

Effects of Television Documentary on Communication Skills Development of College Students

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Abstract - *The study aimed to describe the profile of the respondents in terms of age, gender and college; determine the effects of TV documentary on communication skills development on personal and social aspect; test the significant difference of responses of the assessment of the documentaries and, propose action plan in the production of a more reliable documentary material. Survey questionnaire was used as the main data gathering instrument with frequency distribution, weighted mean and ANOVA as statistical tools. Based on the results, majority of the respondents were male, from the LIMA department, aged 19 – 21 years old. Respondents agree to have been affected personally and socially by the two television documentaries. Also, there is a significant difference of responses on the assessment of television documentaries when grouped according to profile variables. Based on the results of the study, a proposed strategy in making television documentaries on communication sensitivity was made.*

Keywords: *Television Documentary, Communication Skills Development*

INTRODUCTION

In the past years, television has been considered as one of the most used channel for gathering and spreading information [1]. It became a necessity for people to have it and collect data through it. To make it more interesting, people in the media world had put up different shows that would make information dissemination organized yet entertaining [2]. These are documentaries that aim to deliver information from experiences that are interesting and which reveal truth.

Throughout the years, documentary shows with different themes have been included in the Philippine television. Ever since they were first aired on TV, they have caught the interest of the viewers because they tackle real-life situations that majority of the Filipinos have experienced. This is the primary reason why Philippine documentary shows owned a spot in the limelight many years after its first release. They have continued to grow and evolve from tackling sensitive matters as well as government issues and problems that need to be resolved immediately. Each episode is carefully selected and researched in order to inform the minds and awaken the senses of Filipino household, including the youth. It is through this sense that Philippine documentary shows have won multiple awards and recognitions in several award giving bodies.

Over time, as generations change, impacts of documentaries differ as it gets harder to create in order to produce a legitimate effect to people [3]. Today, there are two of the most popular TV documentaries that takes viewers information through alike strategies. One is GMA channel's I-witness which has a more serious tone in providing knowledge to people, and TV 5's Word of the Lourd which tackles information with a touch of humour, way too different from the former. In relation to documentaries, the researchers chose the Word of the Lourd (WOTL)'s short documentary entitled "Slang" directed by Jun Sabayton, Jr. This episode is about awareness on the pronunciation of the Filipinos on English terms, the host, Lourd De Veyra [27] conducted a social experiment asking blue-collar employees on how they pronounce common English terms that were sometimes mistakenly pronounced and compares it to a speech professional's pronunciation.

In 2009, I-witness, a documentary news and public affairs television show broadcast on GMA7, aired an episode entitled, "Don't English Me". This happens to be a different topic to be tackled by the show because most of the time, it involves social issues related to poverty, discrimination, and social injustice. Themes concerning speech and communication are very seldom given attention because people are used to subjects that

talk about hunger, unemployment, drugs and corruption.

Possessing good communication skills is all about being able to convey information to people clearly and simply. It happens when the details are fully understood. Hence, it is about transmitting and receiving messages clearly, and being able to read the audience. It also means that one can adapt to new and different situations, read the behavior of other people, compromise to reach agreement, have difficult conversations with ease, and avoid conflict. Good communication skills are some of the simplest, most essential and most useful tools for success. In fact, they are probably the number one ability sought by employers [4].

Effective communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. As well as being able to clearly convey a message, one needs to also listen in a way that gains the full meaning of what's being said and makes the other person feel heard and understood. Communication is more effective when it becomes spontaneous rather than formulaic.

Communication skills development affects a person both personally and socially. His intrapersonal aspect is enhanced through reading articles and watching documentaries concerning proper grammar literacy [5]. Thus, it is a great contributing factor in the improvement of the social perspective of a person. Hence, communication involves the assessment and interaction with the other people and through it, there is a clear comparison regarding the language and speech proficiency.

The researchers sought to understand the effects of television documentary on communication skills development. Two featured documentary films: *iWitness: Don't English Me* and *Word of the Lour: Slang* were assessed and analyzed on how they affected the students' personal and social perspective. Also, this research proposed action plan for students or professors as well as the future researchers to follow in the observance of grammar competency of the students. Furthermore, the researchers also aimed at helping filmmakers to produce excellent TV documentaries on issues concerning communication skills development and will promote awareness on English grammar competency as well.

