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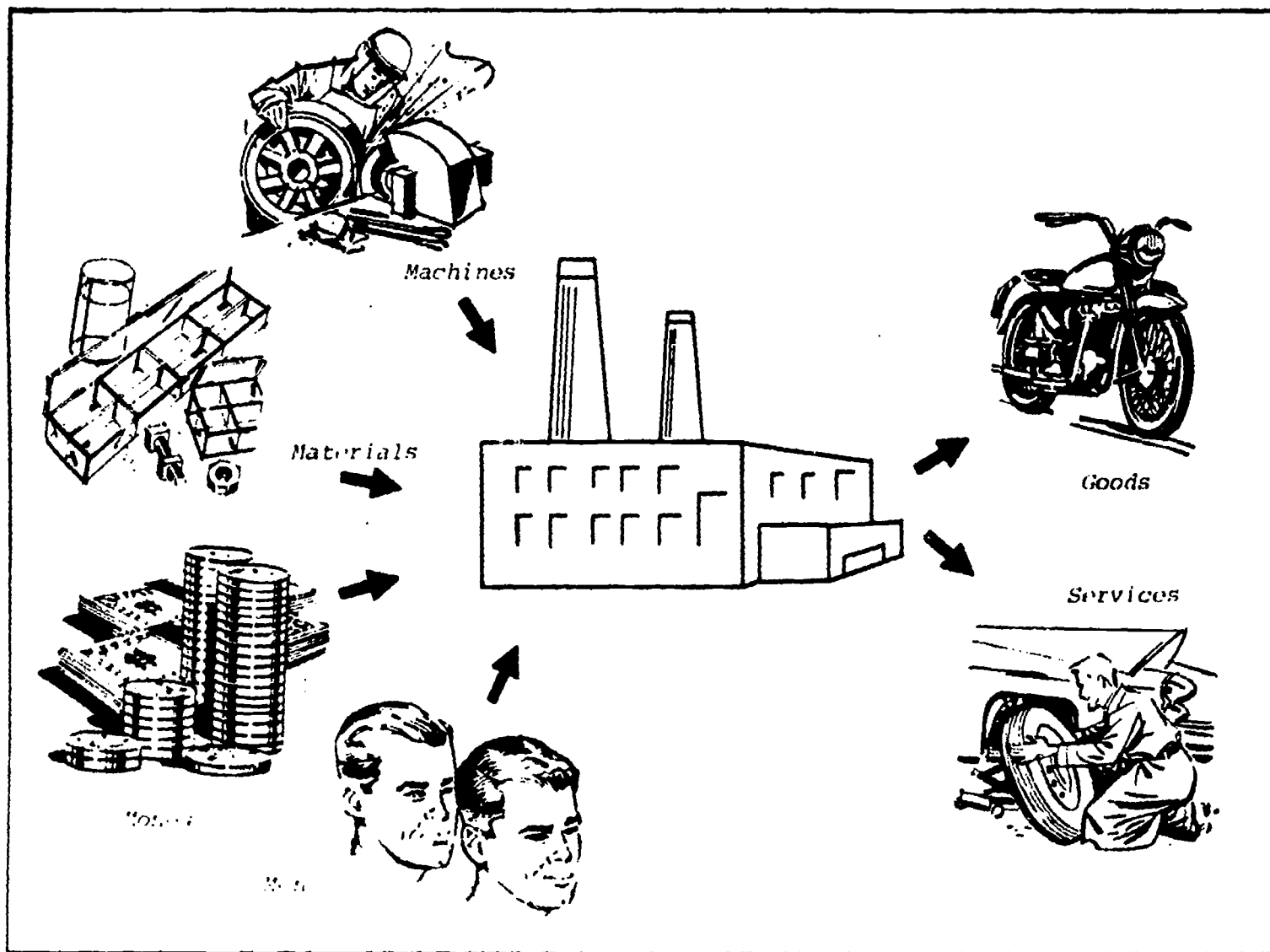
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ABSTRACT

