Protocols only address the messages exchange between the two communicating processes.

I would say this is false. The textbook defines a protocol to “define the format and order of messages… as well as the actions taken on the transmission and/or receipt of a message or other event.” The use of the last part of the phrase “as well as the actions” would imply to me that it’s not just the messages being sent from one entity to the other, but it also includes instructions for the receiver to execute.