OBJECTIVES OF THE STUDY

The general purpose of the study was to examine the effects of television documentaries on communication

skills development. Specifically, it sought to describe the profile of the respondents in terms of age, gender, college; determine the effect of television documentary on communication skills development in terms of personal and social; test the significant difference on the effect of television documentary when grouped according to profile variables; and propose action plan in the production of a more reliable documentary material.

METHODS

Research Design

The researchers utilized the descriptive method in determining the effects of educational documentaries on communication sensitivity. The researchers also used quantitative analysis in order to obtain information and assess the answers of the respondents.

Burns and Bush [6] stated that descriptive research addresses the "who, what, when, where and how" questions of a study. Descriptive examination is devoted to the gathering of data about predominant conditions or circumstances with the end goal of description and interpretation. This sort of research strategy is not just breaking down and organizing certainties but rather involves appropriate analysis, assessments, interpretation and identification of trends and relationships.

Participants of the Study

The participants of the study were students of one private university in the Philippines, both male and female from different colleges to which 17 came from College of Education, Arts and Sciences, 69 from College of International Travel and Hospitality Management, six from College of Criminal Justice, 45 from College of Business Administration, four from College of Nursing, 33 from College of Allied Medical Professions, 12 from College of Dentistry, 17 from College of Computer Studies, ten from College of Engineering and 72 from Lyceum International Maritime Academy.

Instrument

The researchers used a self-made questionnaire as a tool in data gathering. The respondents will watch two educational documentaries which tackle communication sensitivity such as "Word of the Lour: Slang" and "i-Witness: Don't English Me". The questionnaire is composed of two parts: the demographic profile of the respondents which includes age, sex and academic strand while the second part is

about the assessment on the effects of educational documentary to the respondents.

In addition, the questionnaire was validated by the thesis adviser and statistician to avoid plagiarism and to further improve the content and the like. A pilot testing was also done to test the reliability of the study with Cronbach's Alpha result of 0.947.

Procedure

The research topic about effects of educational documentary on communication sensitivity was endorsed to the adviser for approval. Then, after the topics was approved, the researchers conducted a brief study to examine if there's anything irrelevant or unnecessary in their chosen research study. They started gathering data and formulated their own questionnaire. In conducting the survey, the respondents conducted film viewing of "Word of the Loud: Slang" and "I-Witness: Don't English Me" at the Media Center for them to assess the questionnaire regarding the research topic. After gathering the data, the researchers interpreted the outcomes which was upheld by literature and other related reviews to make the study, more effective and comprehensible.

Data Analysis

Upon gathering the data, the results were interpreted using different statistical tools. Descriptive and inferential statistics was used to compute and analyze the data gathered from the questionnaire which include frequency count, weighted mean and Analysis of Variance (ANOVA). All data were treated using a statistical software, PASW version 18 to further analyze the results of the study.

To observe highly confidential nature of the interviews, no particular names were mentioned in the report. The identity of the respondent was not revealed. No personal opinion was given by the researcher, only information and results based on the data gathered. The given scale was used to interpret the result of the data gathered: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

RESULTS AND DISCUSSION

Table 1 shows that in the first profile variable, ages 19-21 has the highest number of respondents with the frequency of 150 (52.60%) while ages 22 years old and above has the least number of respondents with the frequency of 18 (6.30%). This is because the common

ages of people enrolled as college students fall in 19 - 21 years old.

Table 1. Percentage Distribution of the Respondents Profile (N = 285)

Profile Variables	f	%
Age		
16 – 18 years old	117	41.10
19 – 21 years old	150	52.60
22 years old and above	18	6.30
Gender		
Male	164	57.50
Female	121	42.50
College		
Allied Medical Profession	33	11.60
Business Administration	45	15.80
Criminal Justice	6	2.10
Computer Studies	17	6.00
Education, Arts and Sciences	17	6.00
Hospitality Management	69	24.20
Engineering	10	3.50
Nursing	4	1.40
Dentistry	12	4.20
Maritime	72	25.30

Ages 19-21 years old, or so-called "college students", are those who are still engaged in learning institutions and are soon the professionals of the society. Due to this, they are the ones seen to be in greater need of learning the skills to being English proficient.

