



Research Paper

## Assessing Verbal Communication Ethics of Ba Communication at Laguna University

A Thesis Presented to the Faculty of COLLEGE OF ARTS AND SCIENCES  
Laguna University

In Partial Fulfillment of the Requirements for the Degree of Bachelor of Arts in  
Communication

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### ABSTRACT

*This part discussed the whole summary of the study which pertains to Assessing the verbal communication ethics of Bachelor of Arts in Communication students at Laguna University in testing whether they have characteristics which include; being well-educated and morally upright based on the factors which are truthfulness, fairness, responsibility, integrity, and respect. Ethics is one of the important characteristics in possessing the quality of communication. It includes politeness, honesty, trust, respect, and justice (Wahyudin & El Karimah, 2017).*

*The researchers provided suggestions for the Office of the Student's Discipline regarding moral principles and behavior towards verbal communication ethics at Laguna University. The verbal communication ethics of BA Communication students were assessed through qualitative research method using the research instrument Structured-Survey Questionnaire with open-ended questions. The researchers used Descriptive analysis to interpret, collect, and arrange the data gathered. Most of the participants have seen a problem in their verbal communication ethics that affects the whole flow of communication between teachers and students and their fellows as well.*

*The researchers suggested to those future researchers who would like to continue this study, make them better and conduct more studies relating to communication ethics or better verbal communication ethics. This might help the students at Laguna University to be more effective communicators inside and outside the campus as they graduate with a legacy of being a good communicator as they practice and apply time to time this study verbal communication ethics.*

*Received 15 May, 2024; Revised 27 May, 2024; Accepted 29 May, 2024 © The author(s) 2024.*

*Published with open access at [www.questjournals.org](http://www.questjournals.org)*

### ACKNOWLEDGEMENT

First and foremost, praises and thanks be to God Almighty. This hard work would not be possible to fulfill and accomplished without the guidance and without the knowledge that comes from the Lord, Jesus Christ to finish this research successful.

The researchers would like to express deep and sincere gratitude to acknowledge the presence of **Ms. Gia May Dorado**, **Ms. Raisin Montermoso**. Also, to our friends for their unwavering and moral support to this group.

To the thesis adviser **Dr. Leonida Bueno**, to our panels, **Mr. Raymond Pabalan**, **Ms. Princess Ongkiatco**, **Dr. Olga Domingo** and of course the researcher's thesis instructor **Ms. Sofia Marie Guintu** for their assistance during consultation and for providing invaluable guidance throughout this research. The researchers would also like to thank the loving family members, cousins, and classmates for their moral encouragement financial and

spiritual support in every path the researchers take, and they have been there in times of struggles and in bad times and good. In times sickness and good health, in wealth and poverty just to survive this research.

Also, the researchers would like to thank the suppliers and the supplier of bond paper which was used throughout the research success and most especially the printing shop of Ms. Jocelyn Reyes, without their assistance, it may cause difficulty in this group to have an inconvenient in consultation, but they made it easy for this group to do it on best time.

The researchers extend the warmest sincerity and gratitude to other people who have not enumerated and mentioned in this section. Again, this research would not be successful without the presence and help of all your prayers.

## I. INTRODUCTION

In today's fast-paced world, effective communication is more important than ever. It allows us to express our thoughts, needs, and emotions clearly, while also enabling us to understand others better. Effective communication creates a positive and productive environment, whether in the workplace, in social interactions, or in personal relationships. It is the cornerstone of successful relationships, both personal and professional. It plays a crucial role in conveying information, building connections, and fostering understanding (Nikhilesh, 2022). A good communication comes from the process of training and learning about communication ethics that applies anywhere and is used for any type of communication, starting from our family, friends, and others in any circumstances, even in the academe.

Communication ethics is one of the important factors in influencing the quality of communication. Communication ethics can create a conducive atmosphere, building trust and reducing disagreements in verbal communication. Therefore, individuals need to understand and apply communication ethics in every communicative situation.

Verbal communication helps express various needs, and in asking questions, providing specific information. Verbal communication is also used in describing things, events, occasions, people, and ideas, by helping people to inform, persuade, and take into consideration. In other words, verbal expressions help us to communicate with others in explaining our observations, thoughts, feelings, and needs (Vogel et al., 2018). Improving the quality of communication requires understanding and self-awareness of the importance of good communication ethics, as well as the ability to manage emotions and understand differences.

*Insert: Dito sa next paragraph, ipakita niyo yung mga red flags ng hindi magandang communication. Like for example, namention nio kasi yung about sa bullying and so on.. idescribe nio siya paano siya nangyayari.*

Good communication ethics helps in maintaining trust and avoiding conflicts. (Harapan et al., 2022) Communication ethics is directly related to moral principles and values that must be considered in every communicative situation. (Janah & Yusuf, 2020) Communication ethics includes politeness, honesty, trust, respect, and justice (Wahyudin & El Karimah, 2017). Communication ethics is related to moral values and principles that displays correct communication behavior. (Abidin, 2022) When someone applies communication ethics well, meaning will be heard clearly, honestly, and transparently (Nafi'a & Muhid, 2021). In addition, communication ethics also affect how messages are conveyed. The use of clear and easy-to-understand language, avoiding the use of coarse language, and paying attention to the social context can increase communication effectiveness and reduce the misunderstanding (Ariani, 2017).