The intent of this field tested instructional package is to acquaint the student with the interdependence of society and industry as related to the area of communications. Defining behavioral objectives, the course description includes a media guide, suggested classroom activities, and sample student evaluation forms, as well as the basic information section. Included in this package are examples of communication methods used between society and industry and of failures in communication. Recommendations of how industry and society could improve their communications in a community area are included. (Author/MW)

COMMUNICATIONS BETWEEN SOCIETY AND INDUSTRY



Prepared as an Aid in Implementing
The Wisconsin Guide to Local Curriculum
Improvement in Industrial Education, K-12

U.S. DEPARTMENT OF HEALTH,
 EDUCATION & WELFARE
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 EDUCATION

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Learning Activity Package

Prepared as an Aid in Implementing
The Wisconsin Guide to Local Curriculum
Improvement in Industrial Education, K-12

Communications

Junior-Middle High School

Pertaining to Field Objective Number Two

"To become more aware of the interdependence
of society and industry as related
to the area of communications."

Produced by

The Industrial Education Instructional
Materials Development Project
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Menomonie, Wisconsin

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Technical and Adult Education, both of the
University of Wisconsin-Stout

RATIONALE:

This package is another in a series related to the area of communications. The importance of studying this lesson is to develop an awareness of what you, society, and industry expect of each other. The final outcome of this package is for you to develop a better understanding of the interdependence of society and industry as they relate to the area of communications.



Turn to the next page and read the objectives carefully!

OBJECTIVES:

Terminal Objective:

You will become more aware of the interdependence of society and industry as related to the area of communications.

Enabling Objectives:

At the conclusion of this lesson you will:

1. List at least five societal situations in which industry and society communicate and one example of each situation.
2. List at least three communications methods used by society and industry to communicate.
3. List at least three examples of instances where there has been a failure to communicate between industry and society.
4. List two possible recommendations by which industry and society could improve their communications in your community or area.

Options: Read the self-test on the following pages and then check the following selections that apply to you.

_____ If you feel you can meet the above objectives:

- _____ A. See the instructor for a teacher evaluation.
- _____ B. Take the self-test as a self evaluating device then see your instructor.

_____ If you feel you cannot meet the above objectives:

- _____ A. Take the self-test to see what objectives your studying should be based upon, then turn to the media section on page 4.
- _____ B. Skip the self-test and turn to the media section on page 4 to help you achieve the objectives.

Self-Test:

Directions: Write your answers to the following questions; you may write in this booklet.

1. What are five societal situations in which society and industry communicate? Also list an example of each.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

2. What are three communication methods which industry and society use to communicate?
 - 1.
 - 2.
 - 3.

3. List three instances in which industry and society have failed to communicate.
 - 1.
 - 2.
 - 3.

4. What are two possible recommendations which could be used to improve communications between industry and society in your community or area? Explain each.

MEDIA SECTION:

Terminal Objective: You will become more aware of the interdependence of society and industry as related to the area of communications.

Optional Media: Choose one or more. These cover all the information and enabling objectives of this package.

- 1. Read pages 5 to 11 of this package.
- 2. Movie "Communications and Our Town," 11 min., B&W film from Classroom Film Distributors, Inc.,
5620 Hollywood Blvd.
Los Angeles, California 90028
- 3. Movie "Communications and the Community," 16 min., color film from Churchill Films
662 N. Robertson Blvd.
Los Angeles, California 90069

Optional Activities: Complete one or more from each section.

- Activity: Communications - II-1
- Activity: Communications - II-2
- Activity: Communications - II-3
- Activity: Communications - II-4

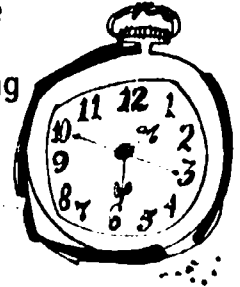
Optional Group Activity: This should be teacher directed and involve the entire class or small groups.

