



LA IMMACULADA CONCEPCION SCHOOL

SENIOR HIGH SCHOOL

11th GRADE – DIASS

MAY 4-8, 2020

LESSON 10

TOPIC: The Discipline of Communication

SUB-TOPIC: A. Functions of Communication and Media

B. Levels of Communication

Five Main Functions of Communication in Society

1. **Surveillance** – refers to the news and information role of communication media such as news media.
2. **Interpretation** – refers to analysis, commentary, context, and other meanings which are found in a message.
3. **Socialization** – refers to the transmission of values and culture within a society and also to the education functions of communication and the media.
4. **Entertainment** – refers to functions related to relaxation, reward, diversion, and reduction of tension.
5. **Mobilization** – refers to the communication and media's ability to generate public action a social issue, for instance, in relief efforts after a disaster. (Laswell, 1948)

Inventory of The Tasks of Communication and Media in Society

1. **Information** – providing information about events and conditions in society and the world.
2. **Indicating Relations of Power** – facilitating innovation, and progress.
3. **Correlation** – explaining, interpreting, and commenting on the meaning of events and information.
4. **Socializing** – coordinating separate activities.
5. **Consensus-Building** – settings orders of priority and signing relative status.
6. **Continuity** – expressing the dominant culture and recognizing subcultures and new cultural developments.
7. **Entertainment** – providing amusement, diversion, and the means of relaxation.
8. **Mobilization** – campaigning for societal objectives in the sphere of politics, war, economic development, work, and sometimes, religion.

Different Levels of Communication

1. **Intrapersonal** – is an internal communication process taking place within the individual.
2. **Interpersonal** – involves two persons or a small group such as a family.
 - a. **Dyadic communication** – two persons are involved.
 - b. **Group communication** – there are three or more persons communicating face-to-face.
 - c. **Publics communication** – a large a group such as public lecture or church ceremony.
3. **Mass communication** – involves the transmission of messages to large audiences using technology of communication.

LESSON 10

Activity 1

Directions: Give an example to each functions of communication and provide an explanation.

FUNCTIONS OF COMMUNICATION	EXPLANATION
1. SURVEILLANCE	
2. INTERPRETATION	
3. SOCIALIZATION	
4. ENTERTAINMENT	
5. MOBILIZATION	

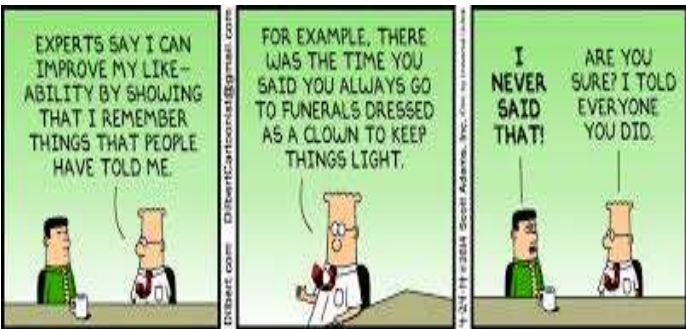
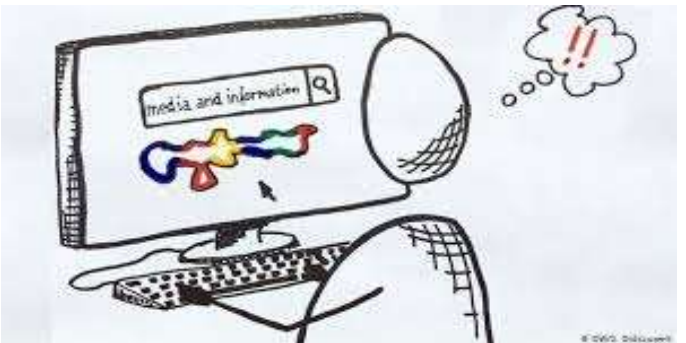

Activity 2

ESSAY FORM

Many children have parents who are OFW, working parents, businessman etc. Write a 200-word essay that discusses how these children communicate with their parents. Use the concepts learned in this lesson, the different levels and functions of communication.

