



COLLEGE OF MASS COMMUNICATION

KOLEHIYO ng KOMUNIKASYONG PANGMADLA

Location: Plaridel Hall, Ylanan Road, University of the Philippines, Diliman, Quezon City, 1101 Philippines
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On 19 June 1965 Republic Act No. 4379 was passed providing for the establishment of the University of the Philippines Institute of Mass Communication (UP IMC). Dr. Gloria D. Feliciano was appointed Director, and later Dean, of the Institute. UP IMC was formally established as a non-academic unit on 23 August 1966 offering Journalism courses leading to the AB Journalism degree.

In School Year (SY) 1966-67, the AB Broadcast Communication and the MA programs were instituted. It was also in May 1967 that the Institute graduated its first batch of students consisting of nine (9) AB Journalism majors.

By 09 September 1969, the Institute had transferred from the College of Arts and Sciences to Plaridel Hall.

The third undergraduate program of IMC, AB Communication Research, was instituted on 07 April 1975. Seven years later, in SY 1982-83, the PhD in Communication program was instituted. It was also during this time that the merging of the three undergraduate programs into one BA in Communication program with major in any of the three old programs (Journalism, Broadcast Communication, Communication Research) was undertaken. Likewise the three Master of Arts programs were merged into one MA in Communication program and students could major in Broadcast Communication, Journalism, or Communication Research.

In SY 1984-85, the Film and Audiovisual Communication program was added to the Institute's undergraduate course offerings.

The reactivation of the DZUP under the management of the Institute happened on 01 December 1987.

On 28 April 1988, almost 23 years after it was established, the UP IMC was elevated to college status by the UP Board of Regents; and became the UP College of Mass Communication (CMC).

In 2001, the Broadcast Communication and Journalism programs changed the degree name from MA Communication to MA Media Studies to give emphasis to the study of media as a consciousness industry and as a cultural practice. In 2002, the Film Institute introduced Film as a new area of specialization under the MA Media Studies program.

It was also in 2002 that BA Broadcast Communication and BA Journalism were instituted as separate programs. BA Film was also instituted.

On 31 May 2012, the Master of Arts in Journalism was instituted as a separate Master of Arts program. In the same year, on 30 September, the Doctor of Philosophy in Media Studies was instituted as the second offering under the College's graduate program.

With its recent programs, the College of Mass Communication clearly continues to set milestones in the history and development of the scholarly pursuit of understanding media and communication in the lives of Filipinos today.

UP CMC exists primarily to inculcate and foster awareness of the ethical and social significance of, as well as responsibility in, the use of interpersonal and mass media including the press, radio, television, film, and new technological resources.

PROGRAMS OFFERED

UNDERGRADUATE PROGRAMS

Bachelor of Arts in Broadcast Communication

The undergraduate program leading to a BA in Broadcast Communication recognized by the Commission on Higher Education (CHED) as a Center of Excellence in Broadcasting seeks to provide students with the requisite training to become future broadcast practitioners who are competent, critical, and responsible. At the same time, graduates are enabled to adapt to the changing broadcast landscape in terms of new technologies, new modes of production, distribution, and exhibition of broadcast products.

The CHED uses the Broadcast Communication curriculum as the standard for other broadcast academic programs in the country.

The Broadcast Communication Department has also been active in spearheading alternative terrestrial broadcasting models as well as broadcasting over the Internet through the radio station DZUP 1602 AM and through UPTV Online.

Bachelor of Arts in Communication Research

Being a CHED Center of Excellence in Communication, the program is a showcase of tertiary education in the fields of media and communication in the country. It seeks to develop scholarship, skills, and proficiency among its students by teaching and conducting communication research and by grounding these with practical experience through fieldwork and internship.

The program ensures that its graduates are equipped to contribute to the practice of social research in the academe, in the communication and media industries, and in governmental and non-governmental sectors.

Bachelor of Arts in Film

The Film program aims to contribute to the development of a genuinely Filipino national cinema by producing graduates with a well-rounded liberal arts education as well as creative and technical skills and social responsibility. It is designed to encompass all aspects of film.

The UP Film Institute is the product of the integration of two film institutions in the University in 2003 – the College's Film Department and the UP Film Center. To this day, it is the sole academic body in the country that has full institutional membership in CILECT (The International Association of Film and Television Schools).

Bachelor of Arts in Journalism

The Journalism program, the oldest in the college, gives students a strong grounding in the arts and sciences and equips them with skills currently required by the profession.

Students are trained to be socially responsible and critical professionals – aware of the power and the responsibilities of the

press, committed to defend press freedom, and living up to the highest professional and ethical standards.

The Department of Journalism has pioneered several journalism courses like Journalism Ethics, Environmental Reporting, Business Reporting, Online Journalism, and Investigative Journalism. Its curriculum, comparable to many journalism programs abroad, is used as a pattern by the Commission on Higher Education (CHED) in its design for journalism programs. CHED named the Journalism program a Center of Excellence in Journalism for the 1999-2000 and March 2013-May 2014 terms.

GRADUATE PROGRAMS

Master of Arts in Communication

The program provides a comprehensive and innovative advancement of communication as an academic discipline and professional field of study. It seeks to develop critical inquiry and high-level research by striking a balance between communication research theory and practice.

The MA in Communication grounds the fostering of awareness and responsibility in communication and its application in other disciplines.

Master of Arts in Journalism

Formerly known as MA Media Studies (Journalism), the MA Journalism program is focused on how news gathering, writing, and development shape the socio-economic-cultural-political consciousness of the people and how these forces, in turn, shape journalism.

Master of Arts in Media Studies (Broadcast)

Media Studies is an area of intellectual discourse that produces knowledge about the vast array of evolving global and local technologies, economies, and powers that affect the way people communicate. The MA Media Studies (Broadcast) program is focused on how the broadcast media affect the socio-economic-cultural-political life of the people and how these forces in turn shape the media.

Master of Arts in Media Studies (Film)

The MA Media Studies (Film) program acknowledges the extensive impact of Film and its immense popular appeal. The program provides scholars with a means of closely inspecting and evaluating film as a complex social, cultural, and industrial phenomenon. It also focuses on the study of film vis-à-vis the increasingly urgent issues of globalization and new media technologies. It seeks to instill increased professionalization in Philippine film practice and upgrade local film scholarship.

The program's courses operate on the principle of praxis, wherein theory courses are tempered by the possibilities of real-life applications, and production courses draw from and return to philosophical issues in the conception and evaluation of projects.

Doctor of Philosophy in Communication

The Doctor of Philosophy (PhD) in Communication program aims to provide advanced graduate training in theory, research, policy, planning, and management which would enable qualified students to carry out independent research in communications and related disciplines and to pursue careers in academic, government, and private communication media agencies and communication-related institutions. It offers a platform to attain distinction in the field of communication for professionals in the communication discipline and related fields.

Doctor of Philosophy in Media Studies

The Doctor of Philosophy (PhD) in Media Studies aims to produce new critical knowledge about the media through an emphasis on theorizing about media and culture. The program is designed to produce media teachers and critics who will raise the level of understanding of the part of the media in contemporary lives. By acquiring and producing new knowledge about the media through the program, these teachers and scholars will provoke critical discussions and discourses about the media in their particular locations, be they the academic milieu or the arena of media practice.

ADMISSION POLICIES/REQUIREMENTS**UNDERGRADUATE**

The College offers programs leading to the degrees of Bachelor of Arts in Broadcast Communication, Communication Research, Film, and Journalism. The CMC Departments of Broadcast Communication, Journalism, and Communication Research are designated as Commission of Higher Education (CHED) Centers of Excellence.

The BA programs admit freshman students who qualify through the UP College Admission Test (UPCAT).

Applicants from other schools must satisfy all entrance requirements of the University (see Academic Information Section). In addition, they must have a general weighted average (GWA) of 1.75 or better and pass an essay examination and interview, if applying for admission to the BA Broadcast Communication program, BA Communication Research program, BA Film program, and BA Journalism program.