Jyothi [7] noted that English proficiency is one important skill in job application. But knowledge in English is much in demand in the corporate field. Moreover, proper English is not only about right grammatical compositions but also is a skill for an efficient connection for interpersonal skills.

Sharma [8] of UK College of English enumerates the importance of English including how it has been the language of the modern technology, media and global businesses at present. Also, just as long as students take the English-language-related exams and pass, this could prove how it can help them continue their studies, life and even work, wherever they want to.

Stated in the study of Aquino [9], coping up with the global standards, it was found out that in the 21st century, students must be skilled enough to fulfill not only their needs, or the needs of their country, but also the needs of the foreign.

On the other hand, the second profile variable shows that the most number of respondents were male with the frequency of 164 (57.50%) while female respondents has a lower frequency of 121 (42.50%). Reason to this is that Maritime, the college dominated by men, has the largest number of students which produced a large number of respondents for our study.

In the third profile variable, Maritime garners the highest count of respondents with the frequency of 72 (25.30%) while Nursing has the lowest, with the frequency of 4 (1.40%). The maritime industry, as stated earlier has the greatest number of students among the rest of the colleges. However, College of Nursing ranked last because of only few enrollees and that the field of nursing is not too in demand in the academe.

Taking note of the high number of respondents from Maritime, the future seafarers are deeply affected by the matter. According to research, marines are expected

to know the language of seafarers or what they term as the Maritime Language. According to the study of Popescu and Varsami [10], as the language mostly used across the globe, English was accepted as the language in communicating on-board and even off, by the seafarers. Apprentice Deck Officers who would like to go aboard cannot be left out if they have not yet mastered English because professors from maritime universities from different parts of the world should be able to explain to their students how important Maritime English is to everyone. Also, it has been mentioned that acquiring skills in English would mean an effective communication towards other farers.

Moreover, it was stated in their study that most maritime accidents are due to human error and miscommunication. For this, the legislation nowadays sees English language proficiency as a tool for safety while in the sea. Maritime English is, ever since, an important element in the field of marine.

Table 2. Personal Effects of Television Documentary on Communication Skills Development

Personal Effects	WM	VI	Rank
1. I believe that the documentaries presented made me more conscious regarding the correct usage of spelling and grammar.	4.30	Agree	3
2. I believe that the two documentaries awaken my interest on matter of communication sensitivity.	4.18	Agree	10
3. I believe that the two documentaries have improved my knowledge about the rising problems in communication.	4.27	Agree	4.5
4. After watching the documentaries, I learned to openly acknowledge my errors and ask for more details and clarification.	4.25	Agree	7
5. I became aware of the importance of my English pronunciation.	4.32	Agree	2
6. I believe that the credible information and ideas provided by the documentaries have made me more confident about my knowledge.	4.15	Agree	12
7. I became more interested in watching more documentaries concerning grammar and composition through the humorous approach of documentaries.	3.99	Agree	15
8. After watching the documentaries, I realized the importance of proper grammar for better communication.	4.38	Agree	1
9. I became more interested in improving my communication skills through the documentaries shown.	4.27	Agree	4.5
10. I believe that watching the documentaries have contributed largely to the improvement of my knowledge concerning the English Language.	4.20	Agree	9
11. After watching the documentaries, I became conscious on my typographical and grammatical mistakes whenever I write a report, memo or e-mail.	4.24	Agree	8
12. I became aware that strong communication skill is a prominent factor in effective communication.	4.26	Agree	6
13. I personally assess my grammatical skills while watching the documentaries.	4.09	Agree	13
14. I was motivated by the documentaries to provide myself learning materials in order to broaden my vocabulary.	4.18	Agree	11
15. After watching the documentaries, I become alarmed every time I hear or read grammatical errors from other people around me.	4.06	Agree	14
Composite Mean	4.21	Agree	

Table 2 presents the personal effects of television documentary among the respondents. The over-all composite mean of 4.21 indicates that the respondents agree on the above mentioned effects. All items were rated 'agree' because they believed that the indicators affected their outlook on grammar literacy based on their intrapersonal aspect. After watching the documentaries, the indicator 'I realized the importance of proper grammar for better communication' obtained the highest weighted mean score of 4.38. The aforementioned ranked first because the documentaries presented greatly focused on the importance of proper grammar as it is a great contributing factor whenever one communicates. It strongly promotes better understanding when it comes to language usage.

