

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

1

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 1 – Module 2 : The Communication Process
First Edition, 2020

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Development Team of the Self-Learning Module

Writer	: Rizza Joy Magno
Editor	: Jacquelyn Basilan
Reviewers	: Merely Fos
Illustrator	: Name
Layout Artist	: Rizza Joy Magno
Management Team:	Ma. Evalou Concepcion A. Agustin OIC-Schools Division Superintendent Aurelio G. Alfonso EdD OIC-Assistant Schools Division Superintendent Victor M. Javeña EdD Chief, School Governance and Operations Division and OIC-Chief, Curriculum Implementation Division

Education Program Supervisors

Librada L. Agon EdD (EPP/TLE/TVL/TVE)
Liza A. Alvarez (Science/STEM/SSP)
Bernard R. Balitao (AP/HUMSS)
Joselito E. Calios (English/SPFL/GAS)
Norlyn D. Conde EdD (MAPEH/SPA/SPS/HOPE/A&D/Sports)
Wilma Q. Del Rosario (LRMS/ADM)
Ma. Teresita E. Herrera EdD (Filipino/GAS/Piling Larang)
Perlita M. Ignacio PhD (EsP)
Dulce O. Santos PhD (Kindergarten/MTB-MLE)
Teresita P. Tagulao EdD (Mathematics/ABM)

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Media and Information Literacy

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QUARTER 1

MODULE

2

The Communication Process



Introductory Message

For the Facilitator:

Welcome to the Media and Information Literacy – Grade 12 Self-Learning Module on The Communication Process.

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 own 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 Media and Information Literacy Self-Learning Module on The Communication Process.

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.



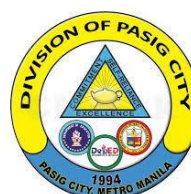
Wrap-Up - This section summarizes the concepts and application of the lesson.



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



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





EXPECTATIONS

At the end of this lesson, you are expected to:

- A. differentiate various models of communication;
- B. distinguish the unique features of one communication process from the other;
- C. appreciate the importance of communication by creating a communication framework



PRETEST

Direction: Choose the appropriate answer. Encircle the letter of your choice.

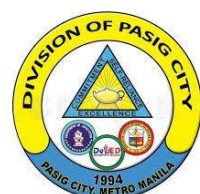
1. What element in the communication process is associated with communication?
A. interactors B. message C. medium D. feedback
2. This is the reception place of the signal which converts signals into message. Which communicator is the one who receives and interprets the message?
A. encoder B. media C. decoder D. effect
3. This model is relatively straightforward, and tells you that messages originate from someone.
A. McQuails Communication Model
B. Berlo's Communication Model
C. Shannon and Weaver's Communication Model
D. Laswell's Communication Model
4. They incorporated the concept of "noise" in their communication model.
A. Shannon and Weaver's Model
B. Berlo's Model
C. Wesley and MacLean's Model
D. Laswell's Model
5. David Berlo's Communication Model is another type of _____ model.
A. SMCR B. reception C. transmission D. publicity



RECAP

Direction: Fill-in the blanks with the correct missing terms.

_____ (1) is a two-way process which helps people understand each other. It has the following elements: _____ (2) which is responsible for encoding the message, the channel where the message goes through, the _____ (3) who will then decode the message and will then provide a _____ (4). Sometimes there will be _____ (5) that will make the communication difficult.





LESSON

THE PROCESS OF COMMUNICATION

Based on the previous topic we already understand that the success of communication requires the participation of each component or part. To understand the communication process, here are some models in the book *McQuail's Mass Communication Theory* as discussed by communication scholar, Denis Mcquail (2005):

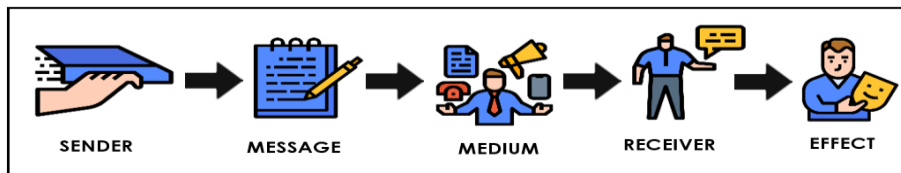


Figure 1. Laswell's Communication Model

The model is fairly simple and informs you that information originates from someone and the message flows through a medium, either by sound waves or light waves, and that the message is received by someone at the other end with a corresponding effect.