This study aimed to assess the verbal communication ethics of Bachelor of Arts in Communication students at Laguna University to ensure the professionalism of academically and morally upright.

### Background of the Study

Total no. of violators	Violation/s Committed	Types of Violations
7	Any act of bullying	Major Offense
3	Acts of disrespect	Major Offense
2	Acts of disrespect in words or in deeds	Major Offense

According to the Office of the Student's Discipline, there were records of the students at Laguna University who violated some rules and regulations of the school. There were seven (7) students who committed an act of bullying including verbal and cyber-bullying. Three (3) students who committed disrespectful manners to the teachers and two (2) students who disrespect in words or in deeds. All these violations were major offenses. This was one of our reasons and a basis that there are problems in the communication ethics of some

students at Laguna University. As the researchers conducted the study, they saw that Bachelor of Arts in Communication students were the top priority of this study as it practices communication ethics which can be applied to their profession and career development most especially their character development in respecting other people mostly the higher-ups.

Communication ethics guides students in responsible and respectful interaction, fostering a positive learning environment (Medika Oga Laksana & Nurhaliza Nurhaliza (2023). A student lacking communication ethics may struggle with building positive relationships, face challenges in teamwork, and encounter difficulties in professional settings. Conversely, poor communication ethics can hinder the quality of communication.

In recent years, the field of communication ethics has witnessed increased attention. A noteworthy contribution to this discourse is the study conducted by (Dwi Rosanti, 2019), "Communication Ethics for Campus Activist Students at State Islamic University Sunan Ampel Surabaya" In communicating, there are ethics that are understood. As a student studying on campus, of course, you have your own communication ethic with anyone you meet on campus, such as fellow students, student friends in class, lecturers, or staff employees on campus. The focus of the problem is limited to examining the communication ethics of students, student friends, and lecturers, so the research objective is to find out the condition of communication ethics. This study uses a qualitative descriptive method, to understand the phenomenon of what is experienced by the research subject by way of description in the form of words and language that occurs in the community. Then collect data using in-depth interviews, literature study, direct and involved observation, and documentation results. In this study, the researcher found several key results regarding communication ethics among student activists. Firstly, communication ethics among activist students when interacting with fellow student, student friends in class, lecturers, or staff employees encompass various aspects such as language use, physical appearance, and behavior politeness. Differences in communication styles in daily interactions were observed. Secondly, variations in communication ethics were noted between students and lecturers. Some students displayed politeness towards lecturers, while others were indifferent or even disrespectful. These differences influenced the harmony of relationships with lecturers. This difference in attitude makes the relationship with lecturers to be said to remain harmonious or not. Student often use manners in communication in everyday life. Students have applied enough communication ethics by good communication ethics standards so that it can be said that they are students with good ethics (Rosanti, 2019).

This study will assess the verbal communication ethics of Bachelor of Arts in Communication students at Laguna University will be able to develop the necessary skills to excel both academically and professionally. In line with this, the results of this study can benefit Laguna University and its students in providing suggestions for the Office of the Student's Discipline to create a plan of action towards the moral principles and behavior regarding verbal communication ethics. Moreover, the results of this study can help future researchers with similar studies.

### **Statement of the Problem and Objectives of the Study**

In general, this study aimed to answer the question: "How to assess the verbal communication ethics of Bachelor of Arts in Communication students at Laguna University?"

Particularly, this study aims to address the following objectives:

1. To assess factors of verbal communication ethics among Bachelor of Arts in Communication students
  - a. Truthfulness
  - b. Fairness
  - c. Responsibility
  - d. Integrity
  - e. Respect
2. To provide suggestions for the Office of the Student's Discipline regarding moral principles and behavior towards verbal communication ethics at Laguna University.
3. To provide pamphlets

### **Significance of the Study**

The outcome of this study will be beneficial to the following:

**Social Action** – The researchers can propose suggestions for the Office of the Student's Discipline after the study was conducted. The Office of the Student's Discipline can utilize those suggestions to create a plan of action towards the moral principles and behavior of Bachelor of Arts in Communication students regarding verbal communication ethics inside institution.

**Policy** – This study will be beneficial in the development of policy related to verbal communication ethics at Laguna University. Ethical communication can create a conducive learning environment to help college students to develop essential skills for effective communication in academic and professional settings.

**Practice** – This study will be beneficial to the college students at Laguna University, within the community practicing professionalism and ethical practices that may enhance their verbal communication ethics.