Students from other units of the University, as well as those from other UP autonomous units, who have completed 30 units of academic courses in the first two semesters may apply for transfer. They must: 1) have a minimum general weighted average or curriculum weighted average (GWA/CWA) of 2.00 in these courses and pass the essay examination and interview, if applying for admission to the BA Broadcast Communication and BA Communication Research programs; 2) have a minimum GWA/CWA of 2.25 in these courses and pass the essay examination and interview, if applying for admission to the BA Film and BA Journalism programs.

Application for admission from other UP System autonomous units as well as from other colleges and universities is open for first semester admission only. Application for shiftees from other UP Diliman units

is open for first and second semester admission, except for the BA Broadcast Communication program, which is only open during the first semester of every academic year.

GRADUATE

The College offers graduate studies leading to the degrees of Master of Arts in Media Studies with specialization in Broadcast and Film, Master of Arts in Journalism, Master of Arts in Communication, Doctor of Philosophy in Communication, and Doctor of Philosophy in Media Studies.

Admission to any of the above-mentioned graduate programs is guided by the University's General Rules for Graduate Programs in U.P. Diliman and the College's Guidelines for Master's Degree Programs and Guidelines for Doctoral Programs.

Master's Programs

An applicant to the MA Media Studies (Broadcast) program must have obtained an average of 2.00 or better from his/her Bachelor's degree. An applicant to the MA Media Studies (Film) program must have an average of 2.25 or better from his/her Bachelor's degree. An applicant to the MA Communication program must have a GWA of 2.00 or better from his/her Bachelor's degree.

An applicant to the MA Journalism program must comply with the GWA required stated in the General Rules for Graduate Programs in UP Diliman, which is 2.00 or better. He/She must have either a Bachelor's degree in Journalism or media-related field and have at least two (2) years experience as a practicing journalist.

The applicant in any of the programs should exemplify a very high degree of accomplishment in the desired field of study, must pass the interview conducted by a distinguished faculty panel, and must pass the written admission examination to be administered by a faculty committee from each program.

An applicant from countries outside of the Philippines must show proof of proficiency in English and/or Filipino. However, if the College's department/institute (where the program is administered) so requires, an applicant must show proof of proficiency in both English and Filipino.

Foreign applicants who obtained their Master's degree abroad must show proof that they passed the standard Test of English as a Foreign Language (TOEFL) with a minimum score of 500 or 250 in the computer-based TOEFL.

An applicant admitted to the MA Media Studies (Broadcast) program who does not have either a Bachelor's degree or work experience in Broadcast is required to take the graduate courses Broadcast 206 (Comparative Laws and Policies in Broadcast Media) and Broadcast 210 (The Producer and the Creative Process) prior to enrollment in major courses. However, he/she may take cognates or electives together with the aforementioned required subjects.

An applicant admitted to the MA Media Studies (Film) program who does not have a background in film is required to take the undergraduate

courses Film 102 (History of Philippine Cinema), Film 110 (Basic Photography), and Film 131 (Narrative Film) prior to enrollment in major courses. However, one or more of these undergraduate courses may be waived if the applicant has both practical experience and a Bachelor's degree in a related field, such as Communication.

Doctoral Programs

The PhD Communication program aims to provide advanced graduate training in theory, research, policy, planning, and management which would enable qualified students to carry out independent research in the discipline and to pursue careers in academic, government, and private communication media agencies and communication-related institutions.

The PhD in Media Studies program offers courses that are more advanced than the MA Media Studies program to produce new critical knowledge through an emphasis on theorizing about media and culture. This program aims to produce media teachers and critics who will raise the level of understanding of the part of the media in contemporary lives.

An applicant to the College's PhD programs must have a Master of Arts degree from a recognized institution of higher learning.

A general weighted average of 1.75 or higher in the Master's studies is required of the PhD applicants.

The applicant should exemplify a very high degree of accomplishment in the desired field of study and must pass a series of in-depth interviews to be conducted by a distinguished panel of PhD faculty of the College. Moreover, the applicant must pass a written admission examination to be administered by the PhD faculty committee to be constituted by the Dean.

An applicant must show proof of proficiency in English and/or Filipino as determined by the Graduate Studies PhD Admissions Committee. However, if the Department/Institute so requires, an applicant must show proof of proficiency in both English and Filipino.

Foreign applicants who obtained their Master's degree abroad must show proof that they passed the standard Test of English as a Foreign Language (TOEFL) with a minimum score of 500 or 250 in the computer-based TOEFL.

An applicant admitted to the PhD programs whose Master of Arts degree was not received from the College is required to take the courses Communication 230 (Concepts and Issues in Communication Theory) and Communication 210 (Approaches in Communication Research) prior to enrollment in major courses. An applicant who does not have a background in Communication is likewise required to take the aforementioned prerequisite courses.

Foreign applicants admitted into the PhD programs who obtained their Master of Arts degree abroad are required to take six (6) units of Filipino language courses as an additional requirement to be taken during the

first year of enrollment or they must show proof of proficiency in the Filipino language.

PRIVATE SCHOLARSHIPS

GMA Network Scholarship

The GMA Network Scholarship Program provides financial assistance for the education of poor yet deserving students. It aims to promote academic excellence.

The Scholarship Program is open to University of the Philippines (Diliman) graduating students in the fields of Broadcast Communication and Journalism. One (1) scholar for each field shall be granted the scholarship. The scholarship grant covers the following fees:

Tuition
Laboratory fee
Miscellaneous expenses
Allowances

CMC Alumni Scholarship

The UP College of Mass Communication Alumni Association provides financial assistance for the education of poor yet deserving students. It aims to promote academic excellence.

The Scholarship Program is open to University of the Philippines (Diliman) students in the fields of Broadcast Communication, Journalism, Communication Research, Film and Audio Visual Communication. One (1) scholar for each field shall be granted the scholarship. The scholarship grant covers tuition.

Philippine Daily Inquirer Scholarship

The Philippine Daily Inquirer Scholarship Program provides financial assistance for the education of poor yet deserving students. It aims to promote academic excellence.

The Scholarship Program is open to University of the Philippines (Diliman) incoming third year students in the field of Journalism. The scholarship grant covers the following fees:

- Tuition and other miscellaneous fees
- Monthly stipend
- Book allowance

Loren Legarda Scholarship

The Loren Legarda Scholarship Program provides financial assistance for the education of poor yet deserving students. It aims to promote academic excellence. The program offers a P5,000 educational grant per semester to students who will qualify for the scholarship program.

CIBAC Educational Assistance

The CIBAC Educational Assistance Program provides financial assistance for the education of poor yet deserving students. It is open to College of Mass Communication students.

The program offers P2,500 per student every semester.

Magdalo Foundation Scholarship

The Magdalo Foundation Scholarship Program offers financial assistance to poor yet deserving regular graduating students. The scholarship offers an education grant of P5,000 per student every year.

BACHELOR OF ARTS IN BROADCAST COMMUNICATION			
144 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 04 June 2012			
F I R S T Y E A R			
1st Semester 15 units		2nd Semester 15 units	
GE (AH 1) ¹ Eng 10	3	GE (AH 3) Comm 3	3
GE (AH 2) ¹ Free Choice	3	GE (MST 2) Free Choice	3
GE (MST 1) Math 2	3	GE (SSP 3) Philo 1	3
GE (SSP 1) Free Choice	3	BC 100	3
GE (SSP 2) ² Kas 1*	3	Comm 100	3
PE	(2)	PE	(2)
S E C O N D Y E A R			
1st Semester 18 units		2nd Semester 18 units	
GE (AH 4) Fil 40*	3	GE (AH 5) Free Choice	3
GE (MST 3) Free Choice	3	GE (MST 4) Free Choice	3
GE (SSP 4) Free Choice	3	GE (SSP 5) Free Choice	3
BC 102	6	BC 104 (BC 100)	6
Comm 110 (C 100/COI)	3	Comm 130 (C 100)	3
PE	(2)	PE	(2)
NSTP	(3)	NSTP	(3)
T H I R D Y E A R			
1st Semester 21 units		2nd Semester 21 units	
GE (MST 5) STS	3	BC 181 or BC 182 (C 130)	3
BC 180 (C 130)	3	BC Elective ³	3
BC Elective ³	3	BC Elective ³	3
Comm 140 (C 130, JS, 3u PH)	3	Free Elective ⁵	3
Foreign Lang Elective	3	Foreign Lang Elective	3
Non-CMC Elective ⁴	3	Non-CMC Elective ⁴	3
Pol Sci 14	3	Non-CMC Elective ⁴	3
F O U R T H Y E A R			
1st Semester 18 units		2nd Semester 18 units	
BC 198 (SS)	3	BC 192 (C 110, SS)	3
BC 199 (BC 180, 181 or 182)	3	BC 200 (BC 199)	3
BC Elective	3	BC Elective	3
Comm 120 (C 100/COI)	3	BC Elective	3
Non-CMC Elective	3	Free Elective	3
PI 100 (SS)	3	Free Elective	3