Activity 3

Directions: Identify the following based on the levels of communication and explain each.

Levels of Communication	Explanation
<p>1.</p> 	
<p>2.</p> 	
<p>3.</p> 	

Note: One whole sheet of yellow pad.



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LESSON 11

TOPIC: The Discipline of Communication

SUB-TOPIC: Professionals and Practitioners in Communication

Journalism is defined as the “practice of investigating and reporting events, issues, and trends to the mass audiences of print, broadcast, an online media.” The oldest form of which is print journalism.

Broadcasting is a “field in communication that utilizes the technology of radio and television to transmit, messages and programs using the airspace – an invisible but vital resource in the public domain and natural wealth of nation.”

Advertising defines as “paid communication about goods, services, ideas, and institutions through the mass media designed to inform and/or influence one or more people in accordance with the intent of the advertiser.”

Public Relations define as the “management of persuasive, advocacy communication to establish, maintain, or strengthen an organization’s relationship with its various constituencies.”

Film Industry is the communication field involved with the creation and distribution of films.

Digital Communication and Multimedia introduction of the internet for public and commercial use, great strides have been made in the way people produce and retrieve information.

Philippine Journalists’ Code of Ethics

- Scrupulously report and interpret news
- Not violate confidential information
- Use fair and honest methods in acquiring news
- Fight for public access to information
- Fight for public access to information
- Not take advantage of a fellow journalists
- Conduct himself in a manner as to maintain the dignity of his profession

MAY 6, 2020

Activity 1

Directions: Below are the professions or careers in communication. Choose three and explain why you chose that professions.

Advertising	Journalism	Corporate Communication
Public Relations	Broadcasting	Digital Communication

Activity 2

Directions: Answer the following in 200 words.

“During this pandemic crisis, what is the role of our government?”

Activity 3

Directions: Complete the following sentences.

1. The most important purpose of journalists is _____

2. Advertising is criticized because it promotes _____

Note: One whole sheet of yellow pad.



MAY 4-8, 2020

LESSON 12

TOPIC: The Discipline of Communication

SUB-TOPIC: Audiences and their Communications Needs

Audiences is an umbrella term that pertains to be the receiver of the message in an interpersonal, group, organization, and public settings. They are also the readers, listeners, viewers, users, and consumers of different forms of media such as newspapers, television, radio, and new media.

Two Factors of Audiences

1. Social content – to shared cultural interests, understandings and information needs
2. A response to media content – news show, variety show, soap opera, etc.

The audiences of communication may be classified as:

1. **Individuals** – interpersonal communication is the level of communication most associated with this type of audience.
2. **Communities** – effective communication with communities requires taking into consideration their size, collective backgrounds and experiences, and the main issues that impact their daily lives.
3. **Group and Organizations** – are formed, a new identity is formed irrespective of the identities or personal characteristics of each individual member.

Communities have the following characteristics:

- **Interdependence** – communicating with group means being aware that each member is an integral part of the whole and that it needs each other to maintain its existence and achieve its goal.
- **Interaction** – members of a group or organization communicate in a purposeful manner to achieve a goal.
- **Synergy** – working in a group or organization allows its member to synergize, better results than when working as individuals.
- **Common Goals** – members of a group or organization share common objectives or goals.
- **Shared Norms** – this pertains to a group's or organization's culture that they develop through the course of times as members start working together.

Media Audiences

- Large and vast as they are numerous and are not within a fixed location.
- Unseen – as messages are delivered to viewers or readers in the privacy of their own home.
- Measurable – as they can be researched and analyzed through statistical measurement.
- Fragmented and diverse – large audience.

MAY 8, 2020

Activity 1

Directions: Suppose you have an advertising agency. A multinational company commissioned you to advertise their smartphone to young professionals. Prepare a concept paper that will discuss the following.

1. Description of the target audience
2. Competitor or market for the product
3. Selling points of the product
4. Appropriate communication channels and explain how it will help in promoting the product.

Note: One whole sheet of yellow pad.