### **Scope and Limitations of the Study**

This study will focus on Bachelor of Arts in Communication students as respondents in the academic year 2023-2024 at Laguna University. The researchers will primarily assess the verbal communication ethics of the selected respondents. The challenge for the researchers will be accommodating the selected respondents at Laguna University, as they may not have control over the outcomes or the total behavior of the students.

The researchers will not be able to compel the respondents if they are not interested in participating in the research study or answering the questionnaire and accepting the surveys. The respondents may not always provide accurate responses, which could potentially impact the credibility of the data.

### **Definition of Terms**

The following terms were operationally used for the purpose of clarity to support the readers in understanding this study:

**Assessing** - examining the verbal communication ethics of the selected Bachelor of Arts in Communication students at Laguna University.

**Bachelor of Arts in Communication students** - specific group of students from Laguna University who have been chosen as participants in the study.

**Communication Ethics** - refers to ethical practice that is needed in a professional field like using the right and an appropriate language and response in a particular situation, focusing on verbal communication.

**Fairness** - refers to the ability to make judgement that are not overly general but that are concrete and specific to a particular case.

**Integrity** - refers to expressing concerns to people and keeping in mind to maintain and consistent in applying communication ethics.

**Laguna University** – the specific educational institution located in Barangay Bubukal, Santa Cruz, Laguna, where the study is conducted.

**Respect** - It means that we should treat others and communicate with them well with reverence and by treating them right and by not bypassing them.

**Responsibility** - refers to the obligation to act with moral principles and values.

**Truthfulness** - telling or communicating with a sense of accuracy or simply, by telling the truth with fidelity. Truthfulness on communication can be told verbally or non-verbally, through words, or by actions.

**Verbal Communication** - the focus is on the spoken aspect of communication, which is verbal.

## **II. REVIEW OF LITERATURE**

This chapter contains the related literature and studies that have significance and relevance to the study. The ideas of these written materials help the researchers to have a deep understanding of important sides in verbal communication ethics.

### **Related Studies**

According to Lacsana, M.O., & Nurhaliza, N., (2023), Communication ethics are crucial to maintain a good relationship in demonstrating interpersonal relationships. In any platform of communication, verbal communication ethics are significant in maintaining the quality of communication and establishing good relationships between individuals. However, there are often still disagreements and misunderstandings in interpersonal communication, which results in Relational dysfunction and broken relationships. Nevertheless, the quality of communication in interpersonal relationships shall be done and observed. Verbal Communication ethics is related to moral values and principles that provides good and correct communication behavior (Abidin, 2022). This relates to the study as giving importance of verbal communication ethics and behavior upon communicating and establishing good relationship between individuals that needs to assess in the BA Communication students.

This research aimed to identify the impact of communication ethics on the quality of communication in interpersonal relationships. This research uses a qualitative approach with a case study type. This research was conducted by means of in-depth interviews with a number of respondents who were taken by purposive sampling technique. Observation techniques were also used to observe respondents' behavior in interpersonal

communication situations. The data were analyzed descriptively using a qualitative approach. The results showed that communication ethics play an important role in improving the quality of communication in interpersonal relationships. Good communication ethics can create a conducive atmosphere in communication, build trust and reduce disagreements in interpersonal communication. Conversely, poor communication ethics can be a hindrance of the quality of communication and worsen interpersonal relationships. Therefore, it is important for individuals to understand and apply good communication ethics in every interpersonal communication situation.” Also, according to Sari, (2017), Poor communication quality can lead to conflicts, misunderstandings, and can even disarray interpersonal relationships.

The quality of communication comes from how the message is conveyed and understood by the recipient and how the recipient receives and responds to the message effectively. (Nisa, 2016). According to Barkoukis et al., (2015), Individuals who have a high level of communication ethics tend to be better at establishing good and harmonious interpersonal relationships.

According to Engleberg & Wynn (2023), in principles of interpersonal ethics which relates to verbal communication, ethical communication decisions can be challenging on a daily basis. When, however, conflict, anger, aggression, and passivity join the mix, the challenge of responding ethically may seem impossible. Meaning, to be ethical is a challenge or uneasy thing to do and can be impossible if the people communicate with heavy emotions or if they are angry with each other, or sometimes when the people who you communicate with are aggressive in his manner. It affects and triggers people to fail having the proper verbal communication ethics.

According to Thomas, D., et.al., (2018), Assessment is a central feature of student learning in higher education and has a strong influence on the student experience. Accordingly, the appropriate communication of assessment aims is a priority for all higher education institutions. This study proposes an analytical framework for the interpretation and creation of assessments across higher education disciplines. We draw on these practical applications to explain and compare discipline-specific qualities of each degree and argue that the framework might enhance the communication of assessment aims to benefit higher education stakeholders. Communication ethics is related to moral values and principles that govern good and correct communication behavior (Abidin, 2022).