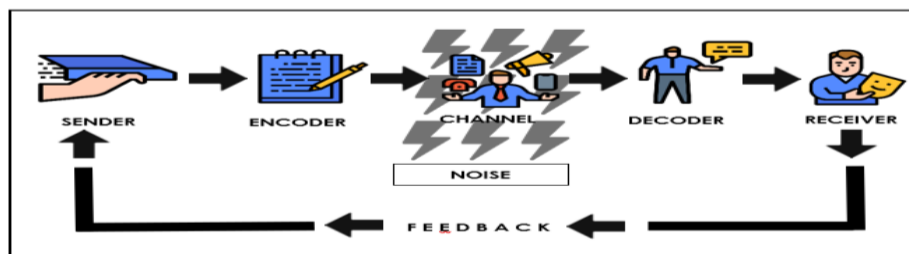


Figure 2. Transmission Model: Shannon and Weaver's Communication Model

As shown in Figure 2, it is designed to develop the effective communication between sender and receiver. Also, they find factors affecting the communication process called "Noise". At first, the model was developed to improve the technical communication. Later on, it's widely applied in the field of communication.

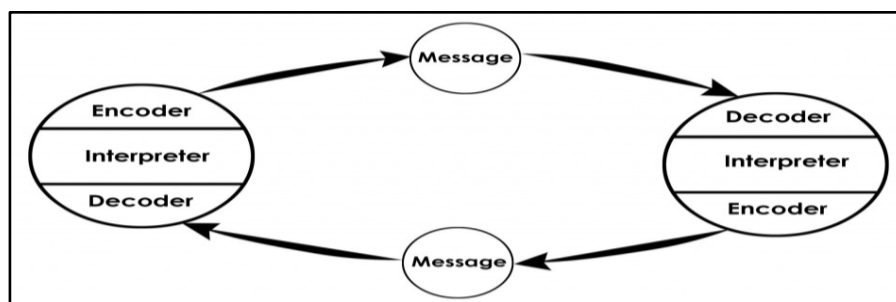


Figure 3. Reception Model: Osgood – Schramm Model

The **Osgood – Schramm Model** is a circular model so communication is circular in nature. The message is sent only after encoding. The sender is also called the encoder. The encoded message is decoded by the receiver under receipt, making him also the decoder.

The **Westley and MacLean's Model of Communication** can be seen in two contexts: interpersonal and mass communication. Westley and Maclean realized that communication does not start when a person begins to speak, but when a person selectively responds to his or her physical environment.

This model considers a strong relationship between surroundings responses and the communication process. Communication only begins when a person receives a message from the surrounding environment. Each receiver answers the message they have received based on their orientation object.

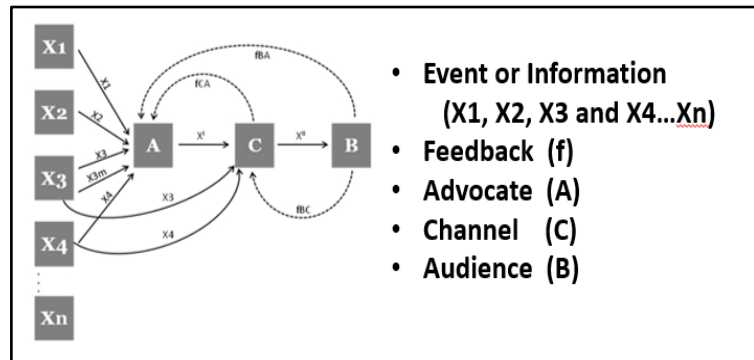


Figure 4. Transmission Model: Westley and MacLean's Model

The **David Berlo's Communication Model** is another type of Reception model that follows the SMCR model which do not follow any specific particular communication. It is accounted for factors that affect how communicators are influenced when they send and receive a message.

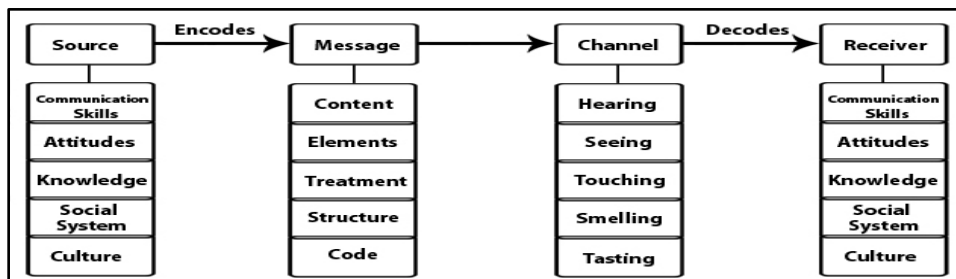


Figure 4. Reception Model: Berlo's Model

Berlo's model listed a number of factors under each element:

- **Communication skills** – It is the individual's skill to communicate (ability to read, write, speak, listen, etc.)
- **Knowledge** – The knowledge about the subject one is going to communicate e.g. whatever the teacher communicates in the class about the subject so it pertains to having knowledge in what you are communicating.
- **Attitudes** – The attitude towards the audience, subject and one self e.g. for the student the attitude is to learn more
- **Social System** – The social system includes the various aspects in society such values, beliefs, culture, religion and general understanding of society. It is where the communication takes place.

Each model shows that it is not just how are you going to pass the message or information. You should also consider the different factors to have a successful communication.



ACTIVITIES

ACTIVITY 1: COMMUNICATION FRAMEWORK

Direction: Imagine yourself as a journalist. You were tasked to write an article. Accomplish the media and information design framework for this article by answering the matrix below:

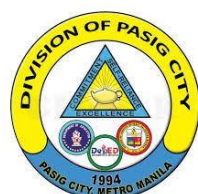
COMPONENT	GUIDE QUESTION	YOUR ANSWER
Target Audience	<i>Who is the intended audience?</i>	
Sender / Author	<i>Who is the producer?</i>	
Purpose	<i>What is the purpose?</i>	
Key Content	<i>What is the topic? What are the facts?</i>	
Form / Style	How can I present this information? How would this affect my audience?	
Medium / Format	What platform will I use? Why?	



WRAP-UP

Direction: Match the following communication components with the corresponding examples.

- | | | |
|-------------|---|---|
| 1. Channel | o | o a. Something that interferes with the information |
| 2. Message | o | o b. Information sent |
| 3. Noise | o | o c. Someone who sends information |
| 4. Receiver | o | o d. Method by which the information is sent |
| 5. Source | o | o e. An individual who decodes the information |





VALUING

REFLECT UPON



Direction: Write **T** if the statement is true and **F** if the statement is false.

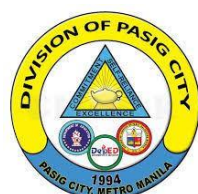
- ___ 1. Consider ethics in your speech at all times.
- ___ 2. Effective use of nonverbal communication can strengthen your message.
- ___ 3. How you communicate reflects who you are as a person.
- ___ 4. One way to help you build credibility is through effective nonverbal communication.
- ___ 5. There are certain words that are only appropriate at certain times and places.
- ___ 6. To achieve clarity, we must speak the same language as our listeners.
- ___ 7. The use of too many fillers can distract your listeners.
- ___ 8. Verbal communication is better than nonverbal communication.
- ___ 9. When you talk to others, you should not assume too quickly that they understand the message that you convey.
- ___ 10. When you communicate, choose what you want to say and how you want to say it.



POSTTEST

Direction: Choose the appropriate answer. Encircle the letter of your choice.

1. This model is relatively straightforward, and tells you that messages originate from someone.
 - A. McQuails Communication Model
 - B. Berlo's Communication Model
 - C. Shannon and Weaver's Communication Model
 - D. Laswell's Communication Model
2. What element in the communication process is associated with communication?
 - A. interactors
 - B. message
 - C. medium
 - D. feedback
3. The reception place of the signal which converts signals into message. Which communicator is the one who receives and interprets the message?
 - A. Encoder
 - B. Media
 - C. Decoder
 - D. Effect
4. David Berlo's Communication Model is another type of _____ model.
 - A. SMCR
 - B. reception
 - C. transmission
 - D. publicity
5. They incorporated the concept of "noise" in their communication model.
 - A. Shannon and Weaver's Model
 - B. Berlo's Model
 - C. Wesley and MacLean's Model
 - D. Laswell's Model





KEY TO CORRECTION

To check your progress, here are the answers for the following activities:

PRE TEST	RECAP	WRAP-UP	VALUING	POST TEST
1. C	1. COMMUNICATION	1. D	1. T	6. T
2. C	2. SENDER	2. B	2. T	7. T
3. D	3. RECEIVER	3. A	3. T	8. T
4. A	4. RESPONSE/FEEDBACK	4. E	4. F	9. T
5. B	5. BARRIERS/NOISE	5. C	5. F	10. T
				5. A

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