>Data Collection Technique and Procedure</i>	16
	<i>Scopes and Limitations</i>	19
V.	Results and Discussion	20
VI.	Conclusion	55
VII.	Recommendation	56
VIII.	References	59
IX.	Appendices.....	62

and helped us, directly or indirectly, in achieving this success.

Abstract

The UV Express Groups were using jargons as part of their business that is used as their communication strategy in providing information among their group in order for them to ensure that the communication within their group goes hand in hand while privacy and confidentiality was also considered. However, the use of jargons is said to be a language barrier to an effective communication which may lead into a misunderstanding and misinterpretation resulting to an ineffective communication. Seeking the feasibility of the jargons that is part of the growing language and culture of some business organizations would help them to justify its relevance and importance to different organizations. Analysis and interpretations were made supported and guided by Philippsen's (1997) Speech Codes Theory. The different jargons used by the selected UV Express groups in Cavite; its formation; situation or instances used; its purpose and reason; and factors considered when using jargons were firmly observed, examined and tested from the selected UV Express groups.

Keywords: Jargons, Codes, Word Formation, Effective Communication, Communication Strategy, Case Analysis and Speech Codes Theory

Introduction