



DEPARTMENT OF EDUCATION  
SCHOOLS DIVISION OF NEGROS ORIENTAL  
REGION VII

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental



# Disciplines and Ideas in the Applied Social Sciences

## Quarter 4 – Module 10: Settings, Processes, Methods and Tools in Communication



PAGMAMAY-ARI NG PAMAHALAAN  
HINDI IPINAGBIBILI

**Disciplines and Ideas in Applied Social Sciences – Grade 11**  
**Alternative Delivery Mode**  
**Quarter 4 – Module 10: Settings, Processes, Methods and Tools In**  
**Communication**  
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## ***What I Need to Know***

### **MOST ESSENTIAL LEARNING COMPETENCY**

- Illustrate the different processes and methods involved in undertaking Communication (**HUMSS\_DIASS 12-IIa-40**)
- Distinguish the appropriate communication media channel(s) to use in different settings and situations (**HUMSS\_DIASS 12-IIa-41**)

At the end of the module, you should be able to:

1. Identify the different processes and methods in communication.
2. Differentiate the communication media channels in different settings and situations through graphic organizer
3. Appreciate the use of mass media, new media and social media, and telecommunications



## ***What I Know***

### **I. Modified Identification.**

**Directions:** Read and understand each item carefully. Choose your answers in the box and write the letter of your choice in your notebook.

- |                         |                            |
|-------------------------|----------------------------|
| A. School Setting       | B. Encoding                |
| C. Sender               | D. Nonverbal communication |
| E. Feedback             | F. Government Setting      |
| G. Verbal communication | H. Telecommunication       |
| I. Mass Media           | J. Communication Process   |

- \_\_\_ 1. This means translating information into a message in the form of symbols that represent ideas or concepts.
- \_\_\_ 2. It is the final link in the chain of the communication process.
- \_\_\_ 3. A method of communication which consists of actions, gestures as means of transmitting messages.
- \_\_\_ 4. Involves speaking or writing by a sender and listening or reading the receiver.
- \_\_\_ 5. It is the primary means of communication used to reach the vast majority of the general public to provide information regarding political issues, social issues, entertainment, and news in pop culture.

- \_\_\_6. It is the guide toward realizing effective communication.
- \_\_\_7. An individual, group, or organization who initiates the communication.
- \_\_\_8. A setting wherein communication media channels are essential to attain good governance.
- \_\_\_9. It involves sending messages or information, as words, sounds, or images from one point to another, usually over great distances, using electronic media.
- \_\_\_10. A setting wherein communication media channels are the medium of instruction and socialization.

## II. True or False.

**Directions:** Read each item carefully. Write **T** if the statement is true and **F** if the statement is false. Write your answers in your notebook.

- \_\_\_11. Communication in school settings take place to inform, persuade and mobilize various stakeholders such as parents, faculty and students.
- \_\_\_12. Feedback ultimately provides an opportunity for the sender to take corrective action to clarify a misunderstood message.
- \_\_\_13. For communication to happen, it is always in verbal form.
- \_\_\_14. Through constant communication, communities are able to share and foster not only cultural identity but also a vision of what is good for the community.
- \_\_\_15. Mass media can reach large and vast audiences.



## ***What's In***

Communication is an integral aspect in everyone's life. It underlies all human behaviour and activities. In general, professions and industries have grown around the communication process. Communication has three types of clienteles and its needs, namely: **First**, Individuals who needs good communication skills to be able to establish good relationship with others. **Second**, Groups and Organizations that needs more knowledge and understanding to be able to arrive at a decision or course of action. **Lastly**, Communities that needs to gain access to communication infrastructure and technologies.

This module will provide an overview of communication as a field of study, profession and practice, as a part of business, government, culture and other aspects of social life, and as an industry itself. It covers the topics such as communication process, communication methods and settings and the different media channels.



## ***What's New***

### **JUMBLLED WORDS**

Instructions: Arrange the jumbled words below to form a meaningful word. Write your answer in your notebook.

1. AASLMIDOCEI
2. LBAREV
3. SEDASMIAM
4. WNETIRT



## ***What is It***

### **Communication Process**

The communication process is the guide toward realizing effective communication. It is through the communication process that the sharing of a common meaning between the sender and the receiver takes place. Individuals that follow the communication process will have the opportunity to become more productive in every aspect of their profession. Effective communication leads to understanding.

The communication process is made up of four key components. Those components include encoding, medium of transmission, decoding, and feedback. There are also two other factors in the process, and those two factors are present in the form of the sender and the receiver. The communication process begins with the sender and ends with the receiver.