According to Communicational Ethics of the Students, (Joni Helandri, Safnil Arsyad, Badeni Badeni, 2022). The expected communication ethics are sometimes not in line with expectations, especially in higher education, even though universities are places to form certain ethics, intellectuals, and skills, it’s just that there are still problems with the lack of communication ethics that occur between lecturers and students or even vice versa. According to National Communication Association - Credo for Ethical Communication (1999). Ethical communication enhances human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity, and respect for self and others.

### **Related Literature**

Communication ethics is one of the important factors in influencing the quality of communication. It includes politeness, honesty, trust, respect, and justice (Wahyudin & El Karimah, 2017). Good communication ethics will help maintain trust and avoid conflicts (Harapan et al., 2022). Poor communication ethics can have a negative impact on the quality of communication in interpersonal relationships, such as disruption of harmony in relationships, decreased levels of trust, to the sudden end of relationships. Communication ethics is related to moral principles and values that must be considered in every communicative situation. (Janah & Yusuf, 2020).

According to Carless, D., & Boud, D. (2018), said that it makes sense when student feedback literacy denotes the understandings, capacities, and by understanding the nature of character or each individuals will help to enhance the work or learning strategies between teachers and students. Upon understanding and adding truthfulness, honesty and respect with each other will provide good communication flow.

In relation of this literature to the study, with the four interrelated features stated by Carless, D., & Boud, D. (2018), which under related to the feedback literacy: appreciating feedback, making judgement, managing the effect and the last is taking an action. In terms of appreciating feedback, between the communication of student-student or upon communicating with the fellow student, their responses should be clear and understandable and it must be full of respect and being honest and not being sarcastic. With these, there will be an appreciation in the feedback as well as in the communication between student and teacher. Next, in terms of making judgement, when the teacher communicates with their students, they will talk to the students when the student acts unusual behavior, the teacher will utter corrections with full of respect, honesty and will say it to the student with the manner of politeness. In managing the effect, whatever be the response of the teachers or of the students in the middle of conversations, if the teacher is the one who first or initiated to start the conversation, whatever be the result of the message to the receiver which is the student, the teacher is the one who is accountable in managing what will be the effect of the feedback and whether the result or the feedback is positive nor negative, both will take an action. This may also called as peer feedback and analyzing examples that explains how the verbal communication ethics applied in the settings of teachers-students so that

BA Communication students understand the importance of practicing verbal communication ethics in their daily conversations with their teachers. It illustrates how this framework can be operational in some ways to develop student's feedback literacy.

Teachers also played as significant in terms of facilitating roles in promoting student's feedback literacy through curriculum design, guidance and coaching. The suggestions and conclusion summarize recommendations for teaching and set out an agenda for further research. This relates to our study in terms of how the students could have their feedback to the teachers especially when they are being admonished by their teachers. Students may have negative feedback to the teacher who scolded that student like they may shout or do unnecessary things or may say accusations to that teacher which falls under an act of disrespectful manner, and this is how the students show lack of verbal communication ethics.

Verbal communication is also used in describing things, events, occasions, people, and ideas, by helping people to inform, persuade, and to take into consideration. In other words, verbal expressions help us to communicate with others in explaining our observations, thoughts, feelings, and needs. (Vogel et al., 2018).

John Rodolf N. Mortega, MAEd (2020), stated a scenario of a college student who is struggling with material in a class. Rather than simply giving up, the college student decides to the instructor for the guidance that college student needed to make it through the end of the semester. Now, this college student has a few choices for using verbal communication to do this. College students might choose to call the instructor, if they've provided contact information, or talk to them in person after class or during office hours. College students may take a different approach and send them an email. The student can probably identify his own list of pros and cons for each of these approaches.

According to Solutions, N. (2023), Having an effective communication is the foundation of successful relationships, both personal and professional. It plays an important role in delivering information, building connections, and fostering understanding. Nevertheless, communication is not just about speaking; it also involves active listening, which sometimes may be underestimated and overlooked.

Ethical communication takes into account the level of fluency as well as the language spoken by listeners so that recipients of the communication (whether it be spoken or written) are able to fully understand what is being communicated. (Mandelbaum, A. 2024)

According to Abdikarimova, et.al., (2021), Effective verbal communication ethics include more abilities than just speech. Verbal communication encompasses both how to deliver messages and how to receive. Communication is a necessary skill in daily communication which is important to every student, teacher, and person. Without speech etiquette, it is impossible to join and maintain communication, or to complete it. Speech etiquette is considered as a set of requirements to the certain form, content, order, character and situational relevance of statements adopted in this culture.

