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

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

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 or 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 of Philipsen'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