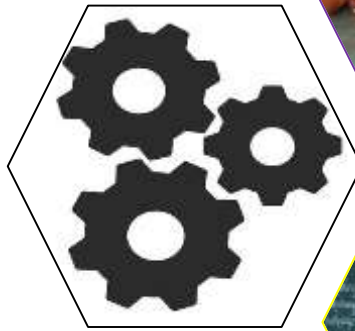


Oral Communication



Oral Communication in Context

Quarter 1 – Module 3: Strategies Used by the Speaker to Convey his/her Ideas Effectively

First Edition, 2020

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Oral Communication

Quarter 1

Self-Learning Module 3

**Strategies Used by the Speaker to Convey
his/her Ideas Effectively**



Introductory Message

For the Facilitator:

Welcome to the Oral Communication Self-Learning Module on **Strategies Used by the Speaker to Convey his/her Ideas Effectively**.

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 **Strategies Used by the Speaker to Convey his/her Ideas Effectively**.

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: **Strategies Used by the Speaker to Convey his/her Ideas Effectively.**

Specifically, you will learn the following:

1. determine the 7Cs of communication,
2. find out strategies applied on the excerpts, and
3. realize the importance of the 7Cs as strategies to convey ideas correctly.



PRETEST

Directions: Identify the meaning of 7Cs of communication in each of the following sentences. Write your answers on the space provided. Choose from Completeness, Conciseness, Consideration, Clearness, Concreteness, Courteousness, and Correctness.

- _____ 1. It does not mean keeping the message short, but making it direct or straight to the point.
- _____ 2. To be effective, the speaker should always consider relevant information about his/her receiver such as mood, background, race, preference, education, status, and needs, among others.
- _____ 3. It eliminates negative impact on the audience and increases the credibility and effectiveness of the message.
- _____ 4. Effective communication happens when the message is concrete and supported by facts, figures, and real-life examples and situations.
- _____ 5. It implies the use of simple and specific words to express ideas.





RECAP

We have learned that there are five functions of communication and these are: Control, Social Interaction, Motivation, Emotional Expression, means and Information Dissemination. These are used depending on the speaker's purpose.



LESSON

Communication functions by helping us explain, brainstorm, negotiate, direct, and make decisions in many situations. It allows us to complete the task at hand. In short, communication is functional—that is, communication serves a particular purpose in any interaction.

To effectively communicate, we must know how to deliver a message effectively. To help you, here are the **7Cs of Effective Communication** by Mulder, (2012).

1. **Completeness.** Complete communication is essential to the quality of the communication process in general. Hence, communication should include everything that the receiver needs to hear for him/ her to respond, react, or evaluate properly.



Example:

Teacher: *Today, we will go to the computer laboratory to research about the 7Cs. Please bring your notebook in English and a pen. Pack your things now and don't leave your important belongings inside the classroom. We will all be there at exactly 1:00pm. Please walk silently in the hallway and don't make unnecessary noise inside.*



In this scenario, it answers the WH questions: What, Who, Where, when and How, that exhibit completeness of the message.

2. **Conciseness.** Conciseness does not mean keeping the message short, but making it direct or straight to the point. Insignificant or redundant information should be eliminated from the communication that will be sent to the recipient.



(<https://www.youtube.com/watch?v=kQ0Orwuli5g>)

Example:

Manager: *I want to see you improve your performance in one week. If not, I will be forced to terminate your contract as soon as possible.*

The condition is clear and concise in this scenario.

3. **Consideration.** To be effective, the speaker should always consider relevant information about his/her receiver such as mood, background, race, preference, education, status, and needs, among others. By doing so, he/she can easily build rapport with the audience.



(Image courtesy of the writer)

Teacher: *“On a ½ crosswise, describe your favorite part of the body and explain why it is your favorite”.*

The Teacher gave an activity that everybody can relate and showcase a part of their body regardless of their gender, body type, color, race and ethnicity.



4. **Concreteness.** Effective communication happens when the message is concrete and supported by facts, figures, and real-life examples and situations. In this case, the receiver is more connected to the message conveyed.



(Image courtesy of the writer)

Recruiter: *“Once you join the company, aside from an attractive salary, you will enjoy these perks such as gadgets, gas allowance, HMO, allowance and many more. Just like what I have now; I truly love this company because of these”.*

The HR Manager explained the compensation and benefits to the applicant concretely.

5. **Courteousness/Courtesy.** The speaker shows courtesy in communication by respecting the culture, values, and beliefs of his/her receivers. Being courteous at all times creates a positive impact on the audience.



(Intercultural meeting)

Speaker: *“Let’s bow our heads and pray silently”.*

(After Prayer):

Speaker: *“Good morning everyone! How are you? I hope everyone is doing great!”*

In an intercultural meeting, it is safe to pray silently to give other people with different religious beliefs to pray for themselves.

(<https://www.knowledgecity.com/en/library/10291/business/communication-skills/course/intercultural-communication/>)



6. **Clearness.** Clearness in communication implies the use of simple and specific words to express ideas. It is also achieved when the speaker focuses only on a single objective in his/her speech so as not to confuse the audience.



“Whether it’s the hours we spend on Skype calls, or the hours we spend with all our relatives back home for Christmas, or the hours we spend praying for those who are absent—every immigrant family invents its own unique way of sealing that distance and strengthening their love.”

Johanne Jazmin Tan Jabines, Filipino winner in World’s largest competition

You see there are series of commas to cut ideas which make the speech clear and understandable. In other words, pause or stop and use simple language to be clear. (<https://remit.com.au>)

7. **Correctness.** Correctness in grammar eliminates negative impact on the audience and increases the credibility and effectiveness of the message.