¹In written communication skills.
²The required six (6) units of GE courses in Philippine Studies are fulfilled by Fil 40 and Kas 1.
³BC electives include BC 110, 112, 114, 116, 118, 120, 122, 123, 124, 126, 128, 132, 134, 140, 141, 142, 144, 146, 148,160, 162, 164, 170, 172, 174, 196, and 197. BC 181 and 182 may also be taken as an elective.
⁴Non-CMC electives are any subjects from the Social Sciences and Philosophy, Arts and Humanities, and Math, Science and Technology clusters/domains with course number 100 or higher offered by UP units other than the College of Mass Communication that the student is qualified to enrol in.
⁵Free electives are any subjects from the Social Sciences and Philosophy, Arts and Humanities, and Math, Science and Technology clusters/domains with course number 100 or higher offered by UP units including the College of Mass Communication that the student is qualified to enrol in.
* Kas 1 and Fil 40 satisfy the 6-unit Philippine Studies requirement
Note: As a requirement for graduation, all students must take six (6) units in one of the National Service Training Program (NSTP) components: Civic Welfare Training Service (CWTS), Literacy Training Service (LTS), and Reserved Officer's Training Corps Military Science (ROTC Mil Sci). These are offered by UPD.

BACHELOR OF ARTS IN COMMUNICATION RESEARCH			
141 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 04 June 2012			
F I R S T Y E A R			
1st Semester 15 units		2nd Semester 15 units	
GE (AH 1) ¹ Eng 10	3	GE (AH 3) Comm 3	3
GE (AH 2) ¹ Free Choice	3	GE (SSP 3) Philo 1	3
GE (MST 1) Math 1	3	Math 11	3
GE (SSP 1) Free Choice	3	Comm 100	3
GE (SSP 2) ² Kas 1*	3	POLSC 14	3
PE	(2)	PE	(2)
S E C O N D Y E A R			
1st Semester 18 units		2nd Semester 18 units	
GE (AH 4) Fil 40*	3	GE (AH 5) Free Choice	3
GE (MST 2) Free Choice	3	GE (MST 3) Free Choice	3
GE (SSP 4) Free Choice	3	GE (SSP 5) Free Choice	3
Comm 130 (C 100)	3	Comm Res 110 (C Res 10; Co-req C Res 115)	3
Comm Res 101 (C140 co-req)	3	Comm Res 115 (C Res 101)	3
J101	3	Comm Res 125 (C Res 101)	3
PE	(2)	PE	(2)
NSTP	(3)	NSTP	(3)
T H I R D Y E A R			
1st Semester 18 units		2nd Semester 18 units	
GE (MST 4) Free Choice	3	GE (MST 5) STS	3
BC 100	3	Comm 140 (C 130, JS, 3u PH)	3
Comm 120 (C 100/COI)	3	Comm Res 165 (C Res 120 and 130)	3
Comm Res 120 (C Res 115)	3	Comm Res Elective ²	3
Comm Res 130 (C Res 110)	3	Language Elective ³	3
Comm Res Elective	3	Non-CMC Elective ⁴	3
S U M M E R			
3 units			
Comm Res 160 (C Res 120 and 130)	3		
F O U R T H Y E A R			
1st Semester 18 units		2nd Semester 18 units	
Comm 110 (C 100/COI)	3	Comm Res 200 (C Res 199)	3
Comm Res 199 (C Res 165)	3	Comm Res Elective ²	3
Comm Res Elective ²	3	Comm Res Elective ²	3
Language Elective ³	3	Film 100	3
Non-CMC Elective ⁴	3	Non-CMC Elective ⁴	3
PI 100 (SS)	3	Non-CMC Elective ⁴	3

¹In written communication skills.

²The required six (6) units of GE courses in Philippine Studies are fulfilled by Fil 40 and Kas 1.

³Comm Res electives include Comm Res 170,175, 180, 190, 195, 197. ⁴Language electives are any foreign language subjects, except English.

⁵Non-CMC electives are Social Sciences, Humanities, Management and Economics subjects with course number 100 or higher offered by other UP unit. Items in parentheses are prerequisites.

* Kas 1 and Fil 40 satisfy the 6-unit Philippine Studies requirement
Note: As a requirement for graduation, all students must take six (6) units in one of the National Service Training Program (NSTP) components: Civic Welfare Training Service (CWTS), Literacy Training Service (LTS), and Reserved Officer's Training Corps Military Science (ROTC Mil Sci). These are offered by UPD.

BACHELOR OF ARTS IN FILM			
147 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 04 June 2012			
F I R S T Y E A R			
1st Semester 15 units		2nd Semester 15 units	
GE (AH 1) ¹ Eng 10	3	GE (AH 3) ¹ Free Choice	3
GE (AH 2) Comm 3	3	GE (MST 3) Free Choice	3
GE (MST 1) Math 2	3	GE (SSP 2) Philo 1	3
GE (MST 2) Free Choice	3	Film 100	3
GE (SSP 2) ² Kas 1*	3	Film 110	3
PE	(2)	PE	(2)
S E C O N D Y E A R			
1st Semester 18 units		2nd Semester 18 units	
GE (AH 4) Fil 40*	3	GE (AH 5) Free Choice	3
GE (MST 4) Free Choice	3	GE (SSP 4) Free Choice	3
GE (SSP 3) Free Choice	3	GE (SSP 5) Free Choice	3
Comm 100	3	Comm 130 (Comm 100)	3
Film 102	3	Film 103 (Film 100)	3
Film 131 (Film 100, Film 110)	3	Film 151 (Film 131)	3
PE	(2)	PE	(2)
NSTP	(3)	NSTP	(3)
T H I R D Y E A R			
1st Semester 21 units		2nd Semester 21 units	
GE (MST 5) STS	3	Comm 120 (C 100, JS)	3
Comm 140	3	Comm Res 101 (C 130)	3
Film 132 (Film 131)	3	Film 133 (Film 131)	3
Film 135 (Film 100)	3	Film 154 (Film 153)	3
Film 153 (Film 131)	3	Film 157 (Film 131)	3
Film 156 (Film 131)	3	Film 158 (Film 153)	3
Film Elective ³	3	Non-CMC Elective ⁵	3
F O U R T H Y E A R			
1st Semester 18 units		2nd Semester 18 units	
CMC Elective ⁶	3	Comm 110 (Comm 100)	3
Film 159 (Film 154)	3	CMC Elective ⁶	3
Film 171 (Film 100)	3	Film 200 (Film 199)	3
Film 199 (Comm Res 101, SS)	3	Film Elective ³	3
Language Elective ⁴	3	Language Elective ⁴	3
Non-CMC Elective ⁵	3	PI 100 (SS)	3

BACHELOR OF ARTS IN FILM 147 units	
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 04 June 2012	
S U M M E R	
3 units	
Film 198	3
¹ In written communication skills.	
² The required six (6) units of GE courses in Philippines are fulfilled by Fil 40 and Kas 1.	
³ Film electives include Film 101, Film 106, Film 112, Film 130, Film 134, Film 152, Film 175, Film 176, Film 177, Film 178, Film 180 and Film 197.	
⁴ Language electives are any foreign language subjects, except English.	
⁵ Non-CMC electives are subjects with course number 100 or higher offered in the College of Arts and Letters, the College of Fine Arts, and the College of Social Sciences and Philosophy. Subjects to be enrolled in must be approved by the adviser.	
⁶ CMC electives include BC 100, Comm Res 125 and J 101.	
Note: As a requirement for graduation, all students are required to take six units in one of the NSTP components. R.O.T.C. and Civic Welfare Training Service are offered by UPD.	
* Kas 1 and Fil 40 satisfy the 6-unit Philippine Studies requirement	
Note: As a requirement for graduation, all students must take six (6) units in one of the National Service Training Program (NSTP) components: Civic Welfare Training Service (CWTS), Literacy Training Service (LTS), and Reserved Officer's Training Corps Military Science (ROTC Mil Sci). These are offered by UPD.	