### **Synthesis**

Based on the perspective of different theories, verbal communication ethics played as a significant role or become as an essential in daily communication in establishing interpersonal relationships and in human living in conveying information, building connections, and fostering understanding. It tells that an effective communication creates a positive and productive environment, whether in the workplace, in social interactions, or in personal relationships and the cornerstone of successful relationships, both personal and professional and maintaining the quality of communication and establishing good relationships between individuals. Verbal communication is also used in describing things, events, occasions, people, and ideas, by helping people to inform, persuade, and to take into consideration. In other words, verbal expressions help us to communicate with others in explaining our observations, thoughts, feelings, and needs (Vogel et al., 2018). It is also a moral principles and values that ought the individual to have correct communication behavior (Abidin, 2022) where the honesty, politeness, trust, respect and justice (Wahyudin & El Karimah, 2017) develops to build trust and to avoid arguments. (Harapan et al., 2022). As it is applied well, the communication that is established will be seen clearly, honestly, and transparently (Nafi'a & Muhid, 2021). and that communication effectiveness can reduce the risk of misunderstanding (Ariani, 2017). Poor communication quality can lead to conflicts, misunderstandings, and can even disarray interpersonal relationships. (Sari, 2017).

### **Theoretical Framework**

This research is based on the idea that virtue is planned, as expressed in Aristotle's treatise on virtue and ethics. In the middle of pleasures and pains, the mean is a clarity and apprehension that enables one to determine what appears to be most genuinely pleasant or unpleasant. When the soul is in this active state, all of its abilities are working together harmoniously. Removing the impediments to the soul's maximum potential is the process of developing excellent character.

To relate in the assessing communication ethics, Aristotle's Virtue Ethics, this framework emphasizes the cultivation of moral character among Bachelor of Arts in Communication students as a foundation for ethical verbal communication. The assessment will focus on virtues such as honesty, integrity, and empathy,

considering how these virtues contribute to a morally sound communication environment. By applying Virtue Ethics, this study seeks to understand and evaluate the ethical dimensions of verbal interactions, shaping a comprehensive understanding of communication ethics within the academic setting.

To support assessing verbal communication ethics, Wahyudin & El Karimah, (2017) stated that Communication ethics is one of the important factors in influencing the quality of communication. It includes politeness, honesty, trust, respect, and justice.

The researchers want to assess verbal communication ethics:

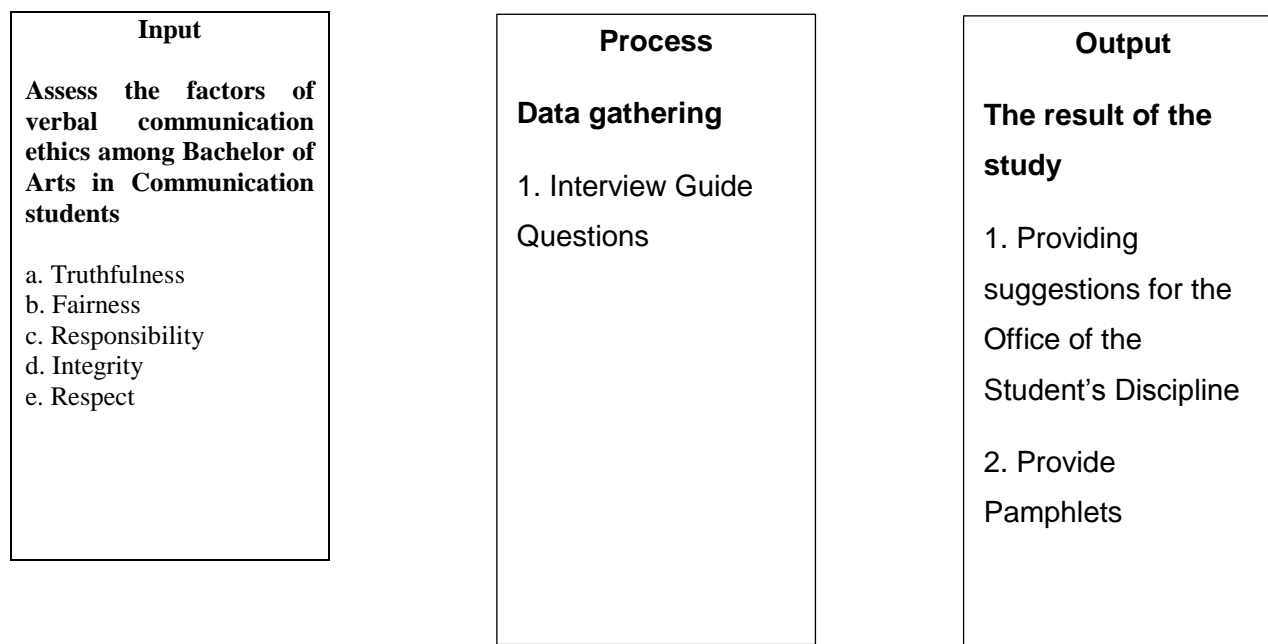
According to the theory of Aristotle's Virtue of Ethics (350 BCE) and Wahyudin & El Karimah, (2017), as basis of this study on how the researchers will assess the verbal communication ethics, it needs five (5) things:

1. Truthfulness
2. Fairness
3. Responsibility
4. Integrity
5. Respect

### **Conceptual Framework**

Figure 1 shows the profile of the respondents according to their college year level, age, gender and the process of the researchers on how they gather data as well as the result of the study. It shows what and how the researchers will try to assess among the Bachelor of Arts in Communication students at Laguna University.

