Abstract

Communication strategies are sometimes used in communicating. This descriptive-comparative research analyzes the verbal and non-verbal communication strategies in the candidates’ campaign speeches; groupings of utterances used; sentence types by gender; and determines any significant difference in communication strategies. During the 2010 barangay election candidates’ forums, all campaign speeches were recorded, transcribed into tapescript and analyzed by experts. Percentages, averages and chi-square were used. Repetition, code switching, pause, sigh, groan, body movement, facial expressions and mime were the mostly employed strategies. Complex sentence was mostly used. Significant difference exists between common sentence types used but none in the verbal communication strategies.

Keywords: communication strategies, election campaign speeches, captain, councilor, candidates’ forums

1.0 Introduction

Language is a very powerful weapon and it is crucial in establishing relationships. If used appropriately, it will build relationships; however, if not used with care, it may break people’s relations. Language builds relationships because people use it for communication by members of the same community or the same culture. However, language breaks relationship because people misinterpret the meaning of the words. Most words are defined in terms of other words so that people end up having the slightest idea of what the words mean. “Verbal communication, as in other forms of communication”, is needed by participants to choose his words. An old communication adage put it this way that meanings are in meaning, “not the words themselves”. In other words, “words in isolation are meaningless”; it is in the way people use them that brings about meaning.

The word “communication” comes from the Latin word “communis” meaning commonness. Flores (1998) discussed that it is the process where in knowledge, ideas, information, attitudes, and feelings are transmitted. Being a two-way process, communication occurs in an orderly and systematic sequence wherein human beings are able to see and hear what transpires in their environment. As a process, communication is dynamic, adaptive, and continuous. Being a
survival mechanism, communication helps people develop to be a unique person, relaying and cooperating with each other. It satisfies the personal ego, social, and practical needs; it is indeed essential in life.

Oxford (1999) discussed that the communication strategies are less directly related to language learning since their focus is on the process of participating in a conversation and in getting meaning across or clarifying what the speaker intended. Oxford (1999) stated further that communication strategies are used by the speakers when faced with some difficulty because “their communication ends outrun their communication means or when confronted with misunderstanding by a co-speaker”.

In a communication, it is possible to find a situation where two people say exactly the same thing to a given audience, using precisely the same language, even the same words, but the two will end up passing two different messages. One may also come across a situation where a person has been completely misunderstood by his listeners. There are many problems that a teacher encounters that on closer analysis reveal their origins in miscommunication between the pupils. In communication, there are various elements that must work together in harmony to facilitate communication. Corrales (2003) explained that communication in general is a process of sending and receiving messages that enable human beings to share knowledge, attitudes and skills. Although people usually identify communication with speech, communication is composed of two dimensions: the verbal and non-verbal. Non-verbal has been defined communication without words. It includes apparent behaviors such as facial expressions, eyes, touching, and tones of voice, as well as less obvious messages such as dress, posture and spatial distance between two or more people.

Chen (2007) discussed the method of examining the effectiveness of the user of the linguistic styles to convey meaning and explained that each concept was evaluated by the native speaker who listened to the tapes later. The subjects’ communicative effectiveness was assessed by the native speaker. Chen (2007) measured the learners’ success in message transmission by anticipating the information bits that each task might produce. In order to assess the comprehensibility of the subjects’ performance, 44 erroneous utterances were chosen from the production of a number of Filipino pupils. Canale (1998) discussed that communication strategies are verbal and non-verbal strategies that may be called into action to compensate for a breakdown in communication. Learners use these strategies the lack of knowledge and resources in their foreign language. Verbal communication requires language. Language. Defined in terms of semantics, is a group of labels used to represent approximations of space-time events and abstractions.

communication strategies as follows:
1.) Paraphrase which could be: a. approximation – is the use of a single target language vocabulary or structure, which the learner knows is not correct, but which shares enough semantic features in common with the desired item to satisfy the speaker; b. word coinage is when the learner makes up a new word in order to communicate a desired concept and c. circumlocution is when the learner describes the characteristics or elements of the objects or an action instead of using the appropriate target language items or structure. 2.) Borrowing which could be a. literal translation is when the speaker translates word for word the native language; b. code switching is when the learner uses the native language term without bothering to translate; and c. Appeal for assistance is when the speaker asks for the correct term. 3.) Avoidance which could be a. Topic Avoidance is when the learner simply tries not to talk about concepts for which the target language item or structure is not known; and b. Message Abandonment is when the learner begins to talk about a concept but is unable to continue and stops in mid-utterance.

