

is a dealer of products and he is trying to endorse his products to person B (people talking with) or person C (viewers from a mass media form). If person B keeps on insisting all the negatives about the product or if person C has not fully understood the content of propaganda, there might be some deferring instructions that might occur. It might happen that the other parties provide violent reactions to your way of communication. Worse example is when people are talking to a drunkard. Of course, a drunken person will not fully understand the conversation hence, misconceptions occur. In cases like this, the purpose of the conversation is delayed or hampered.

Lastly is on the entertainment section. The attitude of a person depends on the kind of person he or she is talking with. For example, in normal situations with your friends, there are times in which one of your friends throws a punch line in which the other members laugh yet one of the members take the phrase seriously because s/he thinks the word/phrase is discriminating. Because of that, that insulted friend reacted negatively on that matter which somehow leads to misunderstanding. Another is when people are watching a *teleserye* wherein one person reacted suddenly because of the theme of that story. For example, if that person is an older person who happened to be in the group of millennials, therefore the reaction might be treated indifferently which would earn different reactions among the viewers in which the intended function was not totally met.

I have just told you some concrete examples regarding the arising conflicts between intended functions and unintended functions in the communication loop. Hence, we can only say that if the objective of the communication is treated well, it might lessen the occurrence of misunderstanding and misconceptions along the communication process.

2. Mass media is a big and vast range to undergo the process of communication. This trend in the technological aspect creates an emphasis on the lives of every person. Now this becomes the easiest avenue to communicate with others across the metropolitan and even beyond borders. Yet, at some points these also become an issue nowadays regarding the so called “responsible mass media user” especially if it talks about societal issues. Why? Look on the many issues regarding ‘cyberbullying’, many Filipinos became a victim of this discriminating crime because of irresponsible and unguarded facilitation on the use of mass media. Now these deferring issues became the frames of references in which not only our fellowmen are affected, yet it is already a rampant disease in the mass media world. These messages become now threatening evidence against the victim of the crime. Yet, the communication process becomes unhealthy and unsupported.

The trend nowadays like the use of hashtags and other colloquial words greatly influence the language value and ethics of the teenagers. For example, instead of talking privately on specific issues in the family or with friends and others, teenagers opt to post everything on Facebook which makes the problem grow bigger. Petty quarrels with friends grow bigger to family issues and would sometimes lead to criminal cases. These are just samples on the negatives regarding the unhealthy use of mass media forms.

Hence, the society used mass media as frames of references than interpersonal messages since most Filipinos across metropolitan are very active in streamlining and are more adept to technological changes. Interpersonal messages would somehow lead to withdrawal if objectives were not totally met. Thus, society opts to delve more on mass media forms due to the inclination and dependency of the masses on technology.