**Figure 1. Conceptual Framework of the study**



### **III. METHODOLOGY**

The research method used in this study was qualitative and Interview Guide Questions was used to gather data in determining the awareness of communication ethics of Bachelor of Arts in Communication students at Laguna University in their daily conversations and communication. The conducted interview guide contains open-ended questions and the answer of the respondents was done through essay. .

#### **Research Design**

The researchers used a qualitative method. Qualitative is a research method used by researchers to collect and analyze and to gain deep contextual understandings of users via non-numerical data. In this research design, the researchers focus on smaller user samples—e.g., in interviews—to reveal data such as user attitudes, behaviors and hidden factors: insights which guide better designs. (The Interaction Design Foundation, 2023)

#### **Research Locale**

This research will be conducted at Laguna University (LU). It is located at Laguna Sports Complex, which is formerly known as RECS Village, Barangay Bubukal, Santa Cruz, Laguna. The university was established on February 15, 2006, under the management of the Provincial Government of Laguna. It follows the Commission

on Higher Education’s prescribed curriculum and inculcates students to be technically skilled and academically prepared individuals.

### **Population of the study/Sampling Design**

Based on the Registrar’s record of Laguna University, the enrollees in Bachelor of Arts in Communication in this Academic Year 2023-2024 during the First Semester have a total population of three-hundred thirty-four (334). Out of 334 Bachelor of Arts in Communication students, the researchers selected 5 students per year level with a total of 20 respondents. The age range of the participants starts from 18-25 and the number of male respondents in the first year was two (2) and three (3) female respondents. From the second year, there was only one (1) male respondent and four (4) females. From the third year, there was only one (1) respondent and four (4) female respondents and from the fourth year, there was one (1) male and four (4) respondents. A total of 20 respondents.

#### **BACHELOR OF ARTS IN COMMUNICATION STUDENT’S POPULATION**

1 <sup>st</sup> YEAR	2 <sup>nd</sup> YEAR	3 <sup>rd</sup> YEAR	4 <sup>th</sup> YEAR
MALE: 52	MALE: 20	MALE: 17	MALE: 22
FEMALE: 94	FEMALE: 42	FEMALE: 21	FEMALE: 56
<b>TOTAL: 146</b>	<b>TOTAL: 62</b>	<b>TOTAL: 48</b>	<b>TOTAL: 78</b>
<b>TOTAL MALE:</b>	<b>111</b>		
<b>TOTAL FEMALE:</b>	<b>223</b>		
<b>GRAND TOTAL:</b>	<b>334 students</b>		

### **Research Instruments**

The researchers used an interview guide. The format of a research instrument consisted of interview questions pertaining to factors of verbal communication ethics of BA Communication students. The researchers selected the research instrument tool used was strongly related to the actual methods used in the specific study. (DiscoverPhDs, 2020)

### **Data Gathering Procedure**

The research was conducted in the first semester of the academic year 2023-2024.

The researchers prepared a letter of request and sought approval from the authorities and research advisers to conduct the study and gather information.

The researchers carefully constructed and conducted a survey questionnaire with an open-ended question answered by the respondents. The focus of the questionnaire was an eliciting response that determined whether the chosen students possessed verbal communication ethics. Additionally, the interview guide questions aimed to identify whether these students have communication ethics in their interactions. Recognizing the significance of addressing potential inadequacies in knowledge and practices of communication ethics, the researchers were committed to helping to improve these aspects.

### **Treatment of Data**

The researchers used Interview guide questions which the researchers distributed the form questions individually to the participants and asked them to answer the questions with the participant’s or the respondent’s consent form as proof that they agreed upon saying “yes” to the interview. The researchers utilized Descriptive analysis treatment of data to interpret and transcribe the answers of the respondents to get the results and discussion. Descriptive analysis is the process of using current and historical data to identify trends and relationships. It is sometimes called the simplest form of data analysis because it describes trends and relationships but doesn’t dig deeper. (Catherine Cote, 2021). The researchers interpreted the result into descriptive analysis to determine the result of the data whether most of the respondents had adequate or inadequate knowledge and practices of communication ethics.

By discussing experiences surveys questionnaire as a tool for qualitative research, the researchers sought preconceptions about qualitative surveys, and to demonstrate that qualitative surveys were exciting, flexible methods with numerous applications, and advantages for researchers and participants alike. Braun, V., et.al., (2020) offer an overview and practical design information, illustrated with examples from some of those studies.



#### **IV. RESULTS AND DISCUSSION**

This chapter discusses the findings of researchers about the research problems. The researchers utilized qualitative methods to interpret and analyze the data acquired from the respondents' answers through interview guide questions.