BACHELOR OF ARTS IN JOURNALISM 147 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 04 June 2012			
F I R S T Y E A R			
1st Semester 15 units		2nd Semester 15 units	
GE (AH 1) Eng 10	3	GE (AH 2) Free Choice	3
GE (MST 1) Math 1	3	GE (MST 3) Free Choice	3
GE (MST 2) Free Choice	3	GE (SSP 3) Free Choice	3
GE (SSP 1) Philo 1	3	GE (SSP 4) Free Choice	3
GE (SSP 1) Kas 1*	3	J 100	3
PE	(2)	PE	(2)
NSTP	(3)	NSTP	(3)
S E C O N D Y E A R			
1st Semester 18 units		2nd Semester 18 units	
GE (AH 3) Comm 3	3	GE (AH 5) Free Choice	3
GE (AH 4) Fil 40*	3	J 102	3
GE (MST 4) Free Choice	3	BC 100	3
GE (SSP 5) Free Choice	3	Film 100	3
J 101 ²	3	Comm 130	3
Comm 100	3	POLSC 14	3
T H I R D Y E A R			
1st Semester 21 units		2nd Semester 21 units	
J 110	3	J 121	3
J Elective	3	J Elective	3
J Elective	3	J Elective	3
Comm 120	3	J Elective	3
Comm 140	3	CMC Elective ³	3
Econ 100.1	3	Comm Res 101	3
Non-CMC Elective ⁴	3	Non-CMC Elective ⁴	3
S U M M E R			
3 units			
J 198			3

BACHELOR OF ARTS IN JOURNALISM 147 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 04 June 2012			
F O U R T H Y E A R			
1st Semester 18 units		2nd Semester 18 units	
J 122	3	GE (MST 5) STS	3
J 196	3	J 200	3
J 199	3	CMC Elective ³	3
PI 100	3	Non-CMC Elective ⁴	3
Non-CMC Elective ⁴	3	Non-CMC Elective ⁴	3
Non-CMC Elective ⁴	3	Non-CMC Elective ⁴	3

¹*in written communication skills*

²*Any Communication or Komunikasyon course and any course in Philippine History*

³*CMC Electives are any Broadcast, Communication Research, or Film subjects that the student is qualified to enroll in*

⁴*Non-CMC Electives are subjects in any discipline with course number 100 or higher offered by other UP units.*

** Kas 1 and Fil 40 satisfy the 6-unit Philippine Studies requirement*

Note: As a requirement for graduation, all students must take six (6) units in one of the National Service Training Program (NSTP) components: Civic Welfare Training Service (CWTS), Literacy Training Service (LTS), and Reserved Officer's Training Corps Military Science (ROTC Mil Sci). These are offered by UPD.

MASTER OF ARTS IN COMMUNICATION 36 units			
APPROVAL 124th UPD UC : 19 November 2012 President AEPascual : 29 November 2012			
F I R S T Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Comm 201	3	Comm Elective	3
Comm 230	3	Comm Elective	3
Comm 210	3	Comm Elective	3
Free Elective	3	Free Elective	3

S E C O N D Y E A R			
1st Semester 6 units		2nd Semester	
Comm 299	3	Candidacy Examination	
Comm Elective	3		

T H I R D Y E A R			
1st Semester 6 units			
Comm 300	6		

Notes:

- Comm electives are courses offered in the Department other than the core courses indicated in the curriculum. Free electives include CMC courses outside of Communication, as well as Humanities and Social Sciences Course.*
- The students track will be identified in consultation with the program adviser.*

MASTER OF ARTS IN JOURNALISM			
39 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 31 May 2012			
F I R S T Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Media 210	3	Media 230	3
Media 220	3	Media 240	3
J 201	3	Journ Elec 1	3
J 202	3	Free Elective 1	3
S E C O N D Y E A R			
1st Semester 9 units		2nd Semester 6 units	
Journ Elective 2	3	J 300 (Thesis)	6
Journ Elective 3	3		
Free Elective	3		
<i>Required Journalism and Media Courses are the following: J 201 (The Philippine Press), J 202 (Advanced Reporting), Media 210 (Media Theory), Media 220 (Media Literacy), Media 230 (Media Ethics), Media 240 (Media Research)</i>			
<i>Electives: J 203 (Seminar in the Community Newspaper), J 207 (Newsroom Management), J 208 (Scholastic Journalism), J 212 (Writing on Cultural Events), J 213 (Investigative Journalism), J 216 (Specialized Reporting), J 217 (Online News Production), J 240 (Seminar on the Press), J 250 (The Western Media), J 260 (Newspaper Management), J 270 (Problems and Development in the Law of the Mass Media), J 298 (Special Projects)</i>			

MASTER OF ARTS IN MEDIA STUDIES (BROADCAST)			
42 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 31 May 2012			
F I R S T Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Media 210	3	Media 230	3
Media 220	3	B Course 2	3
B 201	3	B Course 3	3
B Course 1	3	Free Elective 1	3
S E C O N D Y E A R			
1st Semester 12 units		2nd Semester 6 units	
Media 240	3	Media 300	6
B Course 4	3		
Free Elective 2	3		
Free Elective 3	3		
Comprehensive Examination			
<i>Notes: 1) Free Elective is any graduate course which may be taken in any department/institute of CMC and in other colleges of the university. 2) B 206 (Comparative Laws and Policies in Broadcast Media) and B 210 (The Producer and the Creative Process) are required Admission courses for those without broadcasting background. A student cannot take higher Broadcast courses without first passing these additional courses. However, s/he may take Media Studies courses and Free Electives (except Broadcast courses) together with the aforementioned courses.</i>			

MASTER OF ARTS IN MEDIA STUDIES (FILM) 39 units			
APPROVAL 120th Special UPD UC : 02 April 2012 President AEPascual : 31 May 2012			
F I R S T Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Media 210	3	Media 230	3
Media 220	3	Media 250	3
Film 201	3	Film 220	3
Free Elective 1	3	Film 270	3
S E C O N D Y E A R			
1st Semester 9 units		2nd Semester 6 units	
Film 230	3	Media 300	6
Film 299	3		
Film Elective	3		
<p>1. Students who are not a graduate of BA Film are required to take Film 110 (Basic B and W Photography), Film 102 (History of Philippine Cinema), and Film 131 (Narrative Film).</p> <p>2. Required Media Courses are the following: Media 210 (Media Theory), Media 230 (Media Ethics), Media 220 (Media Literacy), and Media 250 (Political Economy of Media).</p>			

DOCTOR OF PHILOSOPHY in COMMUNICATION 48 units			
APPROVAL 117th UPD UC : 11 April 2011 President AEPascual : 06 June 2011			
F I R S T Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Comm 301	3	Comm 306	3
CMC Elective	3	Comm 307	3
CMC Elective	3	CMC Elective	3
Cognate (Hum/Soc Sci)	3	Cognate (Hum/Soc Sci)	3
S E C O N D Y E A R			
1st Semester 12 units		2nd Semester 12 units	
CMC Elective	3	Comm 400	12
CMC Elective	3		
CMC Elective	3		
Cognate (Hum/Soc Sci)	3		