The sender is an individual, group, or organization who initiates the communication. This source is initially responsible for the success of the message. The sender's experiences, attitudes, knowledge, skill, perceptions, and culture influence the message. "The written words, spoken words, and nonverbal language selected are paramount in ensuring the receiver interprets the message as intended by the sender" (Burnett & Dollar, 1989). All communication begins with the sender.

The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas or concepts. This process translates the ideas or concepts into the coded message that will be communicated. The symbols can take on numerous forms such as, languages, words, or gestures. These symbols are used to encode ideas into messages that others can understand.

When encoding a message, the sender has to begin by deciding what he/she wants to transmit. This decision by the sender is based on what he/she believes about the receivers' knowledge and assumptions, along with what additional information he/she wants the receiver to have. It is important for the sender to use symbols that are familiar to the intended receiver.

A good way for the sender to improve encoding their message, is to mentally visualize the communication from the receiver's point of view.

To begin transmitting the message, the sender uses some kind of channel (also called a medium). The channel is the means used to convey the message. Most channels are either oral or written, but currently visual channels are becoming more common as technology expands. Common channels include the telephone and a variety of written forms such as memos, letters, and reports. The effectiveness of the various channels fluctuates depending on the characteristics of the communication. For example, when immediate feedback is necessary, oral communication channels are more effective because any uncertainties can be cleared up on the spot. In a situation where the message must be delivered to more than a small group of people, written channels are often more effective. Although in many cases, both oral and written channels should be used because one supplements the other.

If a sender relays a message through an inappropriate channel, its message may not reach the right receivers. That is why senders need to keep in mind that selecting the appropriate channel will greatly assist in the effectiveness of the receiver's understanding. The sender's decision to utilize either an oral or a written channel for communicating a message is influenced by several factors. The sender should ask him or herself different questions, so that they can select the appropriate channel. Is the message urgent? Is immediate feedback needed? Is documentation or a permanent record required? Is the content complicated, controversial, or private? Is the message going to someone inside or outside the organization? What oral and written communication skills does the receiver possess? Once the sender has answered all of these questions, they will be able to choose an effective channel.

After the appropriate channel or channels are selected, the message enters the decoding stage of the communication process. Decoding is conducted by the receiver. Once the message is received and examined, the stimulus is sent to the brain for interpreting, in order to assign some type of meaning to it. It is this processing stage that constitutes decoding. The receiver begins to interpret the symbols sent by the sender, translating the message to their own set of experiences in order to make the symbols meaningful. Successful communication takes place when the receiver correctly interprets the sender's message.

The receiver is the individual or individuals to whom the message is directed. The extent to which this person comprehends the message will depend on a number of factors, which include the following: how much the individual or individuals know about the topic, their receptivity to the message, and the relationship and trust that exists between sender and receiver. All interpretations by the receiver are influenced by their experiences, attitudes, knowledge, skills, perceptions, and culture. It is similar to the sender's relationship with encoding.

Feedback is the final link in the chain of the communication process. After receiving a message, the receiver responds in some way and signals that response to the sender. The signal may take the form of a spoken comment, a long sigh, a written message, a smile, or some other action. "Even a lack of response, is in a sense, a form of response" (Bovee & Thill, 1992). Without feedback, the sender cannot confirm that the receiver has interpreted the message correctly.

Feedback is a key component in the communication process because it allows the sender to evaluate the effectiveness of the message. Feedback ultimately provides an opportunity for the sender to take corrective action to clarify a misunderstood message. "Feedback plays an important role by indicating significant communication barriers: differences in background, different interpretations of words, and differing emotional reactions" (Bovee & Thill, 1992).

## **Methods of Communication**

The standard method of communication is verbal communication which involves speaking or writing by a sender and listening or reading the receiver. Most communication is oral, with one party speaking and others listening.

However, some forms of communication do not directly involve spoken or written language. Nonverbal communication (body language) consists of actions, gestures, and other aspects of physical appearance that, combined with facial expressions (such as smiling or frowning), can be powerful means of transmitting messages. At times, a person's body may be "talking" even as he or she maintains silence. And when people do speak, their bodies may sometimes say different things than their words convey. A mixed message occurs when a person's words communicate one message, while nonverbally, he or she is communicating something else.

## **Communication in Various Settings**

### **1. Communication in Government Setting**

The government refers to the institutions, the group of people, the processes, and the authority that runs our society according to a set of rules.

The processes of governing is summed up in the term "governance", or the exercise of power to guarantee the effective participation of citizens in political decision-making and in economic policy-making, manage and allocate resources, and ensure a workable, acceptable and principled resolution of public disputes. Among the attributes of good governance are transparency, accountability, participatory leadership, efficiency, and a capacity for consensus-building and conflict management.

