Evaluation Guidelines 6.8 Refer to Guidelines and Processes for LRMDS Assessment and Evaluation

1.1 Social Content Guidelines

To ensure that text, art, and photos / illustrations of textbooks and teacher's manuals and other instructional materials teach social values as well as Government's educational thrusts, the following guidelines on social content are prescribed:

The Nation and Citizenship

- · Treat national symbols and institutions with respect.
- · Foster obedience to and respect for the Constitution and the law.
- Encourage participative and responsible citizenship (e.g., depicting individual initiative rather than overdependence on organized government aids and dole-outs).
- Avoid any bias favoring foreign products, practices, and values.
- Use illustrations and photographs of Philippine communities, objects, animals, and people.
- Show Filipino technology, games, dances, dress, food, festivals, celebrations, and customs.

Society

- Depict contributions of men and women, ethnic and cultural groups in economic and social progress.
- Foster attitudes of tolerance, understanding, and appreciation of the diverse sectors and groups in society.
- Present a balanced rural and urban society.
- Give example of lifestyles or situations existing outside Metro Manila. Use both rural and urban situations without stereotyping either.
- Avoid comparisons which may be divisive to social classes, cultural, or religious groups.
- Show respect for different family patterns (nuclear, extended, single parent or two parents).
- Promote and respect the rights of children, elderly, differently able, and other vulnerable sectors of society.
- Refrain from devoting space and attention to fads or transitory personages and events, untested theories or views.
- Promote the need for the high ethical standards and codes of behavior and their observance in all aspects of Philippine society.
- Do not depict physical, sexual, and mental abuse of adults and children as well as violent sports and entertainment.
- Do not give situations that would encourage crime, violence, and vices.
- Avoid materials that malign people, promote violation of laws and matters contrary to law and morality.

Race, Ethnicity, and Culture

- Respect racial, ethnic, and cultural diversity in our society.
- Avoid bias and stereotypes in reference to any individual or groups.
- Avoid inaccurate, unnecessary, or inappropriate portrayal of or reference to racial/ethnic or cultural customs, symbols, observances, festivals, dress, names, or language.

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Religion

- Use religious references, symbols, celebrations, and language (in the text, illustrations, and photographs) only when appropriate to the subject matter.
- Ensure that any appropriate references to religious groups are accurate and authentic within the setting and/or period of history presented.

Role Models

- · Avoid sex bias; stereotyping of male and female roles.
- Portray husbands and wives as partners in homemaking and family management
- As much as possible avoid choice of living persons as role models, except for persons of exceptional and acknowledged accomplishment or virtue regardless of their racial, ethnic, or cultural origin or affiliation.
- · Refrain from glorifying or unduly extolling persons and their accomplishments.
- · Present a balanced picture of roles of workers and managers.
- Show good role models of public servants such as police officers, soldiers, and government officials instead of caricaturing or ridiculing them.
- · Show workers who contribute to Philippine development.

Gender

- Avoid sexist language, bias, and stereotyping of males and females as to professions, occupations, contributions to society, and home and family roles and behaviours.
- Do not differentiate either explicitly or implicitly between the capability of males and females to contribute to the political, economic, or social well-being of Philippine society or the world.
- Maintain balance in treatment of gender roles, occupations, and contributions in the text and illustrations.

Population

• Promote responsible parenthood and shared decision-making in various areas of home life (e.g., family planning, family financing, education of the children, etc.)

Health and Safety

- Promote physical and mental well-being of males and females, children and adults.
- · Discourage use of tobacco, alcohol, narcotics, and restricted drugs.
- Avoid depicting enjoyment of junk food.
- Promote health and safety standards and precautions.

Environment

- Portray efforts to conserve the country's natural resources and protect the quality of the environment.
- Promote personal and community involvement in environmental management for sustainable development.

Others

- Avoid commercial brand names and corporate logos.
- Encourage humane treatment of animals and respect for life of all kinds (including plants).

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