



LESSON 15

TOPIC: Importance of the Applied Social Sciences

SUB-TOPIC: Functions of the Applied Social Sciences

Importance of Applied Social Sciences – Developed as a reaction to the specialization of the social sciences knowledge that dominated twentieth and early twenty first centuries. This new approach to understand and solve personal, community, or societal issues through the use of the social sciences is the main focus of the applied social sciences.

- A. Self-Development:** an applied scientist can use his/her training as a self-development or personal development counselor.
- B. Persuasion:** Related to communication like mass media, advertising, and business, persuasion is very essential.
- C. Art and Entertainment:** Applied social sciences are also used in the arts and entertainment industry.
- D. News and Information:** Applied social sciences is also important in the field of journalism.
- E. Organizing, Advocacy, and Mobilization:** Advocacy groups are organized to inform and educate on public issues, and influence people on the development of policies.
- F. Education and Socialization:** The applied social sciences educates the public about the realities of life and the problems that the country faces.

Activity 1

Directions: Explain the functions of the following.

1.

COUNSELOR	SOCIAL WORK	COMMUNICATION

Activity 2

Directions: Answer the following questions.

1. How do the applied social sciences processes provide benefits to the community?
2. Explain the important functions of the applied social sciences.

Activity 3

Directions: Explain the following quotations.

1. “The best way to find yourself is to lose yourself in the service of others.” (Social work)
2. “Success as a therapist is not in doing something for the client, but rather in being someone for the client.” (Counselors)