On the basis of the theories on line speech processing and the problem solving mechanisms in second language speech, Bygate, et.al. (2006) proposed strategies that might enable learners to overcome potential communication problems at different stages of speech production for teaching. The definitions of the targeted strategies are the following: A.) Using self-repetition in which the speaker repeats what he has just said as a device to gain time to think of “what to say” or “how to say it”. B.) Using self-correction is when the speaker hears that he makes a mistake in pronunciation, grammar, choice of words, etc. and he immediately corrects it. and C.) Asking for repetition is when the speaker asks the interlocutor to repeat what she just said to facilitate comprehension.

Cohen (1998) claimed that there are no “inherently good or bad” strategies but rather they “have the potential to be used effectively”. He goes on to say that “the total number of strategies employed and the frequency with which the entire strategy is used are not necessary indicators of how successful they will be on a language task. There are variables that influence the use of strategies. These could be demographic such as age, cultural background or gender, or could be issues as language proficiency and learning style, as well as context, and students’ approaches. However, one can assume that a student using achievement strategies, would at least, be more successful in an interaction situation.

According to Lorente (2000), “a shift from one language to the other” known as code switching is found to be common not just in the capital region but in the other areas of the Philippines as well. In a multilingual setting, it is not surprising to find that Filipinos code switch, that is, they use more than one language in the course of a single communicative episode (Lorente, 2000).
Hence, in this study, there is a need to analyze the communication strategies used by the male and female candidates during their campaign speeches, their common sentence types used, word groupings of utterances and to determine the differences as used by men and women in order to prepare them for the seminar-workshop for the village officials on public speaking after the election.

2.0 Theoretical/Conceptual Framework

Communication proves to be the most significant tools in social life and business management. It also plays a pivotal role in collaborating all human activities that link people together and create relationships (Giddens, 1984).

Moreover, communication in the organizational level is embedded in every aspect of becoming an effective organization and of continuing to be a learning organization (Bertulanffy, 1968).

As such, organizational communication is essentially viewed as the collective interactive process of generating and interpreting messages between people within the organization through either directional (one-way) or bidirectional (two-way) manner of communication (Barnes, 1954).

A perceptual model of communication begins with a sender who cognitively encodes an idea or thought by using verbal and non-verbal cues, including attitudes. The output of encoding is a message transmitted on medium selected by the sender (Kreitner and Kinicki, 1995).

3.0 Research Design and Methods

This study was conducted to the village candidates during the candidates’ forum during the village election in October 2010. Sogod is a municipality located at the heart of Southern Leyte and is part of the Sogod Bay area. It has 45 villages located at the mountain side, seaside, Poblacion and along the highway. Sogod is now a first class municipality and it is now the center of business. The place of the study was the six villages of Sogod,
Southern Leyte, namely Mac, Javier, Mahayahay, Salvacion, Malinoa and Buac Gamay.

This study was a descriptive-comparative research because the communication strategies employed by the candidates, common sentence types used, word groupings of utterances used, and communication strategies employed were determined and compared. Simple random sampling was used in this study in order to choose the 12 candidates for village captains and thirty candidates for councilors to choose six male and six female candidates for captains and 15 male and 15 female candidates for councilors.

This study used a researcher-made questionnaire to analyze the communication strategies employed by the candidates, common sentence types used and word groupings of utterances. However, before using this questionnaire, this was presented to five college English professors and instructors for critiquing in order to improve it.