Based on the researchers' analysis, TV documentaries greatly help in the realization of important grammar in communication. Relating to the results, a study cited by Cabigon [11] implies that at a young age, people are being taught of the English language which is being instilled in one's mind. Therefore, as he grows, his knowledge about it would be wider, making communication more effective.

It was followed by the indicator 'became aware of the importance of my English pronunciation', with a mean of 4.32. This landed second highest because the two clips presented made the viewers assess themselves with regards to English pronunciation and enunciation. They were able to identify which words they pronounce correctly and which ones need corrections. Moreover, 'believe that the documentaries presented made me more conscious regarding the correct usage of spelling and grammar', landed as third with a mean of 4.30.

Furthermore, Cabigon [11] stressed that the Philippines, popular for being one of the largest English-speaking countries in the globe, is therefore seen to have plenty of fluent English speakers. The English language is included in the list of official language spoken by Filipinos and even at present, is used as the primary medium of instruction in education. This also is commonly used by high school students who are being exposed a wider environment wherein they could have the opportunity to communicate to larger number of people with different language background. This makes students be prepared in exchanging speeches and writings in a more understandable composition.

However, items such as 'personally assess my grammatical skills while watching the documentaries', 'become alarmed every time I hear or read grammatical errors from other people around me' and 'became more interested in watching more documentaries concerning

grammar and composition through the humorous approach of documentaries' got the lowest mean value of 4.09, 4.06 and 3.99, respectively. Those three signified that the respondents were not very much interested into imposing improvements intended for themselves. These also prove that they would not allot a considerable amount of time to watch a humorous yet informative documentary wherein communication sensitivity is involved.

Moreover, the respondents are not very much concerned whenever they hear or read grammatical errors in their everyday conversation with other people. They do not impose an adequate interest in correcting mispronounced or misspelled words that are often said or written. Thus, they are not very much alarmed whenever they encounter those.

However, Nordin [12] states in Center for Innovation in Research and Teaching, due to new kinds of written sources such as blogs, IMs, and Twitter,, the basic rules of grammar have suffered. Reason to this are the slangs, emoticons, and communicational tools which had been increasingly prevalent. But, despite the mentioned, proper grammar still matters.

Table 3 presents the Social Effects of Television Documentary on Personal Perspective which garnered a composite mean of 3.92. However, the sixth and seventh acquired 'moderately agree' in contrast with the others which gained 'agree'. This explains that there is no comparison or even intimidation with regards to the intellectual capacity of an individual when communicating with other people. 'After watching the documentaries, I realized that grammar literacy can help in having better job opportunities' gained 4.27 and it encompasses other indicators. This happens for the respondents agreed that one of the contributing factors during job application and interviews is communication efficiency. Hence, it provides an edge among other applicants especially when the work, itself, involves social interaction. Moreover, 'believe that the documentaries bring awareness to individuals to get involved and take responsibility in social issues' and 'after watching the documentaries, I realized that effective communication can contribute to the development of the community' placed second and third having 4.18 and 4.17 as their mean, respectively. These prove that English proficiency has been an issue for quite a long time that made them well-aware of it. Thus, it provides effective information dissemination which then prevents miscommunication among people.