Student: “Good morning everyone! It is my pleasure to introduce myself. I am Godofredo Gubot Jr., I am 17 years old, and I live in Nagpayong Pasig City. I guess we all have common hobbies and interests so let me tell you what is unique about me among all the boys here. I am an online

seller of “Don’t Blame The Kids Apparel Co. That’s all, Thank you”! ☺

(Image courtesy of the writer)

You see that Godofredo’s introduction is free from errors. So he shows concreteness because of the correct grammar and structure.



Guided Practice

Below is the short speech, “Tips for A Successful Online Business by Ma. Angelica P. David from NHS-SHS. Evaluate which of the 7Cs are being applied in this excerpt.

*Hi guys, I'm Ma. Angelica David, Founder of Maria Beauty and AnGer's Kutkutin. Here are my Tips for a successful online business: **Market**, **Service** and **Product(s)**. As business owners, we should know our target market. How? By considering the age, gender, wants and needs of our clients. In that way, we would know what to sell. In line with this, our advertisements should be **appealing**, **easy to understand**, **eye catching**, and **unforgettable**. As for me, I have both male and female and even LGBT customers that's why I sell UNISEX clothes and snacks that appeal to all ages. Also, I always post proofs of payment and orders to let them know that I am legitimate. Second is our **Service**. We should be approachable and responsive to the inquiries of our clients to make them comfortable and buy often. Remember to always say the magic words, "thank you" to buyers and even non-buyers as it will turn non-buyers to buyers. Lastly, we should believe in our **Product**. This is where quality over quantity applies. Customers will buy our products if we post on our "mydays" about how much we like and how confident we are that our product can satisfy their need and wants. We call it "power posting" and trust me, it is 100% effective. And that's it. Always remember, MSP (Market, Service, Products).*

1. Which of the 7 Cs can you find in that excerpt?

-It's courtesy. You have seen the fairness to gender and word showing politeness and absence of offensive words to readers.

2. Besides, courtesy, what strategy is applied?

-Concreteness is correct. Though there are no statistics used, it is still concrete because of detailed examples how she can market her product. It is also factual since it is from her own experience.



-Another is Clearness. It's obvious that the words are clearly understood because of its simple words.

So, we need to make sure that we are clear of our thoughts we want to convey.



ACTIVITIES

Here's another excerpt from the write – up of another student, Paulo R. Dayandante, “A Birthday Party”. Find out the strategies used from the excerpt. Use the table below for the answers.

A Birthday Party

The provocative sun rays touched my face preceded by a rocking in roll voice of my mom reason for me to wake up early this morning. I was about to sip my coffee when I heard a blast from the street that drastically turned my body into its normal composition. With my curiosity, I went outside to check what's beyond our street and saw a new opening store. Every one of us was already awake. Something that made me confused for we usually woke up late. I kept that perplexity in me when my mom told me to take a bath and wear the best outfit I could, made me think that there's a birthday party. As I walked through our kitchen, my brothers were busy rolling dough and with my peripheral vision, I saw my sister sautéing a sauce while my mother was putting in and out a pizza to the oven. My little brothers were also busy as they cleaned the house. I thought it's a surprise for me but for no reason. Everything was in harmony as everyone was actively moving except from me. As I finished my bath, my mom escorted me pointing in a not-so-particular place and said "Since everyone is doing something... at this point, you'll be guarding the store." Yes! The party I was thinking of was an opening of our new store. Epic fail. It was never a mundane day as it would become the start of the unity in our family. That would be the daily routine we



would have starting today: the business we dreamed of, the business that will make my family strong and united, the business we build with camaraderie.

7Cs	Put a check mark (/) if the strategy is applied in the excerpt.	Proof/evidence found (Pick out words, phrases or sentences that show that strategy. Put an X if unseen.)	Missing and irrelevant words, phrases or sentences or even punctuation marks.
1. Completeness			
2. Conciseness			
3. Consideration			
4. Concreteness			
5. Courteousness/Courtesy			
6. Clearness			
7. Correctness			



WRAP-UP

To wrap up everything that we have talked about on this lesson, let us always remember the 7Cs of Communication such as:

Completeness, Conciseness, Consideration, Concreteness, Courtesy, Clearness and Correctness. These are the strategies that you, as speakers must apply in your speech to communicate your thoughts and ideas effectively.



VALUING

Effective Communication is 20% of what you know and 80% of how you feel about it. – by Jim Rohn. Remember also to show courtesy whenever you speak to anyone starting from your family.





POSTTEST

Directions: Identify the 7Cs of Effective Communication described in each scenario. Choose the letter with the correct answer.

- ____1. The teacher reads the classroom rules comprehensively and completely.
A. Concreteness B. Completeness C. Conciseness D. Courteousness
- ____2. When your classmate delivers a report about the Philippine's population but did not show any graph or figures, what rule among the 7Cs is violated?
A. Conciseness B. Completeness C. Concreteness D. Courteousness
- ____3. The host of the event acknowledged the arrival of the guest speaker.
A. Courteousness B. Completeness C. Conciseness D. Clearness
- ____4. A member of Student Body Organization reads a scheduled meeting with a clear and modulated voice.
A. Courteousness B. Completeness C. Clearness D. Consideration
- ____5. A student came late to his class and the teacher welcomed him calmly.
A. Courteousness B. Completeness C. Clearness D. Consideration





KEY TO CORRECTION

Posttest	Words, phrases or sentences that show that [X] if unseen strategy. Put an	Strategy is applied in the excerpt (/)	Activity 2	1. Conciseness	Completeness	/	1. B
				2. Consideration	Conciseness	/	2. C
				3. Correctness	Consideration		3. A
				4. Concreteness	Concreteness	/	4. C
				5. Clearness	Courteousness		5. D
				Clearness	Clearness	/	
				Correctness	Correctness	/	

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