During the Barangay Candidates’ Forums of six randomly selected barangays, all the campaign speeches of the barangay candidates were recorded, transcribed into a tape script and analyzed as to communication strategies employed by the candidates, common sentence types used, types of utterances used as to word groupings, and linguistic styles employed. Only speeches of 12 candidates (six males and six females) for barangay captains and of thirty candidates for councilors (15 females and 15 males) were chosen to be analyzed and these were randomly selected. After all the tapescripts had been ready for analysis, three English professors of SLSU were requested to read and analyze the audience’s questions and the tapescripts of the campaign speeches of the candidates. Each professor was given a copy of the tapescript and of the questionnaire. He or she writes on the questionnaire the answers to the guide questions related to the tapescript. For instance: “What verbal communication strategies are used in the speech?”

This study used percentages and averages for the verbal communication strategies and non-verbal communication strategies, common sentence types and word groupings. Chi-square was used for the significant differences of the communication strategies used and of the sentence types used by gender.

4.0 Results and Discussion

Communication Strategies Employed By The Barangay Candidates

The barangay candidates employed verbal and non-verbal communication strategies in their campaign speeches in the 2010 barangay elections. Table 1 presents the verbal communication strategies used by the barangay candidates. Repetition, code switching and self-correction were the first three highest verbal communication strategies used by the candidates. The above-mentioned verbal
communication strategies were used 119 times by the barangay candidates. Of the communication strategies employed, repetition was the most numbered followed by code switching; the least used were approximation and word coinage.

The candidates employed the communication strategies to convey their intended meaning when they encounter communication problems caused by lack of linguistic resources.

This could be attributed to the fact that there are some people in the villages who are not trained in speaking to the public. They are not used to speaking formally to an audience. Hence, they keep on repeating what to say or code switching from one dialect to another dialect or they seek assistance on what to say next. Repetition was often used may be for emphasis; code switching is related to what Tupaz (1998) said that Filipinos code switch because we live in a post colonial society and therefore have multiplicity of identities. Heredia and Altarriba (2001) cited that people code switch to be better understood. Some ideas are better communicated in one language than another. They do it for lack of language proficiency. Hambers and Blanc (2000) believe that in time, code switching is used as a communicative strategy and a marker of ethnic-group membership and identity.

Table 1. Verbal communication strategies used in campaign speeches by gender.

<table>
<thead>
<tr>
<th>Verbal Communication</th>
<th>Male</th>
<th>%</th>
<th>Female</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximation</td>
<td>2</td>
<td>3.28</td>
<td>3</td>
<td>5.17</td>
<td>5</td>
<td>4.20</td>
</tr>
<tr>
<td>Appeal for Assistance</td>
<td>6</td>
<td>9.84</td>
<td>9</td>
<td>15.52</td>
<td>15</td>
<td>12.61</td>
</tr>
<tr>
<td>Code Switching</td>
<td>20</td>
<td>32.79</td>
<td>14</td>
<td>24.14</td>
<td>34</td>
<td>28.57</td>
</tr>
<tr>
<td>Repetition</td>
<td>19</td>
<td>31.15</td>
<td>23</td>
<td>39.66</td>
<td>42</td>
<td>35.29</td>
</tr>
<tr>
<td>Self-Correction</td>
<td>10</td>
<td>16.39</td>
<td>8</td>
<td>13.79</td>
<td>18</td>
<td>15.13</td>
</tr>
<tr>
<td>Word Coinage</td>
<td>4</td>
<td>6.55</td>
<td>1</td>
<td>1.72</td>
<td>5</td>
<td>4.20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
<td><strong>100.00</strong></td>
<td><strong>58</strong></td>
<td><strong>100.00</strong></td>
<td><strong>119</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 2 shows the distribution of non-verbal vocalic communication strategies used by the barangay candidates in their campaign speeches during the 2010 barangay polls. Of the three non-verbal vocalic communication strategies, pause has the most number of frequency for male and for female. These strategies are used by the candidates to overcome their problems in conveying their intended message.

There is a saying that goes that action speaks louder than words. If a person is already run out
of what to say, he uses actions in order to put his message across. Sometimes, he uses paralanguage which are sounds but not words in order to send a message. This reality does not exempt the barangay officials or the candidates from using these communication strategies in their speech making during the candidates’ forum since some of them just produced sounds, but not words, in order to be understood. In real life, people just make a sigh or they just groan when they wish to say something which means that they have a difficulty in sending a message.