This part of the study presents the findings through the qualitative method and selected five (5) research participants each year level for a total of twenty (20) participants from Bachelor of Arts in Communication students. The researchers used descriptive analysis to carefully interpret the answers from the participants. Therefore, the researchers were able to describe the results of the Assessing Communication Ethics of Bachelor of Arts in Communication students in terms of the following areas: (a) Truthfulness, (b) Fairness, (c) Responsibility, (d) Integrity, and (d) Respect.

##### **Awareness**

All of the respondents were aware of communication ethics. The respondents expressed a need for it, especially when they feel disrespectful towards others during communication. One (1) out of twenty (20) respondents from 2<sup>nd</sup> year stated that she needed to improve communication ethics.

*"Slight and I think I still need this kasi I think disrespectful ako kausap minsan lalo na pag hindi ko ganun ka-feel or bet yung kausap ko, nakakairita lang."*

*("Slight and I think I still need this because I feel like I'm being disrespectful sometimes, especially when I don't feel much or I'm not interested in the person I'm talking to, it just irritates me.")*

##### **Applying communication ethics**

The answers from the respondents showed that respondents apply communication ethics by prioritizing honesty, truthfulness, respect, understanding, and consideration for others' feelings in their communication. However, there one (1) out of twenty (20) respondents from the second year (2<sup>nd</sup>) also indications of inconsistency in applying these principles across different situations, suggesting a need for further reflection and improvement in their communication practices.

*"Siguro I apply it everytime na nag oorder ako sa fast food and kapag ang kausap ko is mga pulis ganorn but can't say na naaapply ko siya sa teachers siguro kapag lang bet or mabait sa akin yung teacher pero kapag hindi, hindi rin ako ganon ka-respectful makipag usap sa kanila."*

*("Maybe I apply it every time I order at a fast-food restaurant and when talking to police officers, but I can't say that I apply it to teachers. Maybe only if I like or if the teacher is nice to me, but if not, I'm not that respectful when talking to them.")*

##### **Essential of communication ethics**

All of the Respondents recognized communication ethics as fundamental for effective communication, building relationships, and demonstrating professionalism in various contexts of their daily lives. They understand its importance in guiding their behavior and interactions with others.

*"Yes, because communication ethics allow us to have trust between the two parties. It can give also help on how we want to communicate with others."*

*"Yes of course, it is important and essential as we socialize with different people and madadala rin natin ito someday. If nakasanayan man natin na ka-basta na lang tayo makipag communicate sa iba and non-chalant tayo kung ano mang edad yung kinakausap natin, magiging ganun din tayo in the near future if hindi natin iaapply ang communication ethics. Yun lang po. ("Yes, of course, it is important and essential as we socialize with different people, and we will also carry this someday. If we are accustomed to communicating with others casually and nonchalantly regardless of their age, we will become like that in the future if we do not apply communication ethics. That's all.")*

*"Yes, because communication is a way to connect to someone, and it is essential to communicate ethically."*

*"Yes, because having communication ethics means you know what to do from not. It is essential in our daily life to maintain good relationships with others and it is proof that we have discipline as an individual."*

##### **(a) Truthfulness**

Respondents across different academic years value sincerity and genuineness in communication. They emphasized the importance of honesty, active listening, and adapting communication styles to build trust and maintain healthy relationships with others. Four (4) out of twenty (20) respondents mention being genuine with people who reciprocate the same attitude towards them and depending on the situation.

*"I am genuine and sincere with someone sometimes depending on the situation."*

*"I am sincere and genuine sa mga taong ganun din sakin. ("I am sincere and genuine to people who are the same to me.")"*

**(b) Fairness**

Two (2) Respondents from the first year, one (1) from 3<sup>rd</sup> year, and two (2) from 4<sup>th</sup> year for a total of five (5) out of the twenty (20) respondents prioritized fairness in their interactions, often basing their treatment of others on reciprocity, empathy, and personal values. They aim to maintain impartiality, avoid biases, and treat others with respect, while also considering individual circumstances and boundaries.

*“Kung paano ako Makitungo sa iba, I’m trying na mag adjust din ako like kahit hindi ko gusto na ganon ako makitungo sa ibang tao isesame ko na lang din yung treatment ko for them para walang selosan, inggitan or silipan nang attitude or behavior para maiwasan yung salitang “ang unfair naman ng treatment niya”. (The way I interact with others, I try to adjust myself. Even if I don't like treating other people a certain way, I'll just apply the same treatment for them to avoid jealousy, envy, or scrutinizing attitudes or behaviors. This way, we can avoid saying, "Their treatment is unfair.")*

*“Treating people fairly based on their behavior and interactions involves assessing each situation individually, considering the specific context and circumstances. It requires impartiality, avoiding biases or preconceptions, and making judgments based on observable actions and their consequences. Fairness entails consistency, transparency, and accountability in decision-making, ensuring that all parties are treated equitably and with respect.”*

*“Well, if truth to be told, I treat someone, based on how they treat me.”*

**(c) Responsibility**

All of the Respondents across different academic years demonstrate responsibility through various actions and behaviors, including responsibility by making time for their obligations and reminding themselves to be responsible, emphasizing accountability for their words and actions, as well as honesty and credibility in communication, being mindful of their choice of words and tone depending on the situation.