- Activity: Communications - II-Terminal A
- Activity: Communications - II-Terminal B

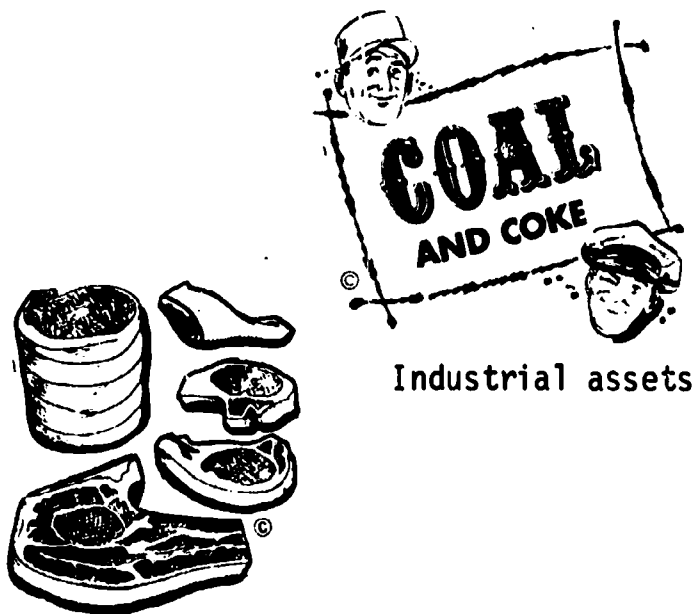
INFORMATION SECTION

When Do Society and Industry Communicate?

A total answer to this question could be - "every minute of every day." The trouble with this answer is that it does not relate to any specifics with which you are familiar. In the following section, the major dynamic societal situations in which industry and society communicate will be explained. Included will be examples of how industry communicates within your community and society.

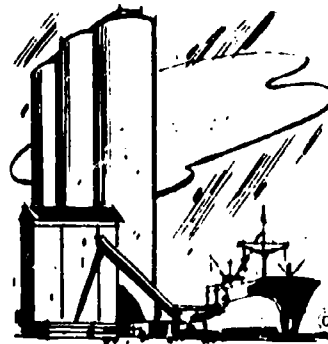


A dynamic societal situation is a forceful condition causing change in our social and industrial society. Here, the forces causing change are such that it is not possible to categorize social situations to correspond with any single element of industry. Society has many elements as does industry. The role of industrial education is not to analyze society, but to provide for a study of industry as an institution of society. Industry, therefore, must be studied as it corresponds to dynamic societal situations. The dynamic societal situations that will be studied in this package are:



Supply and demand

Industrial assets



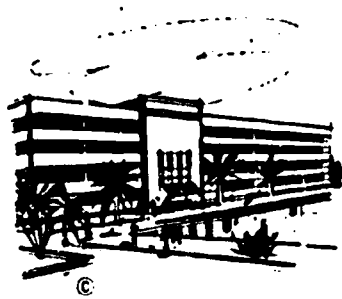
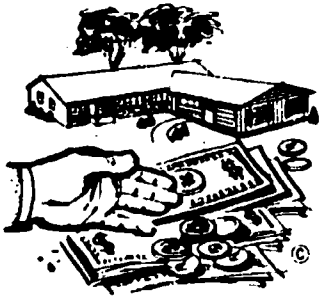
Location of industry



Human resources

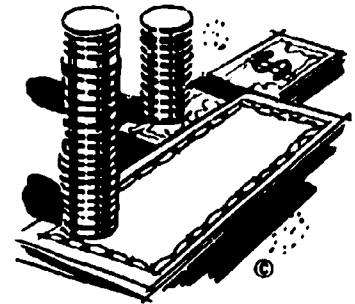
BEST COPY AVAILABLE.

Financial dependencies



Environment and industry

Profit factor



An example of a dynamic societal situation is the present energy shortage-affecting our society. A result of this condition is the increased production of small economical automobiles produced by the automobile industry.

Following are the dynamic societal situations:

Supply and Demand. This merely means that what industry produces is determined by the demands (wants and needs) of society (population). Examples of where industry and society communicate concerning supply and demand are the following, though this list is not complete:

1. Construction companies build homes when people need them. Society lets industry know through various means of communication what they want and when and where they need the homes.