Ottenheimer (2007) insisted that nonverbal communication is the process of transmitting messages without spoken words that are sometimes called body language; and the messages can be communicated through facial expressions, gestures, eye contact and posture. Posture can be used to determine a participant’s degree of attention or involvement of the difference in status between communicators, and the level of fondness a person has for the other communicator. Studies investigating the impact of posture on interpersonal relationships suggest that mirror-image congruent posture, where one person’s left side is parallel to the others’ right side, leads to favorable perception of communicators and positive speech; a person who displays a forward lean or a decrease in a backwards to lean also signify positive sentiment during communication. Also, Malulan (2009) found out that most of the teachers code switched during their classroom discussion.

The barangay candidates also employed non-verbal non-vocalic communication strategies such as the mime, body movement and facial expressions (Table 3). All the male and female barangay candidates used the body movement as a communication strategy during their campaign speeches; facial expression was used second to body movement.

The candidates avoid problematic words in their speeches, so augment or replace the suitable words with gestures or actions.

People use verbal as well as non-verbal communication strategies in their formal and informal

Table 2. Non-verbal vocalic communication strategies used in the campaign speeches.

<table>
<thead>
<tr>
<th>Non-Verbal Vocalic Communication Strategies</th>
<th>Male</th>
<th>%</th>
<th>Female</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sigh</td>
<td>3</td>
<td>20.00</td>
<td>1</td>
<td>7.69</td>
<td>4</td>
<td>14.29</td>
</tr>
<tr>
<td>Groan</td>
<td>0</td>
<td>0.00</td>
<td>2</td>
<td>15.38</td>
<td>2</td>
<td>7.14</td>
</tr>
<tr>
<td>Pauses</td>
<td>12</td>
<td>80.00</td>
<td>10</td>
<td>76.82</td>
<td>22</td>
<td>78.57</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100.00</td>
<td>13</td>
<td>99.99</td>
<td>28</td>
<td>100.00</td>
</tr>
</tbody>
</table>
conversations. Even law makers in the Senate or in Congress employ non-verbal strategies to send their messages during their speech making. During court hearings, counsels of the plaintiff and of the defendants use non-verbal evidences in order to win in their claim.

Even actors and actresses employ communication strategies. Similar to the study of Malulan (2009), majority of the teachers use pauses as non-verbal vocalic communication strategies and mime or gesture as non-verbal non-vocalic communication strategies in their class discussion.

**Common Sentence Types Used in The Campaign Speeches By Gender**

The kinds of sentences according to structure used by the barangay candidates were: simple sentences, compound sentences, complex sentences and compound-complex sentences. The most numbered sentence type used by the candidates was complex sentence followed by the compound sentence.

The male and female candidates used both complex sentences which means that they presented their messages not in simple sentences but in longer sentences; they talked more. However, it is a general observation that men talk a little and they present their message direct to the point; while women talk too much. Women use very long sentences in order to communicate. Most men use simple sentences while women use compound complex sentences. The results of this study is quite related to the findings of the study of Doble (2012) to the journals of college freshmen which the most common sentence type employed by the college freshmen in their journal composition writing was the simple sentence; and the least common type of sentences constructed was the compound-complex type.

### Table 3. Non-verbal non-vocalic communication strategies used in the speeches.

<table>
<thead>
<tr>
<th>Non-Verbal Non-Vocalic Communication Strategies</th>
<th>Male</th>
<th>%</th>
<th>Female</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mime</td>
<td>9</td>
<td>27.27</td>
<td>11</td>
<td>21.15</td>
<td>20</td>
<td>23.53</td>
</tr>
<tr>
<td>Body Movement</td>
<td>21</td>
<td>63.64</td>
<td>21</td>
<td>40.38</td>
<td>42</td>
<td>49.41</td>
</tr>
<tr>
<td>Facial Expression</td>
<td>3</td>
<td>9.09</td>
<td>20</td>
<td>38.46</td>
<td>23</td>
<td>27.06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33</strong></td>
<td><strong>100.00</strong></td>
<td><strong>52</strong></td>
<td><strong>99.99</strong></td>
<td><strong>85</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>
Table 4. Common sentence types used in the campaign speeches by gender