Table 3. Social Effects of Television Documentary on Communication Skills Development

	Communication Skills Development	WM	VI	Rank
1.	I believe that the two documentaries present negative effect on the linguistic standing of the Filipinos.	3.62	Agree	13
2.	I believe that the use of media such as producing television documentaries is a powerful medium in teaching the community, especially the students.	4.12	Agree	6
3.	After watching the documentaries, I believe that modern advancements in technology has contributed to the rise of communication breakdowns.	4.03	Agree	8
4.	I believe that the topic of the documentaries present communication breakdown and which needs to be acted upon.	4.12	Agree	5
5.	I believe that the documentaries bring awareness to individuals to get involved and take responsibility in social issues.	4.18	Agree	2
6.	After watching the documentaries, I felt uncomfortable in communicating with a person whose intellectual level is lower than mine.	3.32	Moderately Agree	15
7.	After watching the documentaries, I felt uncomfortable while communicating with a person whose intellectual level is higher than mine.	3.37	Moderately Agree	14
8.	After watching the documentaries, I have increased my expectations toward the communication skills of other people around me.	3.62	Agree	12
9.	I believe that the information from documentaries have made me more comfortable as I communicate with other people.	4.02	Agree	9
10.	I became more confident in starting a conversation with others after watching the documentaries.	3.90	Agree	10
11.	I became sensitive that the language to be used by such documentaries should be easy to understand by readers and listeners.	3.85	Agree	11
12.	After watching the documentaries, I realized that effective communication can contribute to the development of the community.	4.17	Agree	3
13.	After watching the documentaries, I have realized that grammar literacy can help in having better job opportunities.	4.27	Agree	1
14.	Though the documentaries, I started to consider using words and expressions that everyone is familiar with.	4.11	Agree	7
15.	I believe that communication issues regarding the topic of the documentaries might get worst if not given proper attention.	4.15	Agree	4
Composite Mean		3.92	Agree	

According to Racca and Lasaten [13], educators believe that proficiency in English language is a necessity for academic achievements. Skills in language can deal with various subject fields and enough knowledge about it could lead to creating and disseminating more reliable information. Their study includes that capability of an individual in English may help at large in dealing with Science, Technology and Mathematics. Various studies even show that engaging oneself to English makes a person excel in the academics.

Connected to this is an information provided by Desktop Documentaries [14] that some documentary filmmakers try to improve society through their documentaries. They aim to open the eyes of viewers to a certain matter with the hope that the documentary will help people to be enlighten of change.

Categorizing Word of the Lourd and I-witness, both documentary shows fall as cultural strategies. In a theory of social movements, a debate tackles around the function of cultural strategies in the process of social

change. Extracted from the study of Aguayo [15], some people insist that cultural strategies could help greatly in societal changes for an era of new social actions.

According to Lassiter [16], a professor of race relations at University of Pennsylvania, argues that the usage of new slang and text-words is dumbing down of culture and is considered a broken level of communication.

On the other hand, indicators such as 'believe that the two documentaries present negative effect on the linguistic standing of the Filipinos', after watching the documentaries, I felt uncomfortable while communicating with a person whose intellectual level is higher than mine' and 'after watching the documentaries, I felt uncomfortable in communicating with a person whose intellectual level is lower than mine' obtained the lowest mean value of 3.62, 3.37 and 3.32, respectively. Further, they agreed that the two documentaries do not break the positive impression to Filipinos on linguistic competency. The respondents

are not affected whenever comparisons of intellectual level take place.

A dissertation chapter at University of Arkansas System entitled *Effects of Slang Language in the English Language* [17] coined that the majority of 2.5 billion text message that were sent everyday were affected by slang language. With their conducted research it was reported that students do not mind slang being included in their English subject syllabus yet it was identified that those who are lazy to type and people who had hard time remembering spelling of a certain made find is easier to use slang or short hand language.

As stated by the Board of Investments [18], the Filipinos' literacy rate is 94 percent and 70 percent of the population are fluent in speaking the secondary language and thus, giving the Filipinos the privilege to be considered as one of the largest English-speaking countries in the world. Based on a number of surveys conducted, Philippines is one of the largest English-speaking population in the world as it ranks anywhere from the third to the sixth.

According to the recent study conducted concerning the Top 10 countries with most English speakers, USA ranks on top with some 298,444,149 people speaking the language. However, India falls second in the list despite the fact that only 11% of its population speaks English because of its huge population. Pakistan and Nigeria arrive at the third and fourth spots, respectively. The fifth and sixth spots are reserved for United Kingdom and Germany.