DOCTOR OF PHILOSOPHY IN MEDIA STUDIES 48 units			
APPROVAL 122nd UPD UC : 09 July 2012 BOR : 20 September 2012			
F I R S T Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Media 301	3	Media 399	3
Media 302	3	Media**	3
Non-CMC Elective*	3	Non-CMC Elective	3
CMC Elective	3	CMC Elective	3
		Qualifying Examination	
S E C O N D Y E A R			
1st Semester 12 units		2nd Semester 12 units	
Media**	3	Media 400	12
Media**	3		
Media**	3		
Non-CMC Elective*	3		
Candidacy Examination			
* Master's level courses may be allowed provided there is no Ph.D. counterpart.			
** Students shall choose from the following: Media 303, Media 304, Media 321, Media 331, Media 332, and Media 397. Media 397 may be taken more than once provided the topics are different			

COURSE OFFERINGS

UNDERGRADUATE (Common Courses)

Communication (Comm)

- 100 Introduction to Communication and Media.** The overview and historical development of communication and media in the world and in the Philippines. Prereq: 6 u. written communication skills. 3 u.
- 108 Printing Techniques.** Principles and practice of printing techniques. Prereq: JS. 3 u.
- 110 Communication and Media Ethics.** Codes of ethical conduct in the practice of communication and media. Prereq: Comm 100/COI. 3 u.
- 120 Laws on Communication and Media.** Statutes dealing with communication and media and their operations and legal issues relating to freedom of the press and freedom of expression. Prereq: Comm 100/COI. 3 u.
- 130 Communication and Media Theories.** The communication process and the development of communication and media theories. Prereq: Comm 100. 3 u.
- 140 Media and Society.** A critical analysis of how media shape and are shaped by the structures of Philippine and global society. Prereq: Comm 130, JS, 3 u. of Philippine history. 3 u.
- 150 Internet Communication Studies.** The social, political, and ethical issues of the Internet as a communication phenomenon. Prereq: SS. 3 h. (.5 lec, 2.5 lab). 3 u.
- 160 Integrated Marketing Communication for Alternative Media.** The study of the basic principles and processes of integrated marketing communication to promote alternative media. Prereq: SYS^a. 3 u.

UNDERGRADUATE

Broadcast Journalism (BJ)

- 101 Introduction to Broadcast Journalism.** Introduction to news for radio, television, and new media. Prereq: SYS . 3 h. (.5 lec, 2.5 lab) 3 u.
- 110 Radio News Production.** Writing, editing, packaging, and casting the news for radio and new media. Prereq: BJ 101/J 101. 3 h. (.5 lec, 2.5 lab) 3 u.

^aA student is considered a sophomore if he/she has already earned 33 units

120 Television News Production. Writing, editing, packaging, and casting the news for television and new media. Prereq: BJ 101/J 101. 3 h. (.5 lec, 2.5 lab) 3 u.

170 Broadcast Newsroom Management. Concepts and practices in the management of broadcast newsroom operation. Prereq: BJ 110/BJ 120. 3 h. (.5 lec, 2.5 lab) 3 u.

GRADUATE (Common Courses)

Media Studies (Media)

210 Media Theory. Theoretical foundations of media studies. 3 u.

220 Media Literacy. Critical studies of content, structures, production, and distribution of media texts. 3 u.

230 Media Ethics. Ethical practices and legal standards in free media. 3 u.

240 Media Research. Prereq: COI. 3 u.

250 Political Economy of Media. Dynamics of ownership and control of media. 3 u.

260 Media, Gender and Sexuality. The role of media in the construction of gender and sexuality. 3 u.

280 Contemporary Issues in Media. 3 u.; May be taken thrice so long as the issues/themes addressed in each seminar are different.

300 Thesis. 6 u.

DEPARTMENT OF BROADCAST COMMUNICATION

GENERAL EDUCATION COURSE

Broadcast Communication (BC)

10^a Radio and Television: On-Air/Off-Air. Understanding the dynamics of broadcasting. 3 u.(not allowed for BC majors)

UNDERGRADUATE

Broadcast Communication (BC)

100 Introduction to Broadcasting. Key aspects, history, and development of the broadcast media. Prereq: SYS. 3 h. (2.5 lec, .5 lab) 3 u.

102 Introduction to Radio and Related Media. Theories and Practices in audio production for radio and related media. 6 h. (1 lec, 4 lab, 1 fieldwork) 6 u.

104 Introduction to Television and Related Media. Theories and practices in audio-visual production for television and related media. Prereq: BC 102. 6 h. (1 lec, 4 lab, 1 fieldwork) 6 u.

110 Writing Non-Dramatic Entertainment Materials for Radio and Related Media. Principles and techniques in writing non-dramatic materials for radio and related media. Prereq: BC 102. 3 h. (.5 lec, 2 lab,.5 workshop) 3 u.

112 Writing Dramatic Materials for Radio and Related Media. Principles and techniques in writing dramatic materials for radio and related media. Prereq: BC 102. 3 h. (.5 lec, 2 lab, .5 workshop). 3 u.

114 Performance for Radio and Related Media. The development of performance skills for drama and other entertainment programs on radio and related media. Prereq: BC 102. 3 h. (lab) 3 u.

116 Producing Live Radio and Related Media Programs. The principles, procedures and practices in producing live programs for radio and related media. Prereq: BC 102. 3 h. (.5 lec, 2 lab, .5 fieldwork) 3 u.

118 Producing Pre-Recorded Radio and Related Media Programs. The principles, procedures and practices in producing pre-recorded programs for radio and related media. Prereq: BC 102. 3h (.5 lec, 2 lab, .5 fieldwork) 3 u.

120 Writing Non-Dramatic Entertainment Materials for Television and Related Media. Principles and techniques in writing non-dramatic materials for television and related media. Prereq: BC 104. 3 h. (.5 lec, 2 lab, .5 workshop) 3 u.

122 Writing Dramatic Materials for Television and Related Media. Principles and techniques in writing dramatic materials for television and related media. Prereq: BC 104. 3 h. (.5 lec, 2 lab, .5 workshop) 3 u.

123 Writing Comedy for Television and Related Media. Principles and techniques in writing comedy for television and related media. Prereq: BC 104. 3 h. (.5 lec, 2 lab, .5 workshop) 3 u.

124 Performance for Television and Related Media. The development of performance skills for drama and other entertainment programs on television and related media. Prereq: BC 104. 3 h. (lab) 3 u.

126 Producing Live Television and Related Media Programs. The principles, procedures and practices in producing live programs for television and related media. Prereq: BC 104. 3 h. (.5 lec, 2 lab,.5 fieldwork) 3 u.

