



LA IMMACULADA CONCEPCION SCHOOL

SENIOR HIGH SCHOOL

11th GRADE – DIASS

May 11-15, 2020

LESSON 13

TOPIC: The Discipline of Communication

SUB-TOPIC: Communication in Various Settings

1. Communication in Government

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.

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.

Among the essential communication needs of the private sector are information, persuasion, and mobilization.

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

A civil society is comprised of groups or organizations working in the interest of the citizens but operating outside of the government and for-profit sectors.

4. Other Communication Settings: Communities and Schools

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

May 13, 2020

Activity 1

Directions: In the three situations below, explain how the desired communication effect can be achieved.

1. A super typhoon is expected to hit your city.
2. A case of food poisoning was reported in a large food chain.
3. An NGO wants to encourage healthy food habits among children.

Activity 2

Directions: Answer the following questions.

1. Why do communities engage in communication?
2. Why and how do businesses communicate with stakeholders?
3. Advice to NGOs: "To get your message heard, it is not enough to be right; you have to be skilled as well"