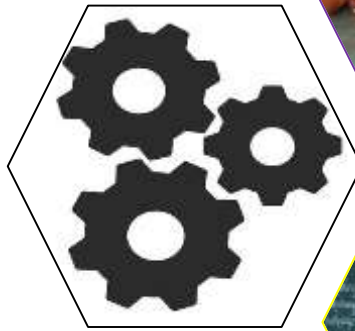


# Oral Communication



## Oral Communication in Context

### Quarter 1 – Module 9: Public Speaking and Mass Communication

First Edition, 2020

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# **Oral Communication**

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## **Quarter 1**

### **Self-Learning Module 9**

#### **Public Speaking and Mass Communication**



# Introductory Message

For the Facilitator:

Welcome to the Oral Communication Self-Learning Module on **Public Speaking and Mass Communication**.

This Self-Learning Module was collaboratively designed, developed, and reviewed by educators from the Schools Division Office of Pasig City headed by its Officer-in-Charge Schools Division Superintendent, Ma. Evalou Concepcion A. Agustin, in partnership with the City Government of Pasig through its mayor, Honorable Victor Ma. Regis N. Sotto. The writers utilized the standards set by the K to 12 Curriculum using the Most Essential Learning Competencies (MELC) in developing this instructional resource.

This learning material hopes to engage the learners in guided and independent learning activities at their own pace and time. Further, this also aims to help learners acquire the needed 21st-century skills especially the 5 Cs, namely: Communication, Collaboration, Creativity, Critical Thinking, and Character while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:



## ***Notes to the Teacher***

This contains helpful tips or strategies that will help you in guiding the learners.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their learning. Moreover, you are expected to encourage and assist the learners as they do the tasks included in the module.



For the learner:

Welcome to the Oral Communication Self-Learning Module on **Public Speaking and Mass Communication**.

The hand is one of the most symbolized parts of the human body. It is often used to depict skill, action, and purpose. Through our hands, we may learn, create, and accomplish. Hence, the hand in this learning resource signifies that you as a learner is capable and empowered to successfully achieve the relevant competencies and skills at your own pace and time. Your academic success lies in your own hands!

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning material while being an active learner.

This module has the following parts and corresponding icons:



**Expectations** - This points to the set of knowledge and skills that you will learn after completing the module.



**Pretest** - This measures your prior knowledge about the lesson at hand.



**Recap** - This part of the module provides a review of concepts and skills that you already know about a previous lesson.



**Lesson** - This section discusses the topic in the module.



**Activities** - This is a set of activities that you need to perform.



**Wrap-Up** - This section summarizes the concepts and application of the lesson.



**Valuing** - This part integrates a desirable moral value in the lesson.



**Posttest** - This measures how much you have learned from the entire module.





## EXPECTATIONS

This is your self-instructional learner module in Oral Communication in Context. All the activities provided in this lesson will help you learn and understand: **Public Speaking and Mass Communication**.

Specifically, you will learn the following:

1. Identify the forms of public communication and situations where they are used.
2. Write and deliver a brief speech relevant to the theme.
3. Exhibit the value of patriotism.



## PRETEST

Determine what type of communication is each of the following situations or events. On the space before the number, write INTRA if it is intrapersonal communication, INTER if interpersonal and PUBLIC if public communication.

1. two persons meeting over a cup of coffee
2. committee planning for homecoming activities
3. famous celebrity accepting and presenting awards during the MMFF awards night aired on television
4. student having a discussion with her group mates on how to finish the assigned task
5. student rehearsing what he is going to tell his adviser for not being able to attend the campus forum







## RECAP

We have learned that in a small group communication, one essential element is direct, person-to-person interaction. For example, a meaningful and fruitful family dinner table conversation. In this communication situation, we can set an open and respectful tone and talk with our loved ones so we can encourage, inspire, and motivate them and hold back criticisms as well.



## LESSON

Aside from intrapersonal and interpersonal communication, there is another type wherein a speaker delivers a message to stimulate or influence, and even dissuade a much bigger audience. This is what we are going to discuss today.

**Public Communication** is a communication situation where a speaker delivers a message before an audience. There are two forms of public communication: **public speaking** and **mass communication**.

**Public Speaking** is a sustained formal presentation by the speaker to an audience. The audience primarily functions as receivers and responders. A prepared speech is appreciated if delivered orally. The message can be driven by informational or persuasive purposes.