128 Producing Pre-Recorded Television and Related Media Programs. The principles, procedures and practices in

- producing pre-recorded programs for television and related media. Prereq: BC 104. 3 h. (.5 lec, 2 lab, .5 fieldwork) 3 u.
- 132 Broadcast Documentary.** Conceptualizing and producing documentaries for radio, television, and related media. Prereq: BC 104/COI. 3 h. (.5 lec, 1.5 lab, .5 workshop, .5 fieldwork) 3 u.
- 134 Broadcast Public Affairs and other Public Interest Programs.** Conceptualizing and producing public affairs, public interest and public service programs for radio, television, and related media. Prereq: BC 104/COI. 3 h. (.5 lec, 1.5 lab, .5 workshop, .5 fieldwork) 3 u.
- 140 Sound Design for Broadcast.** Principles and techniques of sound production in radio, television, and related media. Prereq: BC 104. 3 h. (2 lab, .5 workshop, .5 fieldwork). 3 u.
- 141 Music in Broadcasting.** The principles and techniques in the use of music in radio, television, and related media productions. Prereq: BC 104. 3 h. (lab) 3 u.
- 142 Television Production Design.** Elements of production design, principles, techniques and special effects. Prereq: BC 104. 3 u.
- 144 Videography.** The principles and techniques of videography for broadcasting. Prereq: BC 104. 3 h. (2 lab, .5 workshop, .5 fieldwork) 3 u.
- 146 Non-linear Post Production for Video.** Post-production procedures for television and related media.
- 148 Interactive Broadcasting.** The principles and techniques of producing for interactive broadcasting. Prereq: BC 104. 3 h. (2 lab, 1 fieldwork) 3 u.
- 160 Broadcasting and Development.** Issues in broadcasting and development. Prereq: Comm 130. 3 h. (1 lec, 2 lab). 3 u.
- 162 Instructional Broadcasting.** Production of instructional materials for broadcast. Prereq: JS. 3 h. (1 lec, 2 lab). 3 u.
- 164 Advertising and the Broadcast Media.** Issues in advertising and the broadcast media. Prereq: Comm 130. 3h. (.5 lec, 2 lab, .5 fieldwork) 3 u.
- 170 Broadcast Institution Management.** Management principles as applied to broadcast media institutions. Prereq: JS. 3 h. (2 lec, 1 lab) 3 u.
- 172 Programming for Broadcast.** The principles, practices and strategies in programming for radio, television and related media. Prereq: JS. 3 h. (.5 lec, 1.5 lab, .5 workshop, .5 fieldwork) 3 u.
- 174 Broadcast Marketing and Promotion.** Principles of marketing as applied to the promotion of broadcast programs. Prereq: JS. 3 h. (.5 lec, 2 lab, .5 fieldwork) 3 u.
- 180 Political Economy of Broadcasting.** The dynamics of ownership and control of broadcast media. Prereq: Comm 130. 3 h. (.5 lec, 2 lab, .5 fieldwork) 3 u.
- 181 Criticism of Broadcast Texts.** The critical analysis of radio, television and related media texts. Prereq: Comm 130. 3 h. (1 lec, 2 lab) 3 u.
- 182 Broadcast Audience Studies.** Theories and methodologies in broadcast audience research. Prereq: Comm 130. 3 h. (.5 lec, 2 lab, .5 fieldwork) 3 u.
- 192 Broadcast Ethics.** Ethical issues, problems and concerns unique to the broadcast media. Prereq: Comm 110, SS. 3 u.
- 196 Special Topics in Broadcasting.** Prereq: JS. 3 h. (2 lec, 1 lab). 3 u.
- 197 Special Projects in Broadcasting.** Broadcast production work for exhibition under faculty supervision. 3 h. (1 lec, 2 lab) 3 u.
- 198 Internship.** 200 h. 3 u.
- 199 Research in Broadcasting.** Prereq: BC 180, 181/182. 3 h. (2 lec, 1 lab) 3 u.
- 200 Thesis.** Prereq: BC 199. 3 u.
- GRADUATE**
- Broadcast**
- 201 Critical Histories of Broadcast Media.** Critical perspectives on the histories of broadcast media with emphasis on socio political, economic and cultural contexts. 3 u.
- 202 Critical History of Fiction Texts in Philippine Broadcast and Related Media.** A historical survey that explores, examines, and interrogates the contexts, conventions, traditions, themes, and directions of fiction texts such as drama and comedy from the advent of radio and television to contemporary media. 3 u.
- 203 Critical History of Non-Fiction Texts in Philippine Broadcast and Related Media.** A historical survey that explores, examines, and interrogates the contexts, conventions, traditions, themes, and directions of non-fiction texts from the advent of radio and television to contemporary media. 3 u.
- 206 Comparative Laws and Policies in Broadcast Media.** A comparative survey of the systems, laws and state policies

- affecting the broadcast and related media in selected countries, including intellectual property rights.
- 210 The Producer and the Creative Process.** The creative aspects of producing critical broadcast texts including idea generation, writing, directing, acting, videography, and sound and production design. 3 h. (1 h lec, 2 hrs. lab) 3 u.
- 211 The Broadcast Writer.** The creative aspects of writing for various forms of broadcast texts in the age of convergence. Credit: 3 h. (1 h lec, 2 hrs lab) 3 u.
- 212 Broadcast Documentary Production.** The critical examination of conventions and the production of innovative broadcast documentaries. Prereq: COI. 3 h. (1 h lec, 2 hrs lab) 3 u.
- 214 Broadcast Fiction Production.** The critical examination of conventions and the production of innovative broadcast fiction programs. Prereq: COI. 3 h. (1 hr lec, 2 hr lab) 3 u.
- 216 Broadcast Non-Fiction Production.** The critical examination of conventions and the production of innovative broadcast non-fiction programs. Prereq: COI. 3 h. (1 hr lec, 2 hrs lab) 3 u.
- 232 Broadcast and Simulated Realities.** Critical interrogations of broadcast and new media content, video games, and other interactive media as text. Prereq: None. 3 h. (2 hrs lec, 1 hr lab) 3 u.
- 240 Broadcast Criticism.** The application of formalism, content analysis, Marxism, feminism, semiotics, structuralism, narrative theory, poststructuralism, postmodernism, postcolonialism, cultural studies, queer studies and gender studies to criticisms of broadcast texts. Prereq: Media 210 or COI. 3 u.
- 242 Broadcast Audience Studies.** Perspectives and methods in analyzing different conceptualization of audiences: mass audience to specific publics; receivers of messages to readers of text; audience as market to audience as commodity; passive to interactive audiences; patterns of audience consumption to audiences in a situated culture; and listeners and viewers to fans. Prereq: Media 210. 3 u.
- 260 Ethnography and Field Work in Broadcast Research.** A critical survey and examination of the contexts and the presuppositions of approaches to ethnography and field work as methods of broadcast research. 3 h. (.75 h lec, 1 hr lab, 1.25 hrs field work) 3 u.
- 264 Transmedia Narratives in Broadcast Texts and Related Media.** An investigation of the adoption, adaptation, transformation, and appropriation of forms and texts from literature, cybermedia, the visual arts, the performing arts, and related genres to broadcast and transmedia texts. 3 h. (2 hrs lec, 1 hr lab) 3 u.
- 265 Development Discourses in Broadcast and Related Media.** A critical survey and examination of diverse bodies of discourse about development in local and global settings as produced by broadcast and related media. 3 u.
- 270 The Business and Management of the Broadcast Media.** A critical examination of the management of broadcast media as an industry and an enterprise.
- 272 Broadcast Media Programming.** Programming in a world of media convergence. 3 u.
- 297 Special Topics.** (May be taken for a maximum of three times provided the topics are different, and shall be indicated for record purposes). Prereq: COI. 3 u.
- 298 Special Projects.** Prereq: COI. Instructional Format: 3h. (3 hrs lab). 3 u.

DEPARTMENT OF COMMUNICATION RESEARCH

UNDERGRADUATE

Communication Research (Comm Res)

- 101 Introduction to Communication Research.** The nature, concepts, uses, methods and tools of communication research and basic statistics. Prereq/Coreq: Comm 140. 3 u.
- 110 Introduction to Qualitative Research in Communication.** Overview of major paradigms and perspectives in qualitative research. Prereq: Comm Res 101; Coreq: Comm Res 115. 3 u.
- 115 Quantitative Analysis in Communication Research.** The use of statistics in the analysis of communication research data. Prereq: Comm Res 115. 3 u.
- 125 Introduction to Computer Technology.** Application of computer technology to communication research. Prereq: Comm Res 101. 3 u.
- 130 Qualitative Analysis in Communication Research.** Uses of qualitative analytical tools for communication research. Prereq: Comm Res 110. 3 u.
- 160 Internship.** 200 h. Prereq: Comm Res 120 and Comm Res 130. 3 u.
- 165 Data Interpretation and Reporting.** Principles and techniques of interpreting and reporting research data. Prereq: Comm Res 120, 130. 3 u.
- 170 Fundamentals of Communication Planning.** Basic concepts, models and principles in planning applied to communication. Prereq: Comm Res 110, 115. 3 u.