It is easy to see that communication is essential to good governance. A responsible and responsive government provides its citizens with timely, accurate, clear, and complete information about programs, services, and policies. It ensures that the institutions of government are visible and accessible to the citizenry.

### **2. Communication in the Private Sector**

The private sector refers to businesses and industries run by individuals and companies rather than by the government. Most of them aim to make profit from the services and goods they offer, but some are run for non-profit purposes. Schools are part of the economy's private sector and these are usually non-profit institutions.

Large companies producing consumer goods usually have in-house communication units and at the same time also engage external advertising and public relations companies.

### **3. Civil Society**

Civil society refers to the space for collective action around shared interests, purposes and values, generally distinct from government and commercial for-profit actors. Civil society includes charities, development NGOs, community groups, women's organizations, faith-based organizations, professional associations, trade unions, social movements, coalitions and advocacy groups (WHO).

Like the private sector, NGOs need to communicate to their various audiences and stakeholders. They have to maintain their visibility and ensure their influence or impact in the area of their advocacy.

### **4. Communities and Schools**

Communities are made up of people in constant communication with each other. Through constant communication, communities are able to share and foster not only a cultural identity –which includes a common language and common cultural traditions-but is also a vision of what is good for the community.

In schools, communication has the essential functions of instruction and socialization. Additionally, communication in school settings take place to inform, persuade and mobilize various stakeholders such as parents, faculty and students.

### **Communication Channel**

“A communication channel refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking. “

“A channel is used to convey an information signal, for example a digital bit stream, from one or several senders (or transmitters) to one or several receivers. “

### **Different communication media channels**

- A. Mass media** – means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public to provide information regarding political issues, social issues, entertainment, and news in pop culture.

The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet.

### **Evolution of Mass Media**

1. Newspaper - The original platform for mass media is the newspaper. For a long period of time, the general public relied on local newspapers to provide them with the latest news in current events.
2. Radio - Centuries later (1890), came the invention of the radio. The radio soon replaced the newspaper as the most relevant source for mass media. People would gather around the radio and listen to their favorite radio station programs, latest news regarding politics, social issues, and entertainment.
3. Television - The television would soon supersede the radio for the most effective platform to reach the general public.
4. Internet - The Internet is the most pertinent form of mass media today. Since the evolution of the Internet, it has become a major tool for news outlets. The general public is now able to access information in an instant with just a click of a mouse, instead of having to wait for scheduled programs.



### Characteristics of Mass Media

- Communication is mostly one way
- Audience has great deal of choice
- Reach large and vast audiences
- Aim messages to attract largest audience possible
- Influence society and are, in turn, influenced by society

**B. New media and social media** - The new media particularly relates to the use of digital technology.

Examples:

- Social media sites, such as Facebook, Twitter, etc.
- The streaming of video and audio files, including both commercial film and music and user-generated media content (such as the videos on Youtube).
- Digital/satellite and “smart” television (especially those that facilitate some interactivity).
- Computer games and particularly online gaming.
- Apps for mobile telephones and tablets.

**C. Telecommunications** - It involves sending messages or information, as words, sounds, or images from one point to another, usually over great distances, using electronic media– the Internet, radio broadcasting, cable and satellite transmissions, as well as wired and mobile phones. It is a very important tool for businesses which enables companies to communicate effectively to their customers and deliver good quality customer service. It also allows employees to collaborate easily from wherever they are located, remote or local.

Examples:

1. telephone network
2. the radio broadcasting system
3. computer networks
4. the Internet.



## ***What's More***

**Instructions:** Identify the phrases in the box whether it is a process or methods in communication. Write your answers in your notebook.

<b>Encoding</b>	<b>Feedback</b>
<b>Verbal Communication</b>	<b>Medium of transmission</b>
<b>Decoding</b>	<b>Nonverbal Communication</b>