Meanwhile, Philippines and Bangladesh are the only two Asian countries to be included in the list. Philippines conquers the sixth spot with 52,292,884 English speakers while Bangladesh has a total of 29,398,158 English speakers. The last two spots belong to Egypt placing ninth and Canada at the tenth [19].

The result of the studies and all the positive feedbacks indicate a good linguistic standing in the part of the Filipinos, yet the scenes shown in the program, "I-Witness" imply a negative connotation on the part of the people because of the language mishaps and corrections clearly stated in the show.

Table 4 presents the Summary Table on the Effects of Television Documentary. The respondents agreed to both indicators acquiring a composite mean of 4.07. Personal landed first against social having a weighted mean of 4.21, in contrast with the latter's 3.92.

Based on the researchers' analysis, watching television documentaries has a dominant impact on personal factors than of social. Watching TV documentaries could help an individual more on intra than interpersonal.

The respondents focused more on the personal aspect as the two documentaries presented affected either their speech or writing skills. Self-enhancement of spelling and grammar, as well as those in lieu with communication sensitivity, further dominated the involvement and participation of other people in the social aspect. It explains that they are after the development of the intrapersonal rather than interpersonal or group communication.

According to scriptwriter Russell [20], films often show metaphors in real life. This strategy of connecting the problems to the masses is a good way but documentary can take it to the audience almost first hand. Through tv documentaries, people can witness *real* stories in a little amount time.

Based on the number of students in college, teenagers gain the largest bracket. This then shows that the dominant answers came from teens and that the impact results show how teens are mostly affected by documentaries.

According to a review by Phillips and Weasley [21], English teachers are tasked to provide learners with variety of texts, may it be fiction or non-fiction, spoken, written or on-screen. For this, documentary could be a green at channel because it offers powerful, visceral and visual complement to instructions and reading. At present, it is obvious that people could have a lot of documentaries to watch, not to mention the various types of documentaries already produced and released for public view.

Aside from being worthwhile mode for learning, they pointed out that there are and should be documentaries categorized as 'young adult'. Knowledge providers may only see documentaries on how it could be suitable for classroom discussions but more than this, some documentaries share characteristics with young adult literature and in order for it to be known and exist, its significance must be spread and such documentaries must be marketed to teens. Furthermore, endorsing more documentaries to

Table 4. Summary Table on the Effects of Television Documentary

Indicators	WM	VI	Rank
1. Personal	4.21	Agree	1
2. Social	3.92	Agree	2
Composite Mean	4.07	Agree	

teens can give them compelling stories about real adolescents complete with all complexities of life.

Effective communication skills are fundamental to success in many aspects of life. Many jobs require strong communication skills and people with good communication skills usually enjoy better interpersonal relationships with friends and family. Communication is a two-way process, so improving communication involves both how people send and receive messages.

Table 5. Difference of Responses on the Effects of Television Documentary when grouped according to Profile

Profile Variables	Personal Effects		Social Effects	
	F – value	p – value	F – value	p – value
Age	4.901*	0.008	1.313	0.271
Gender	2.204*	0.028	1.408	0.160
College	0.891	0.534	0.980	0.457

*Legend: * Significant at p-value < 0.05; S = Significant; NS = Not Significant*

Table 5 reveals that only age and gender shows significant difference on the personal effects of television documentary. This was observed since the obtained p-values of 0.008 and 0.028 were less than 0.05 alpha level. Based on the researchers' analysis, this only indicate that there was significant difference observed.

The result was supported using the Post Hoc test that ranges from 21 years old and above and differs significantly with the other groups, while female have different perspective on the personal effects than male.

According to Guide to Understanding Teenage Language [22], Teenagers feel comfortable in their environment through developing their own language that helps them bond with their peers. Using this particular language helps them develop self-esteem and sense of identity. Linguistics professor at Georgetown University in Washington, D.C., Deborah Tannen says teens tend to use a particular language that suits their needs and parents must not criticize it rather use it to relate to their children.

