

**COMMUNICATION STYLES OF MEN AND WOMEN LEADERS OF CENTRAL
LUZON STATE UNIVERSITY**

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APPROVAL SHEET

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BIOGRAPHICAL SKETCH

The author, Rada Erina G. Dela Cruz was born on March 22, 1999 in Binal U, Talavera Nueva Ecija, to Mr. Frederick A. Dela Cruz and Ms. Maria Livion A. Godoco. She is currently residing in Esquerre, Talavera, Nueva Ecija.

She took her primary education at Talavera Central School and graduated in April 2011 and finished her secondary studies at Talavera National High School in March 2015. The author enrolled at Central Luzon State University for her tertiary education. The author has been very active with different activities during her first year in the university, in that joined Mr. and Ms. CAS 2015 in which she won the title Ms. CAS Laram 2015 along with other major awards and later on represented her college which is the College of Arts and Sciences for the first ever Summer Fest King and Queen 2016 in which she also bagged two major awards, Best in Arts and the title of Summer Queen 2016. Currently the author is pursuing a degree in Bachelor of Science in Development Communication at Central Luzon State University, Science City of Muñoz, Nueva Ecija.

ABSTRACT

DELA CRUZ, RADA ERIKA G., Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, June 2019. **COMMUNICATION STYLES OF MEN AND WOMEN LEADERS OF CENTRAL LUZON STATE UNIVERSITY.**

Adviser: **MARIA THERESA G. MANGABA**

This study sought to identify the Communication Styles of Men and Women Leaders of Central Luzon State University. This study was conducted in Central Luzon State University, Science City of Muñoz, Nueva Ecija. The respondents come from the 42 men and 25 women, leading the university either as Deans, Directors, Chief of Offices, Vice Presidents and Presidents, among the 67 leaders of CLSU (CLSU- Human Resources and Management Office). Twenty men and women were chosen randomly to answer the questions prepared by the researcher in order to gather the data and information needed for the study. The researcher used survey questionnaire as an instrument for data gathering.

Results showed that most of the respondent's age's ranged from 51 – 60 years old, married and are working under the General Administration and Support Services (GASS) program. In CLSU, the content of messages that leaders often transmit are announcement/updates and personal concerns while the language that they often use are both English and Tagalog. It has also been identified that the common problems they usually encountered in relation to communication inside the workplace is miscommunication/misunderstanding. Concerning the communication style, male leaders identified their selves as mostly punitive-aggressive or those who chooses to complement with others by not voicing out everything they want. Female, on the other hand, identified

than serves as assertive communication. Karall (2018) identified assertiveness as the most effective form of communication style as this provides opportunity for everyone involved in the communication process to share his or her own ideas, thoughts, and feelings.



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