

**COMMUNICATION COMPETENCE AND CONFLICT MANAGEMENT STYLES
OF LEADERS IN COLLEGE-BASED STUDENT ORGANIZATIONS
AT CENTRAL LUZON STATE UNIVERSITY DURING THE
COVID-19 PANDEMIC**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

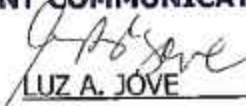
by:

ELLAMAE PELONGCO SANTIAGO

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APPROVAL SHEET

This undergraduate thesis entitled "**COMMUNICATION COMPETENCE AND CONFLICT MANAGEMENT STYLES OF LEADERS IN COLLEGE-BASED STUDENT ORGANIZATIONS AT CENTRAL LUZON STATE UNIVERSITY DURING THE COVID-19 PANDEMIC**" prepared and submitted by **ELLAMAE P. SANTIAGO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:


 LUZ A. JOVE

Adviser

 Date Signed

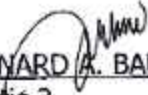
PANEL OF EXAMINERS

APPROVED by the Committee on Oral Examination on May 28, 2023 with a grade of _____.


 ZORILLE D.C. VILLAFLORES

Critic 1

 Date Signed


 JONARD A. BARLAAN

Critic 2

 Date Signed


 ZORILLE D.C. VILLAFLORES

Department Research and Extension Coordinator

 Date Signed

Accepted in partial fulfillment of the requirements for the degree of
BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION


 MARIFE R. DE TORRES, PhD

Department Head

 Date Signed


 JAY C. SANTOS, PhD

Dean, College of Arts and Social Sciences

 Date Signed

THESIS ABSTRACT

1. Title: **COMMUNICATION COMPETENCE AND CONFLICT MANAGEMENT STYLES OF COLLEGE-BASED STUDENT ORGANIZATIONS AT CENTRAL LUZON STATE UNIVERSITY DURING THE COVID-19 PANDEMIC**

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7. Abstract

7.1 Rationale/ Background

Student organizations in universities are a great venue to help students discover their potential and serve as training ground for holistic success. It is where they can hone various skills, especially communication competence and conflict management styles which are skills considered lifelong and promotes the essence of development communication. However, there isn't much information available

communication skills and being able to manage conflict effectively are essential to resolve confrontations.

7.2 Summary

This study identified and analyzed the communication competence and conflict management styles of college-based student organization leaders at Central Luzon State University. Especially, it aimed to answer the following questions:

1. What is the communication competence of college-based student organization leaders according to their self-assessment and members' assessment?
2. What conflict management styles were practiced by the college-based student organization leaders based on their self-assessment and members' assessment?
3. What is the most frequently practiced communication competence and conflict management style of the college-based student organization leaders based on their self-assessment and members' assessment?

The chapter two shows the research design, research locale, respondents and sampling method, scope and delimitations, research instrument, data gathering procedures, data analysis, and the ethical considerations of the study.

7.3 Major Findings

Based on the college-based student organization leaders' self-assessment and the members' assessment of their leaders, the findings reveal that the most frequently practiced communication competence of leaders was the affiliation/support, with an overall mean of 3.27 (Very true of me), for the self-assessment, and 3.21 (Agree) for the members' assessment. On the other hand, the most frequently practiced conflict management style was the collaborating style which garnered an overall mean of 3.36 (Always), on the leaders' self-assessment, and 3.37 (Always), for the members' assessment, indicating the leader's tendency to seek mutually beneficial solutions. These findings highlight the importance of developing communication competence and effective conflict management in college-based student organizations to create a harmonious environment during discussions.

7.4. Conclusions

- Leaders are confident in their ability to build positive relationships, be comfortable in social interactions, and adapt their behavior effectively in any type of situation. However, they recognize the need for improvement in empathy.
- Members of the organization agree with leaders' self-assessment in terms of affiliation/support and social relaxation. They also acknowledge leaders' behavioral flexibility. However, members perceive leaders' overall

communication competence as moderately developed and their empathy skills as relatively lower.

- Leaders should focus on enhancing their empathy skills and further developing their overall communication competence to create a supportive and empathetic environment during meetings as well as to foster stronger connections and improved collaboration within the organization.
- On the conflict management style, both leaders and members perceive the collaborating style as frequently practiced. The compromising and accommodating styles are also recognized as frequently displayed by leaders. The competing style is practiced to a lesser extent, and the avoiding style is perceived as the least practiced by leaders.

7.5. Recommendations

Upon analyzing the results and gaps present in this study, the researcher offers the following recommendations.

- Researchers should investigate things that affect how leaders evaluate their own communication skills and how team members see their communication and conflict management abilities. Future researchers should focus on factors such as organization works, the style of leadership, and how well people work together all play a role in shaping these evaluations.
 - Future researchers should focus on conducting a qualitative research in order to assess the effectiveness of programs aimed at boosting leaders' empathy, overall communication skills, and conflict resolution strategies.
-

- Researchers should do a type of research that looks at the experiences and stories of people to see if programs that aim to make leaders more understanding, better at communicating, and better at resolving conflicts.
- The college-based student organizations should focus on enhancing the empathy of the leaders to foster a more positive environment for both the members and their leaders.
- The college-based student organizations should make an initiative to annually analyze the overall communication competence and conflict management styles of the leaders to see what aspect they lack in and for them to continually grow and improve.
- The administrators of Central Luzon State University should practice the grassroots approach, such as conducting a needs assessment, and ask the college-based student organizations about seminars and trainings that they need.

8. Translated Abstract (Filipino)

8.1. Rasyonale

Ang mga organisasyon ng mag-aaral sa mga unibersidad ay isang magandang lugar upang mahasa ang potensyal ng mga mag-aaral at magsilbing lugar ng pagsasanay para sa kabuuang tagumpay nila sa kabuuang aspeto ng kanilang pamumuhay. Maaari nilang mahasa ang iba't ibang mga kasanayan, lalo na ang kakayahan sa komunikasyon at mga istilo ng pamamahala ng diskusyon

BIOGRAPHICAL SKETCH

Ellamae Pelongco Santiago, the author, was born on the 7th of September 2000, and resides at Barangay Abar 1st, San Jose City, Nueva Ecija. She is the fourth daughter in the five children of Mr. Elpidio C. Santiago and Mrs. Mira P. Santiago.

Her primary education was at Perez Elementary School and continued the first year and a half of her secondary education at Meycauayan National Highschool in Bulacan. During the half year of her eighth grade, she moved to San Jose City National Highschool in Nueva Ecija. She continued her Senior high school as she took the General Academic Strand (GAS) in the same high school. She originally wanted to take Mass Communication but due to family reason, she took the entrance exam at Central Luzon State University and applied at the Department of Communication and Development Studies, taking up a Bachelor of Science in Development Communication.

As an initiative to enhance her communication skills, she became a part of the college-based student organization, Communicators for Development (CODE), where she served as a secretary in her first year in the organization for the A.Y 2020-2021. During her second year in the organization, she served as the President of the said organization for the A.Y 2021-2022. On her third year, she then became the Lady initiator of the organization for the A.Y 2022-2023.

Motivated by her passion to serve and use the development communication principles that she learned, the author visualizes herself as a University Instructor

who advocates the essence of Development Communication to the students in the University. She also aims to amplify the voices of the marginalized communities, foster sustainable development and of be a catalyst for change not just for the students but to the community that she belongs to as well.

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