Lived Experiences of SK Leaders in Using English for Public Communication Toward the Development of Training Program: A Phenomenological Study

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Abstract

This study explored the lived experiences of Sangguniang Kabataan (SK) leaders in using English for public communication as the basis for developing a contextualized training program. Specifically, it explored their communication experiences, difficulties they faced, how such difficulties impacted on their self-confidence and performance, and coping strategies used when doing public communication. A Qualitative descriptive phenomenological research design was utilized. Twenty-one (21) purposively sampled SK leaders were interviewed in-depth using semi-structured interviews. Braun and Clarke's (2006) thematic analysis was used to analyze the data. The results showed that SK leaders predominantly used vernacular to facilitate audience understanding, had limited exposure to English which affected their confidence, and used multilingual communication as a strategy to effectively communicate. They also faced challenges with concerns about making a mistake, pressure in formal communication, language barriers, and the necessity of continuous and contextualized training. Participants, however, came up with coping mechanisms like advance preparation, practice, code switching, and self-directed learning in spite of these challenges. The study concludes that the improvement of English communication competence among SK leaders should be done by providing training that is intensive, contextual, and experiential in nature involving both the linguistic competence and the communicative confidence. Based on the findings, an Experiential English Communication Enhancement Program was developed to improve the communication competence and leadership effectiveness of SK leaders.

Keywords: English Language Education, Sangguniang Kabataan, English Public Communication, Descriptive Phenomenology, Philippines