<table>
<thead>
<tr>
<th>Sentence Type</th>
<th>Male (f)</th>
<th>%</th>
<th>Female (f)</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple</td>
<td>160</td>
<td>25.12</td>
<td>140</td>
<td>17.35</td>
<td>300</td>
<td>20.78</td>
</tr>
<tr>
<td>Compound</td>
<td>148</td>
<td>23.23</td>
<td>215</td>
<td>26.64</td>
<td>363</td>
<td>25.14</td>
</tr>
<tr>
<td>Complex</td>
<td>182</td>
<td>28.57</td>
<td>306</td>
<td>37.70</td>
<td>488</td>
<td>33.72</td>
</tr>
<tr>
<td>Compound-Complex</td>
<td>147</td>
<td>23.08</td>
<td>147</td>
<td>18.22</td>
<td>294</td>
<td>20.36</td>
</tr>
<tr>
<td>Total</td>
<td>637</td>
<td>100.00</td>
<td>807</td>
<td>100.00</td>
<td>1,444</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Word Groupings of Utterances Used in Their Campaign Speeches

The utterances of the barangay candidates used during their campaign speeches were grouped as sentences and as fragments. As a whole, from the 42 barangay candidates’ campaign speeches, majority of the word groups were sentences.

The candidates presented their messages in complete sentences which means that they wanted to be understood fully so as to persuade their votes during the election.

In everyday conversations, sometimes people use complete sentences; sometimes they only use fragments just to continue the exchange of ideas. However, these fragments used by men and women in their daily conversation have already complete meaning more or less. It is because when people say something even if that something said does not contain a subject and a verb, they employ non-verbal communication strategies like body movement or facial expression to help the listener understand what has been said by the message sender.

Table 5. Word groupings of utterances used in the campaign speeches

<table>
<thead>
<tr>
<th>Word Groupings</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentences</td>
<td>1,444</td>
<td>68.18</td>
</tr>
<tr>
<td>Fragments</td>
<td>674</td>
<td>31.82</td>
</tr>
<tr>
<td>Total</td>
<td>2,118</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Significant Difference in the Verbal Communication Strategies and the Common Sentence Types Employed By Gender

Inferential statistics shows that there is a very high significant difference between men and women barangay candidates in the type of sentences they employed while delivering their campaign speeches. While men barangay candidates are prone to employ code switching, women are too repetitive in their speeches (Table 1).

On the other hand, findings reveal that men and women barangay candidates show no significant difference in the use of verbal communication strategies (Table 6).

Table 6. Significant difference in the verbal communication strategies and the common sentence types employed by gender

<table>
<thead>
<tr>
<th>Variables</th>
<th>Chi square value</th>
<th>p-value</th>
<th>Statistical Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender and Verbal Communication Strategies</td>
<td>4.446</td>
<td>0.48</td>
<td>not significant</td>
</tr>
<tr>
<td>Gender and Common Sentence Type</td>
<td>25.099</td>
<td>0.00</td>
<td>significant</td>
</tr>
</tbody>
</table>

If p-value < 0.05, significant; otherwise, not.

Whether male or female, the candidates employed similar verbal and non-verbal communication strategies to inform, persuade and motivate the audiences to believe in them and to vote for them during election day.

The barangay candidates irregardless of gender employ verbal communication strategies in their campaigns speeches. However, they differ in the sentence types used may be because of their nature as a person. Men are more on action, less in words; while women oftentimes talk much that they use plenty of words when they talk.

5.0 Conclusion

This study concludes that the candidates could not easily produce correct and effective sentences to communicate their government platforms during their election campaign speeches without employing verbal and non-verbal communication strategies.

6.0 References Cited

Cecilia D. Arong, Errol Jet D. Arong & Virginia N. De Gracia

103

Southern Leyte State University

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