An example of this is when the President of the Philippines delivers the State of the Nation Address (SONA) to an audience in the Congress.

Public Speaking may be used in various ways: present a class report, give an inspirational talk in a club, or speak out in a campus forum. To maintain reciprocal communication, the speakers in these three preceding examples must accept responsibility for their stand on issues and for their ideas while the



audience must take responsibility for examining those ideas either critically or appreciatively.

### **Guided Practice**

Make a *thumbs up* if you consider each communication situation or speech event Public Speaking and do the *thumbs down* if it is not. Here is the first one.

- 1) Nationalistic teacher lecturing about patriotism to his class

-It is public speaking because it is a formal and orderly discourse about her subject matter to her class.

- 2) Hardworking coach mapping out strategies with his PBA basketball team

-It is not public speaking because the coach is communicating informally to his generally less than twenty-five players.

- 3) Patriotic student participating in a debate watched by a number of people

-It is a public speaking event because the student is challenging his opponent in a debate attended by a large group of people.

**Mass Communication** is a type of public communication to an extremely large audience mediated by audio and/or visual means such as television, radio, newspapers, magazines, books, billboards, internet and other social media platforms. So, messages may be transmitted orally, visually, or in written form. It is also used to inform, to persuade or to entertain the public.

An example of this is when the president speaks in a press briefing concerning Covid-19 pandemic on television. Other examples are: a television news anchor presenting guidelines on general community quarantine released by IATF, a teenager chatting over the internet, or a student journalist articulating his stand on current issues through the school's newspaper.





The three preceding situations are all examples of mass communication because the speakers supported by audio and/or visual means can disseminate information to a large number of people.

### **Guided Practice**

Do the *thumbs up* if you think each communication situation or event is mass communication and do the *thumbs down* if it is not. The first one is...

- 1) sportscaster broadcasting 2019 SEA Games sports events on television

-It is mass communication because the speaker can transmit the series of sports happenings to a huge public through television. The second one is...

- 2) consumer talking about the rise in prices of commodities with the cashier at a crowded supermarket

-It is not mass communication simply because the consumer is communicating only to the cashier. It is a dyad communication.

- 3) businessman advertising his new native delicacies over the Internet

-It is mass communication because the businessman is promoting his new product to a huge public through the internet.



## **ACTIVITIES**

### **Activity 1**

Create three public speaking situations or events with a speaker and an audience (e.g. student participating in a debate watched by a number of people) and two mass communication situations or events that take place through different types of media like tv, radio, newspapers, and other social media platforms (e.g.



businessman advertising his new native delicacies through Facebook). Write your answers on the space provided.

### Public Communication

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

### Mass Communication

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

### Activity 2

Answer each question in four to five sentences. Write your paragraph on the space provided.

1. How important is public speaking to us?

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2. In what way has mass communication improved or enhanced your communication with friends?

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## WRAP-UP

Express your thoughts on what you have learned about Public Speaking and Mass Communication by completing the following utterance with four to five sentences. Write your answer on the space provided.

I learned that \_\_\_\_\_

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## VALUING

Reflect on what you have learned and realized after composing your speech on The Importance of Possessing the Virtue of Patriotism for the Betterment of Our Country. Write your eleven to twelve-sentence reflection on the space provided.

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## POSTTEST

Directions: Determine whether each communication situation or event is public communication or mass communication. On the space before the number, write **PS** if it is *public speaking* and **MC** if it is *mass communication*.

1. politician talking about love to one's country to his constituents in a rally
2. well-known photographer sharing his commercial and artistic images through Instagram
3. PTA president presenting ideas about educational issues to school boards and stake holders
4. presidential spokesperson reacting to some points asked by a news reporter during the Malacañang press briefing aired on PTV 4
5. showbiz celebrities discussing fund-raising campaigns with the city mayor in a radio program





## KEY TO CORRECTION

|           |                   |          |
|-----------|-------------------|----------|
| 5. INTRA  | 5. [answers vary] | 5. MC    |
| 4. INTER  | 4. [answers vary] | 4. MC    |
| 3. PUBLIC | 3. [answers vary] | 3. PS    |
| 2. INTER  | 2. [answers vary] | 2. MC    |
| 1. INTER  | 1. [answers vary] | 1. PS    |
| Pretest   | Activity          | Posttest |

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