*“I always make time and I always remind myself of how I need to be responsible.”*

*“I’m accountable to my words and actions.”*

*“Through the choice of words and tone of voice depending on the situation or depending to my listener.”*

*“Using doing your best in a task even in a work or school.”*

**(d) Integrity**

All of the Respondents across different academic years demonstrate integrity through various actions and behaviors, some emphasized showing kindness and good behavior towards others as a reflection of their integrity, being honest, helping those in need, and openly communicating concerns to address issues constructively. and being willing to help others when possible.

*“Sa pagtulong sa kapwa at pagpapakita ng magandang asal sa kapwa. (“By helping others and demonstrating good behavior towards them.”)*

*“When I feel someone needs kausap, I talk to them and show that I care. (“When I feel someone needs someone to talk to, I engage with them and show that I care.”)*

*“By showing them that I am a trustworthy person.”*

**(e) Respect**

All of the Respondents from different academic years emphasized the importance of actively listening, understanding, and accepting the ideas and opinions of others, even if they differ from their own. They prioritized respect in communication by considering diverse perspectives and refraining from judgment or imposition of their views.

*“I always make them feel that their thoughts and ideas are always valid.”*

*“I always think before I speak, I respect different beliefs and opinions, and hear their sides before I share my own opinion.”*

*“I will honor and value the ideas, thoughts, feelings, and opinions of others by actively listening, seeking to understand their perspectives, and engaging in respectful dialogue. I'll strive to recognize their inherent worth and treat them as individuals deserving of dignity and consideration, rather than as tools for my ends.”*

*“I respect the ideas or opinion of others using understanding because we have our own decisions.”*

## **V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

This chapter briefly summarized the research findings and presented conclusions and recommendations.

### **SUMMARY**

This study focused on assessing communication ethics among Bachelor of Arts in Communication students, utilizing qualitative methods to analyze survey responses from 20 participants across different academic years. The research investigated awareness, application, and the perceived importance of communication ethics, as well as specific aspects including truthfulness, fairness, responsibility, integrity, and respect.

The results indicate a general awareness of communication ethics among respondents, with a recognition of its importance in fostering respectful communication. While all respondents demonstrated a commitment to honesty, respect, and responsibility in their interactions, there were instances of inconsistency in applying these principles across different contexts.

In terms of fairness, five (5) out of the twenty (20) respondents prioritized treating others based on reciprocity and empathy, while others emphasized assessing each situation individually and avoiding biases. Responsibility and integrity were demonstrated through accountability for words and actions, as well as showing kindness and honesty towards others.

Respect was highlighted as crucial, with respondents valuing active listening and understanding diverse perspectives. Despite differences in approach, all respondents recognized communication ethics as essential for effective communication, building relationships, and demonstrating professionalism.

### **CONCLUSIONS**

Based on the findings, the following were drawn:

1. The conclusion drawn from this study is that Bachelor of Arts in Communication students have an awareness and understanding of the meaning of verbal communication ethics including the right behavior and attitudes about verbal communication ethics. The respondents agree that communication ethics are crucial to be taught in school mostly in the communication industry and their studies are connected, and significant in daily communication.
2. Bachelor of Arts in Communication students know the crucial of understanding others, Being empathetic, choosing words carefully to avoid problems, and being gentle and trustworthy when communicating. They also know that having integrity in communicating is also a good factor to make the communication have smooth flow and reduces misunderstanding in communication or simple conversations.
3. The respondents demonstrate a basic understanding of communication ethics and their importance in daily life. There is a need for continuous self-reflection and improvement in their communication practices to ensure consistency and effectiveness. By prioritizing Truthfulness, Fairness, Responsibility, Integrity, and Respect, they can foster trust, build healthy relationships, and contribute positively to their social and professional environments. This highlights the ongoing process of learning and development in verbal communication ethics.

### **RECOMMENDATIONS**

By implementing these recommendations, educational institutions can better equip Bachelor of Arts in Communication students with the knowledge and skills necessary to navigate ethical challenges and communicate effectively in their future careers.

In light of the conclusions drawn from the findings, the recommendations of the study are as follows:

1. For Bachelor of Arts in Communication students who are struggling with verbal communication ethics, these efforts could help them get ready for their future jobs. By fixing these issues and helping students act more professionally, the university can make communication better for everyone. This will create a better learning environment and make sure students are well-prepared for their careers in the future.
2. The researcher suggests that the Office of the Student's Discipline conduct seminars, and distribute fliers or posters to college students, featuring studies and topics aimed at encouraging verbal communication ethics among Bachelor of Arts in Communication students.
3. For future researchers, who would aspire to do the same kind of this study, could explore the assessing verbal communication ethics, or conduct a study about how to assess the verbal communication ethics.

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