### **PROCESS**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### **METHODS**

1. \_\_\_\_\_
2. \_\_\_\_\_



## ***What I Have Learned***

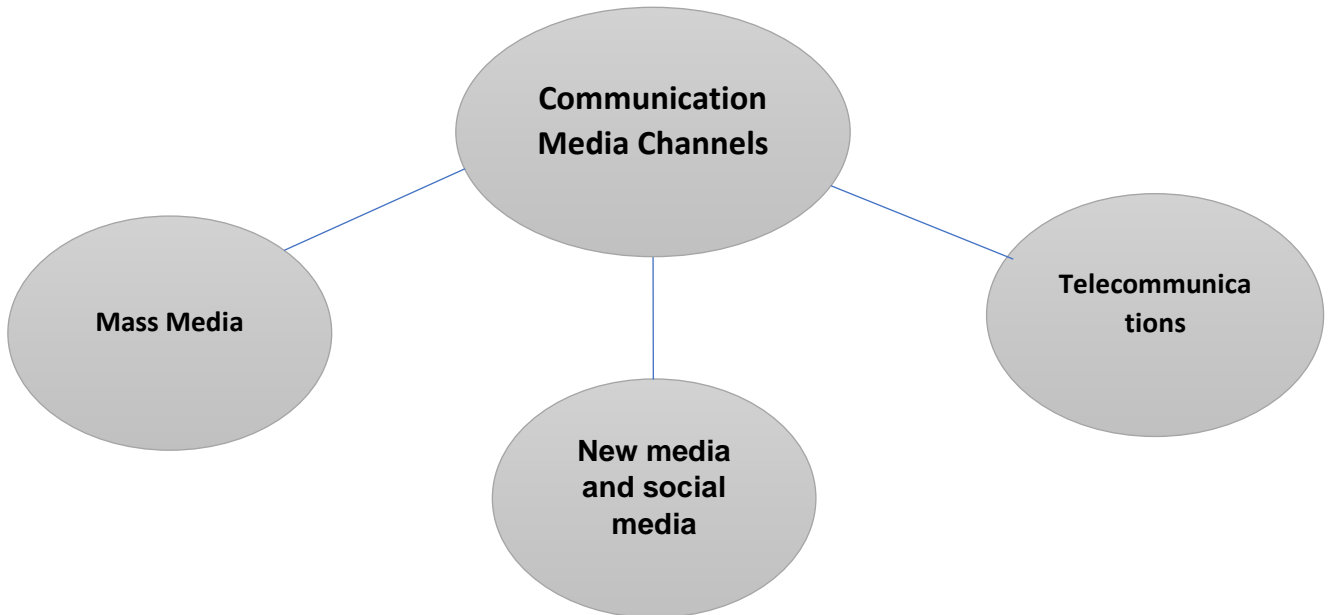
On the importance of mass media, new media and social media, and telecommunications.

I have learned that _____
I have realized that _____
I will apply _____



## ***What I Can Do***

Using the graphic organizer below, differentiate the communication media channels by giving specific settings and situations where the communication media channels are used.



## ***Assessment***

### **I. Modified Identification.**

**Directions:** Read and understand each item carefully. Choose your answers in the box and write the letter of your choice in your notebook.

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C. Sender	D. Nonverbal communication
E. Feedback	F. Government Setting
G. Verbal communication	H. Telecommunication
I. Mass Media	J. Communication Process

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**Directions:** Read the item carefully. Write **T** if the statement is true and **F** if the statement is false. Write your answers in your notebook.

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- \_\_\_14. Through constant communication, communities are able to share and foster not only cultural identity but also a vision of what is good for the community.
- \_\_\_15. Mass media can reach large and vast audiences.



## ***Additional Activities***

How do you communicate with your loved ones? Do you find it easier to connect with them in today's generation? Why do you say so? Write your answer in your notebook.



## **Answer Key**

### **WHAT I KNOW**

- |       |       |
|-------|-------|
| I.    | II.   |
| 1. B  | 11. T |
| 2. E  | 12. T |
| 3. D  | 13. F |
| 4. G  | 14. T |
| 5. I  | 15. T |
| 6. J  |       |
| 7. C  |       |
| 8. F  |       |
| 9. H  |       |
| 10. A |       |

### **WHAT'S MORE**

#### **PROCESS**

1. Encoding
2. Medium of transmission
3. Decoding
4. Feedback

#### **METHODS**

1. Verbal communication
2. Nonverbal communication

### **WHAT I HAVE LEARNED**

Answer may vary

### **WHAT I CAN DO**

Answer may vary

### **ASSESSMENT**

- |       |       |
|-------|-------|
| I.    | II.   |
| 1. B  | 11. T |
| 2. E  | 12. T |
| 3. D  | 13. F |
| 4. G  | 14. T |
| 5. I  | 15. T |
| 6. J  |       |
| 7. C  |       |
| 8. F  |       |
| 9. H  |       |
| 10. A |       |

### **WHAT'S NEW**

1. SOCIAL MEDIA
2. VERBAL
3. MASS MEDIA
4. WRITTEN

# ***References***

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Civil Society

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Process of Communication

Nick

Sanchez

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Methods of Communication

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