2. Society lets industry know what it wants to eat through mass communication, so the farmers produce the required products to meet the needs of man.

3. Individuals let automobile manufacturers know what kind of cars they want, so manufacturers produce these cars to meet the needs and demands of society.

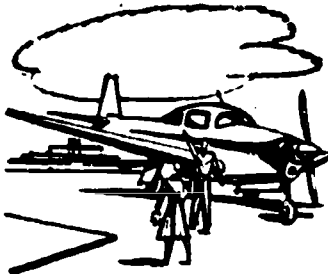
Industrial Assets. This dynamic societal situation means that industries provide assets to the communities in which they are located; communities become dependent upon these assets from industry. Examples of industrial assets are the following:

1. When a company moves into an area, it provides jobs for the people, and the people depend on these jobs to make a living. Industry communicates to society by stating it needs employees for its company, and the community lets industry know that it cannot survive without it.

2. By an industry moving into an area, it brings people with it that need goods and services of the community. The community communicates to the company and lets its employees know that it can provide the demands they desire. These are stores and service companies.



3. A company could require air transportation to move its products so they may build an airport. The company could communicate to the townspeople, and allow the airport to be used by them. They can become dependent on its services to have mail delivered and other goods and services required.



Location of Industry. Communication takes place in

this instance by the fact that industries are attracted to and are dependent upon areas in which there are human and natural resources; people are attracted to areas in which industry exists. Following are some possible instances in which society and industry communicate with respect to the location of industry:

1. A company may need a plentiful supply of water for cooling during its manufacturing process, so it communicates to society for a possible plant location along a river, where there is a large enough population to work in the company. Society is attracted to this area because industry communicates to society that it needs employees, plus there are other opportunities to make a living.
2. A research company may need qualified technicians to perform their technical tasks, so it may move to a location near a university. Other qualified persons from society may move to the area to seek employment with this firm.



Human Resources. In this dynamic societal situation, communication takes place when industry depends on human resources to accomplish its goals and man depends on industry to fulfill his needs. Following are some examples of how communication takes place

between industry and society as related to human resources:

1. In order for a milk producing company to get milk cartoned and delivered to the people, it needs employees. The company communicates in hiring persons to do this work, and the people who are hired are dependent on the company to produce the milk for their family's needs.
2. An industry that produces automobiles needs society to work in the plant to produce cars. The company communicates in advertising the jobs to be filled by society. Society depends on the car manufacturing company for transportation.

Financial Dependencies. In this communication situation, man as a member of society is dependent upon industry for his financial support; industry is dependent upon society for its financial support. Some examples are the following:

1. A man works at a newspaper company to support his family. In the newspaper there are communications, news and advertising. Some people buy the papers and the company is dependent on these people to make a profit, and to pay its costs and employees.
2. A television repair company advertises (communicates) in a newspaper that it needs qualified people to work for them for a certain wage. People take these jobs to have an income. When the people work for this business, they produce services for society. Through these services, the company makes money from society.



Environment and Industry. Here industry and society communicate by the fact that industry operates to meet the needs of man and creates an environmental imbalance that is subject to limitations imposed by society. Society lets industry know when it is displeased with what industry is doing to its surroundings. Some examples of this situation are as follows:

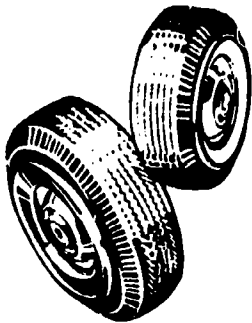


1. Society demands energy to meet its needs, so consequently a coal company strip-mines the landscape to obtain this coal to produce energy. Society does not like what this company is doing to its environment. Therefore, society communicates to the coal producers by passing laws which

state that the coal companies must improve the sight of the areas in which it has strip mines.

2. Society demands iron to produce its cars and homes. The steel companies extract the iron from raw materials, producing annoying air pollution. Society wants clean air, so it tells industry to improve their production process through articles in newspapers and magazines, shows on television and by passing laws.