Siddiqi [23] argued that people sometimes has a misconception between colloquialism and slang. Both are informal language but colloquialism is used on

everyday speech and distinct a person from his identity, on the other hand, slang is more informal and is used by certain groups commonly teenagers or people of certain professions.

Also Watson [24] puts that wittiness is developed in the usage of slang as if putting an earthiness to an abstract. It lessens seriousness and sting out refusal and young people commonly use this for the adult to not understand what is being said.

Based on Kohn's study, teenagers do not cause the language to change rather change occurs throughout a lifetime not just on the teenage years. Kohn [25] found that there is no consistency in the language of a person from childhood to adulthood rather it is individualistic and varies from each person. People think that teenagers are running the language since they are using short hand texting but language is changing and suits the needs of persons speaking it. Kohn [25] conducted another research using the Frank Porter Graham project which follows 67 children from their infancy to their early 20's. It includes audio and interview recordings of the child and the people around him which determines the change of an individuals' language. This database shown precise measurement of how people pronounce words. Her study shows a before and after look of the child's linguistic change, wherein she focused on four different time periods: fourth grade, eight grade, tenth grade and post-high school at age 20. Teenagers in their high school years tend to explore their identities and may choose to change their pronunciation or language use.

Moreover, one of the indications of women's educational goals is their English Fluency. Stated by Merritt [26], according to a study of young learners at Northwestern University (2008), males and females process language in different ways. It was concluded that brains of females have greater activity in the areas used for language encoding as they develop their language, while males' show more productivity in the visual and aural functions. This shows that females can understand an abstract piece of language easier than males who need sensory reinforcement to process.

Lastly, Siddiqi [23] argued that people sometimes has a misconception between colloquialism and slang. Both are informal language but colloquialism is used on everyday speech and distinct a person from his identity, on the other hand, slang is more informal and is used by certain groups commonly teenagers or people of certain professions.

Table 6. Proposed Action Plan to Enhance the Communication Skills of LPU – B Students

Key Results Area	Strategy/Projects	Persons Involved
A. PERSONAL		
Production of Documentary with humorous approach	Integration of television documentary script with humorous approach	<ul style="list-style-type: none"> • Dean • Department Head of Mass Communication • Professors in Television Production • Students
Becoming conscious in correct grammar in Television Production	In – depth proofreading of Television Documentary script for an error – free outcome	<ul style="list-style-type: none"> • Dean • Department Head of Mass Communication • Professors in Television Production • Students
Assessment of grammatical skill in Television Documentary production	Conducting seminars and workshops related to grammatical enhancement using communication terminology	<ul style="list-style-type: none"> • Dean • Department Head of Mass Communication • Professors in Television Production • Students
B. SOCIAL		
Presentation of negative factors with regards to language proficiency of the Filipinos	Include an interview to determine the factors which need improvement in terms of grammar composition for incoming interns	<ul style="list-style-type: none"> • Deans • Department Heads • Internship Office • Students
Awakening sensitivity on people’s communicational capacity	Produce a documentary concerning communication efficiency and consider it as a major requirement in Television Production	<ul style="list-style-type: none"> • Dean • Department Head of Mass Communication • Professors in Television Production • Students

CONCLUSION AND RECOMMENDATION

Majority of the respondents were male, aged 19 – 21 years old and are from Lyceum International Maritime Academy. Respondents agree to have been affected personally and socially by the two television documentaries. There is a significant difference on the effect of television documentary on communication sensitivity to students when grouped according to profile variables. A plan of action was proposed to address the effects of television documentary on communication sensitivity.

It is recommended that the College may organize seminars and symposiums concerning spelling and grammar improvement by collaborating with accredited media and production outfits. The University through the organizers of Inter-department academic competitions and Just English Please festival, may include copy reading as one of the contests during the said events. The university, through the Management Information System department, may install software other than Tell Me More that will focus on language proficiency during the students’ English classes. Future researchers may consider this research paper as a point of reference, source of information, or further continue this research in a more in-depth approach. Future researchers may explore on the

similar study using different variables on effects of TV documentaries on communication sensitivity. A plan of action may be tabled for discussion and implementation.

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