- 175 Fundamentals of Communication and Management.** Basic management concepts, principles and techniques applied to communication. Prereq/Coreq: Comm Res 110, 115. 3 u.
- 180 Project Development in Communication Research.** Application of basic principles in conceptualizing and developing action projects in communication. Prereq: Comm Res 120, 130. 3 u.
- 190 Mass Media Research Methods.** Current principles, methods and techniques of mass media research. Prereq: Comm Res 120, 130. 3 u.
- 195 Surveys in Communication.** The design, conduct, and analysis of various communication research surveys. Prereq: Comm Res 120, 130. 3 u.
- 197 Special Topics in Communication Research.** Prereq: Comm Res 120, 130. 3 u.
- 199 Research Design.** Principles and techniques for preparing a research proposal. Prereq/Coreq: Comm Res 165. 3 u.
- 200 Thesis.** Prereq: Comm Res 120, 165. 3 u.
- GRADUATE**
- Communication (Comm)**
- 201 Communication, Culture and Society.** Sociocultural and historical developments and contemporary issues in the field of communication. Prereq: COI. 3 u.
- 210 Approaches in Communication Research.** The different aspects of and approaches to communication research. 3 u.
- 211 Quantitative Methods in Communication Research.** Principles and techniques of data gathering, analysis and interpretation in quantitative communication research. Prereq: Comm 210/COI. 3 u.
- 212 Qualitative Methods in Communication Research.** Principles and techniques of data construction and analysis in communication using qualitative methods and approaches. Prereq: Comm 210 or COI. 3 u.
- 221 Seminar on the Folk Media.** The nature and function of the folk media as socialization processes and as channels of communication. Prereq: COI. 2 u.
- 222 Health Communication.** Health communication theory, research and practice. Prereq: Comm 210 or COI. 3 u.
- 224 Science Communication.** The use of media and communication to create public awareness of and appreciation for science and its role in national development. Prereq: Comm 210 or COI. 3 u.
- 225 Strategic Communication.** The strategic application of communication to address societal concerns and achieve organizational objectives. Prereq: Comm 210 or COI. 3 u.
- 226 Organizational Communication Research.** Theory, practice, and methods to analyze communication in public and private organizations. Prereq: Comm 210 or COI. 3 u.
- 230 Concepts and Issues in Communication Theory.** Prereq: Comm 140/COI. 3 u.
- 231 Participatory Communication.** Communication concepts and skills to enhance community involvement. Prereq: Comm 210 or COI. 3 u.
- 232 Issues in Crisis Communication.** Risk, crisis and emergency communication strategies for crisis prevention, management and emergency response. Prereq: Comm 210 or COI. 3 u.
- 233 Communicating Corporate Social Responsibility.** Communication theory in the practice of CSR. Prereq: Comm 210 or COI. 3 u.
- 241 Communication and Socio-Cultural Change.** Communication media, theories, and techniques in effecting social and cultural change. Prereq: Comm 230/COI. 3 u.
- 250 Approaches and Issues in Intercultural Communication.** Theory, strategies and methods in intercultural communication. 3 u.
- 251 Communication and Asian Societies.** Dominant social, political, economic and cultural patterns in Asian life, and the impact of mass communication on these patterns. Prereq: COI. 3 u.
- 270 Research and Communication Technologies.** Information and communication technologies (ICTs); their impact on the communication agenda and their contributions to the continuing development of communication research. Prereq: Comm 230, Comm 210/COI. 3 u.
- 285 Issues in Public Communication.** A survey and critique of communication theory and research concepts as utilized in government, non-government, and corporate institutions. Prereq: Comm 230, Comm 210/COI. 3 u.
- 286 Communication Evaluation.** Principles and techniques of evaluating communication materials, projects and programs. Prereq: Comm 211. 3 u.

- 287 Communication Campaigns.** Designing, implementing and evaluating communication campaigns. Prereq: Comm 230, COI. 3 u.
- 290 Management of Research.** Principles and practice of planning and implementing research projects. Prereq: Comm 210, COI. 3 u.
- 297 Special Topics in Communication Research.** Prereq: Comm 210. 3 u.; may be taken twice; topics to be indicated for records purposes.
- 298 Special Projects.** Prereq: Comm 185/Comm 211, COI. 3 u.
- 299 Communication Research Design.** Research designs and procedures for conducting communication studies. Prereq: Comm 210, Comm 230. 3 u.
- 300 Thesis.** 6 u.
- 301 Communication Theories, Models and Frameworks.** Model building using communication theories and concepts. 3 u.
- 302 Seminar in Cross-Cultural Communication Behavior.** Comparative study of communication behavior of various cultures. 3 u.
- 303 Seminar in Philippine Communication Behavior.** Comparative analysis of communication behavior between and among regional and ethnic groups. 3 u.
- 304 Seminar in Communication and Social Constructions.** The role of communication in evolving the social conventions that define a particular culture, with special emphasis on the Philippines. Prereq: COI. 3 u.
- 305 Data Construction in Communication Research.** The nature, approaches, and methods of data construction, taking into account the researcher's responsibility; with particular attention to the Philippine context. Prereq: Comm 304. 3 u.
- 306 Quantitative Approaches to Communication Research.** The quantitative research process applied to communication. 3 u.
- 307 Qualitative Approaches to Communication.** The qualitative research process applied to communication. 3 u.
- 311 Seminar in Cross-Cultural Research.** Case studies in planning, management and evaluation of crosscultural research with emphasis on developing countries. 3 u.
- 313 Communication Evaluation.** Principles and techniques of evaluating effectiveness and cost-effectiveness of communication materials, projects and programs. 3 u.
- 322 Philippine Communication Environment.** Analysis of the Philippine communication environment with emphasis on the geographical, socio-economic, cultural and political factors influencing communication processes and institutions. 3 u.
- 330 Seminar in Comparative Communication Systems.** 3 u.
- 331 Seminar in Communication Technologies and Social Policies.** 3 u.
- 332 Seminar in Asian Communication Environment.** 3 u.
- 341 Political Communication.** Theory and practice of political communication. 3 u.
- 342 The Press and the Political Process.** Roles and impacts of free and restricted press institutions in various political states. 3 u.
- 343 Communication and Public Opinion.** The role of communication in the formulation, measurement and evaluation of public opinion for policy and planning. 3 u.
- 345 Mass Media, Government and Society.** The dynamics of the relationship between the mass media, government and society. 3 u.
- 353 Health Communication in Mass-Mediated Contexts.** The role of the mass media on the public's health behavior. 3 u.
- 354 Health Communication Campaigns.** The role of communication in public health campaigns. 3 u.
- 361 Public Communication.** Analysis of various public information programs as initiated and applied by government and its agencies. 3 u.
- 363 Communication in Management.** Concepts and techniques of communication as applied to the management of public organizations. 3 u.
- 372 Risk Communication.** Risk in crisis and risk-related communication processes, issues and applications. 3 u.
- 397 Seminar in Contemporary Issues in Communication.** 3 u (may be taken twice, provided that the topics are different).
- 398 Independent Studies.** Prereq: Comm 301, Comm 306 and Comm 307 or COI. 3 u.
- 400 Dissertation.** 12 u.

FILM INSTITUTE

135 Acting. Fundamentals of acting for film. Prereq: Film 100. 3 u.

GENERAL EDUCATION COURSES

151 Scriptwriting I. Principles and techniques of writing narrative and non-narrative films. Prereq: Film 131. 3 u.

Film

152 Scriptwriting II. Writing the full-length screenplay. Prereq: Film 151. 3 u.

10^a Sining Sine. Film as art and social practice. 3 u.

12^a Sine Pinoy. Philippine cinema as art form and cultural product. 3 u.

153 Cinematography. Principles and techniques of cinematography. Prereq: Film 131. 3 u.

UNDERGRADUATE

154 Editing. Theory and practice of editing in film. Prereq: Film 153. 3 u.

Film

156 Production Design. Theory and practice of production design for film. Prereq: Film 131. 3 u.

100 Introduction to Film. Introduction to the aspects, forms and styles of film. 3 u.

157 Film Sound and Music Scoring. Principles and techniques of sound and scoring for film. Prereq: Film 131. 3 u.

101 Introduction to Film Production. Introduction to the principles and techniques of production in film. Prereq: COI. 3 u.

158 Directing. Theory and practice of directing for film. Prereq: Film 153. 3 u.

102 History of Philippine Cinema. Survey of Philippine cinema from its origins to the present. 3 u.

159 Film Production Management. The managerial, financial, and legal aspects of the production, promotion, marketing, and exhibition of mainstream and independent films, with emphasis on the Philippine context. Prereq: Film 154. 3 h. (1 lec, 2 lab). 3 u.