Profit Factor. This societal situation states that the satisfaction of industry's motivation is partially dependent both upon man as a resource and as a consumer. For industry to make a profit, it must hire the cheapest labor which can perform its jobs correctly and sell its products at the highest price permitted by society. Following are examples of this societal situation:



1. A tire producing company exists only to make a profit. Therefore, it will communicate to society to hire people and will pay these people the least amount that the unions will allow. When the tires are produced, the company communicates by use of television and newspapers to society and advertises that they are selling tires at a certain price. This is the highest price that society is willing to pay to obtain the tires.
2. A milk producer buys milk as cheaply as he can from the farmers. The producer also hires labor for his company for as little wages as possible. Then after the milk is packaged, the producer sells it to society for the highest price that the government will allow, in order to make his biggest profit.

Other Ways. Industry and society also communicate when industry wants to buy land, resources and mineral rites from society. In today's "new world", society is communicating to industry their need for more energy and stronger air pollution controls. Other examples where industry and society are communicating is in community activities. Many industries are helping communities. They are clearing land for recreation



and giving donations to support community affairs.

Methods Used by Society and Industry to Communicate.

As was seen in the previous section, industry and society communicate all the time using direct means. These direct means are television, radio conferences, letters, magazines, newspapers and public meetings.

There are also indirect means in which industry and society communicate. A few examples of these will be the following: When society does not need the services of industry, it does not use them. Industry is not making a profit, so it goes out of business. The same would be true for a goods producing company. If society is not buying the goods that an industry is producing, this company will also stop producing the products that society will not purchase.



Failures to Communicate Between Industry and Society

Almost all industries and the communities in which they are located have had problems in communicating.

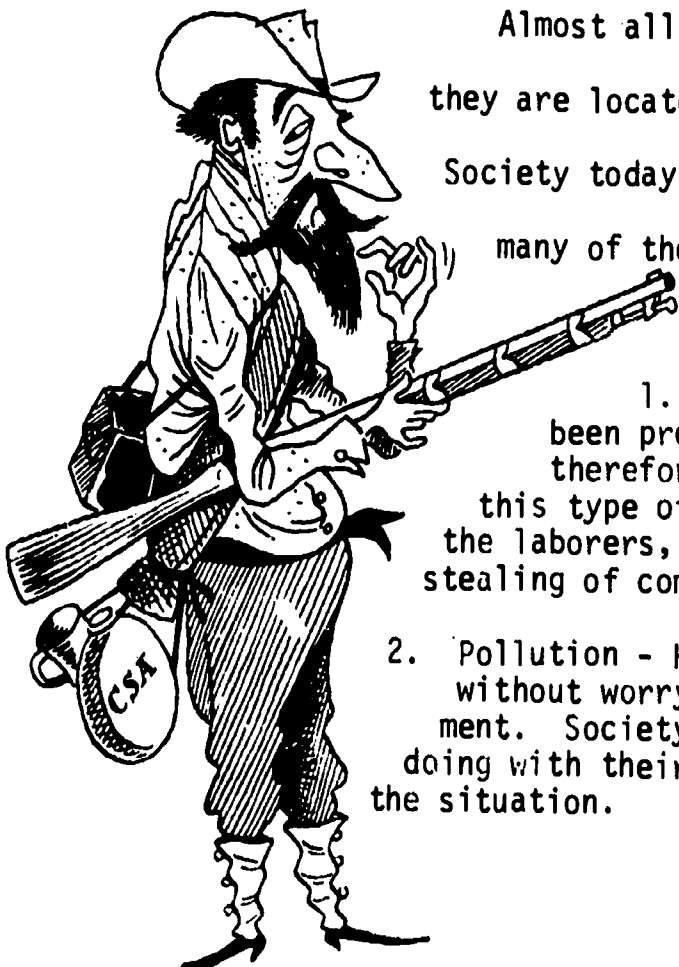
Society today is pushing, by way of laws, to correct

many of these existing problems. Some possible

examples are the following situations:

1. Strikes - Industrial management has not been properly communicating with its employees. therefore, strikes occur. Some results due to this type of improper communicating are walkouts by the laborers, sabotage on the production lines and stealing of company property.

