

# INFLUENCE OF PUBLIC COMMUNICATION TO THE SELECTED GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

## ABSTRACT

### AUTHORS

Rachel Ann Cuentas  
Sarah Hopansia  
James Rangas  
Angela Xhane Turdillo

### RESEARCH ADVISER

Christopher D. Azares, LPT

### AFFILIATION

Bestlink College of the  
Philippines

### DISCIPLINE

Education

### KEYWORDS

*public communication;  
bestlink college; social  
interaction; peer influence;  
communication strategies;  
grade 11 humss*

### ARTICLE ID

AASGBCPJMR-B02400

This study investigates the impact of public communication on social interaction among selected Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It examines how factors such as peer influence, language barriers, and audience engagement affect students' ability to communicate effectively in both academic and social contexts. Grounded in David Mortensen's Communication Theory—which views communication as a dynamic, interactive process shaped by cultural context—the study aims to provide valuable insights for students, teachers, parents, school administrators, and future researchers. This study adopted a quantitative-evaluative research design, involving 133 Grade 11 HUMSS students who were selected through quota sampling. A validated survey questionnaire served as the main data collection instrument, targeting areas such as communication strategies, common challenges, and influencing factors in public communication. Responses were rated using a Likert scale ranging from Strongly Agree to Strongly Disagree. The data were analyzed using descriptive statistics, including frequency, percentage, ranking, and mean, to interpret patterns and trends. The results indicate that students consider active listening and body language as the most effective communication strategies. However, they also face notable challenges, particularly language barriers, peer influence, and audience engagement. Social interaction was identified as the most influential factor, underscoring the importance of public communication in cultivating relationships and promoting the exchange of ideas among students. The analysis further suggests that language barriers can impede effective communication, often resulting in misunderstandings, discomfort, and lower participation in class discussions. Students noted that their ability to interact socially improves when they feel engaged and acknowledged, which enhances idea sharing and peer relationships. Moreover, peer influence significantly shapes communication behavior, with encouragement and support from peers boosting students' confidence and willingness to participate. In light of the findings, the study recommends an action plan designed to improve communication skills through strategic interventions. These include enhancing language proficiency, promoting awareness of tone and nonverbal cues such as body language, encouraging cultural sensitivity, and cultivating a more inclusive and supportive peer environment. The proposed initiatives aim to strengthen students' public communication skills and foster more meaningful social interactions both within and beyond the classroom.

## RECOMMENDED CITATION

Cuentas, R. A., Hopansia, S., Rangas, J., & Turdillo, A. X. (2025). Influence of Public Communication to the Selected Grade 11 Humanities and Social Sciences Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 9.