2. Pollution - Here industry is trying to make a profit without worrying about what it is doing to the environment. Society is not satisfied with what industry is doing with their habitat, so laws are being made to correct the situation.



3. Energy Crisis - Here society is complaining that industry is not looking ahead to the future for our energy needs. Suddenly industry and society must look elsewhere in search of our energy needs.
4. Protests and Demonstrations - Many student protests took place during the 1960s as a result of the products companies were producing for the Vietnam war. Here there was a failure to communicate between society, industry and government.
5. Minority Needs - This is a very pertinent situation where industry and society are not communicating. The poverty stricken cultures of our society are demanding better jobs from our industries. These people want jobs to improve themselves in society. Industry has failed in hiring many of these people since most are not skilled laborers.

If you look at your own area or community, you will probably find many more differing situations where industry and society have failed to communicate.

Recommendations for Improved Communications between Society and Industry.

This list can be endless. Information on proposals can be found on T.V., in newspapers and magazines and on the radio. You can make up your own proposal. Following is one possible example:

A paper producing company could hold an open meeting in its community asking the population to give some suggestion of how it could better help the traffic problem between shifts at the plant.



Activity: Communications - II-1

Name _____

Period _____

Directions: List five societal situations in which industry and society communicate with an example of each.

1.

2.

3.

4.

5.

Activity: Communications - II-2

Name _____

Period _____

Directions: From your experiences related to communication, list and explain at least three means that industry and society use to communicate to each other.

1.

2.

3.

Activity: Communications - II-3

Name _____

Period _____

Directions: From information obtained by listening to the radio, watching television, reading newspapers or magazines, or talking to people, answer the following question.

List at least three instances where there has been a failure to communicate between industry and society.

Activity: Communications - II-4

Name _____

Period _____

Directions: In the space provided on this page, list two possible recommendations by which industry and society could improve their communications in your area or community.

Activity: Communications - II-TerminalA

Teacher Directed

Interdependence of Society and Industry
as Related to Communications

Directions: Select a major problem related to your community where industry and society are having trouble in communicating. This could be pollution, safety, land abuse, etc. State this problem and its implications to your class. Try to come up with some recommendations which could correct the problem.

How is Industry Communicating to Your Town?

Directions: Choose 2 or 3 students from your class and have them go to the Public Relations Department of a local enterprise. Arrangements should be made ahead of time with the principal and company. Have the students tape the conversation so other class members may hear it at a later date. You should prepare some questions for the student to ask at the interview. Some possibilities are the following:

- a. How is the company helping our community?
- b. Approximately how many employees does the company provide jobs for?
- c. Has the company helped with the financing of any community recreation areas?
- d. If a problem has arisen from the company being located in the community, what is the company doing to help solve the problem?
- e. How could the community further help the company?

Student Evaluation

Name _____

Communications - #2

Instructor _____

School _____

Directions: Answer all of the following questions to the best of your ability. The questions are written to evaluate your knowledge and understanding of the area of industrial arts covered in this package. Choose the answer which best completes the statement.

1. Which of the following is an example of the supply and demand communication process between society and industry?
 - a. Automobile manufacturers are producing more small cars today
 - b. More people are eating meals in drive-in type restaurants and eating places
 - c. Many people are doing their shopping in shopping centers rather than in downtown stores
 - d. All of the above
2. Communication between society and industry is occurring continually.
 - a. True
 - b. False
3. Industry communicates indirectly with society when it:
 - a. Goes out of business
 - b. Places an advertisement in a magazine
 - c. Writes letters to public officials
 - d. B and C
4. Industrial strikes:
 - a. Are efforts at communication
 - b. Are often the results of poor communication
 - c. Are communications between employers and employees only
 - d. Are communications between employers, employees and the larger society
 - e. A, B, and C above
 - f. A, B, and D above
5. Select the best statement:
 - a. Industry is financially independent from society because the owners are very wealthy.
 - b. Society is dependent on industry because its members need jobs and products from industry.
 - c. Society and industry are financially dependent on each other.