103 History of World Cinema. History of world cinema from its beginnings to the present time. Prereq: Film 100. 3 h. (1.5 lec, 1.5 lab). 3 u.

106 National Cinemas. A critical study of the growth and development of national cinemas. Prereq: Film 100. 3 u.

171 Film Theory and Criticism. Survey of film theories and approaches to film criticism. Prereq: Film 100. 3 u.

110 Basic Photography. Fundamentals of photography as art and mass communication. 3 u.

175 Film and Literature. Analysis of problems of film adaptations from literary sources. Prereq: Film 100. 3 u.

112 Advanced Photography. Special projects in photography. Prereq: Film 110. 3 u.

176 Film and the Other Arts. The relations between film and the other arts, specifically the visual arts and architecture, the performing arts, the broadcast and new media arts. Prereq: Film 100/COI. 3 h. (1.5 lec, 1.5 lab). 3 u.

130 Film Genres. Introduction to film genres as forms of popular culture. Prereq: Film 100. 3 u.

177 Women in Cinema. Study of film text focusing on women as subject and using feminism as framework of analysis. Prereq: Film 100/COI. 3 h. (1.5 lec, 1.5 lab). 3 u.

131 Narrative Film. Aesthetics and production techniques of the narrative film. Prereq: Film 100, 110. 3 u.

132 Documentary Film. History, aesthetics, critical study and production techniques of the documentary film. Prereq: Film 131. 3 u.

178 Queer Cinema. Study of film texts focusing on the queer as subject of study with the queer theory as framework of analysis. Prereq: Film 100/COI. 3 h. (1.5 lec, 1.5 lab). 3 u.

133 Experimental Film. History, aesthetics, critical study and production techniques of the experimental film. Prereq: Film 131. 3 u.

180 Film Seminar. Issues and perspectives in film, with emphasis on the Philippine context. Prereq: SS. 3 u.

134 Animation Film. History, aesthetics, critical study and production techniques of animation. Prereq: Film 131. 3 u.

197 Special Projects. Supervised individual productions. Prereq: SS. 3 u.

198 Internship. Prereq: Film 154. 100 h. 3 u.

^a Arts and Humanities domain

199 Research in Film. Conceptualization and design of research in film. Prereq: Comm Res 101, SS. 3 u.

200 Thesis. Prereq: 199. 3 u.

GRADUATE

Film

201 Seminar in Film Studies. A critical overview of the multidisciplinary approaches to the study of film. Prereq: COI. 3 u.

203 Film Scriptwriting. Principles and techniques in dramatic and non-dramatic writing for film. Prereq: COI. 3 u.

205 Narrative Film. Study of narrative film from the historical, aesthetic, and ideological perspectives. Prereq: COI. 3 u.

215 Genres and Auteurs in Philippine Cinema. Analyses of Filipino film genres and filmmakers. Prereq: COI. 3 u.

220 Advanced Documentary Film Production. Principles, theories, ethical issues, and methods of the documentary film. Prereq: COI. 3 u.

225 Digital Content Creation. Critical analysis and application of digital technology in film and multimedia production. Prereq: COI. 3 u.

230 Production and Post-Production Processes. Principles and techniques of visual storytelling from conceptualization to post-production. Prereq: COI. 3 u.

240 Cinema and Nation. The concepts of nation and nationhood as constructed through film practice and imagery. Prereq: COI. 3 u.

258 Directing the Narrative Film. Theory and practice of the director's vision, artistry, craft, and collaboration with other artists in making narrative films. Prereq: COI. 3 u.

260 Film Historiography. The different aspects of and approaches to reading and researching film history. Prereq: COI. 3 u.

269 Cinema, Gender, and Other Identities. An analysis of the representations of gender and other identities in cinema. Prerequisite : COI. 3 u.

270 Advanced Film Theory and Criticism. Intensive analysis of selected Filipino and foreign films, using contemporary film theories and methods. Prereq: COI. 3 u.

280 The Philippine Film Industry. Analysis of the structure and operation of the Philippine film industry, including the financing, production, promotion, and distribution of films. Prereq: COI. 3 u.

281 Alternative Film Practices. An analysis of alternative film production practices, discourses, aesthetics, and issues in Philippine independent cinema. Prereq: COI. 3 u.

297 Special Topics. Prereq: COI. 3 u.; may be taken twice provided the topics for the courses are different and are indicated for record purposes.

298 Special Projects. Prereq: COI. 3 u.; may be taken twice provided topics are indicated for records purposes.

299 Historical and Critical Research Methods in Film. Methods and procedures for historical and critical research in film. Prereq: COI. 3 u.

300 Thesis. Prereq: Film 299. 6 u.

DEPARTMENT OF JOURNALISM

GENERAL EDUCATION COURSE

Journalism (J)

18^a News in the New Century. Reading and understanding the news towards developing a critical public voice. 3 u.

UNDERGRADUATE

Journalism (J)

100 History of the Press. Development of the news media, including Asia and the Philippines. Prereq: COI. 3 u.

101 Introduction to Journalism. Functions, principles and standards of journalism; types of news; reportorial skills. Coreq: any Communication or Komunikasyon and any course in Phil. History. 3 u.

102 News Reporting. Covering and writing the news. Prereq: J 101. 3 u.

103 Interpretative Writing. News analysis and commentary, including columns and editorials. Prereq: J 102. 3 u.

105 Investigative Reporting. Principles and techniques of investigative journalism. Prereq: J 102. 3 u.

106 Public Information. Methods of gathering and disseminating public information as practiced by government, business,

^a Arts and Humanities domain

- industrial, educational and social organizations, with emphasis on development activities. Prereq: J 102. 3 u.
- 107 Business Reporting.** Covering developments in business and industry. Prereq: J 102, Econ 100.1. 3 u.
- 109 Writing for Popular Audiences.** Principles and techniques of popularizing technical and scientific materials for general audiences and publication in the mass media. Prereq: JS/COI. 3 u.
- 110 Journalism Ethics.** Prereq: J 102. 3 u.
- 111 Feature Writing.** Principles and techniques of writing feature articles for newspapers and magazines. Coreq: Any course on literature and the humanities. 3 u.
- 112 Reporting on the Environment.** Principles and techniques of writing news and feature articles about the environment. Prereq: J 102. 3u.
- 116 Computer-Assisted Reporting.** Principles and techniques in using database management software and the Internet in newsreporting. Prereq: J 102. 3 u.
- 117 Online Journalism.** News reporting and production for the Internet and the World Wide Web. Prereq: J 102. 3 u.
- 121 The Newsroom.** Copyediting, headline writing, simple layouting; evaluating the news, and planning news coverage. Coreq: J110. 3 u.
- 122 Publication Design and Layout.** Computer usage in designing newspapers, magazines, brochures, newsletters, and websites. Prereq: J 121. 3 u.
- 123 Photojournalism.** Basic principles of photographic coverage of news events. Coreq: J 102, COI for non-majors. 3 u.
- 133 Alternative Journalism.** Reporting for and about special audiences and developmental issues. Prereq: J 102. 3 u.
- 136 Community Press.** History, development and present conditions of the community press in the Philippines, with practical application of journalism principles and techniques. Prereq: J 102. 3 u.
- 151 Advertising.** History, principles, management, and application of advertising processes. Prereq: J 102. 3 u.
- 152 Public Information and Public Relations.** Principles, ethics, processes, tools, techniques, and the practice of public relations, including public information. Prereq: J 102, SS. 3 u.
- 192 Journalism Ethics.** Analysis of ethical issues and problems in journalism. 3 u.
- 195 Specialized Reporting.** Writing for special newspaper and magazine sections, theory and practice. Prereq: J 102. 3 u.
- 196 Seminar.** Prereq: SS. 3 u.
- 198 Journalism Internship.** Practicum in a news media establishment or advertising agency. Prereq: SS. 3 u.
- 199 Research in Journalism.** Prereq: Comm Res 101, SS. 3 u.
- 200 Thesis.** Prereq: J 199. 3 u.
- GRADUATE**
- Journalism (J)**
- 201 The Philippine Press.** Analysis of Philippine historical press material with particular emphasis on social, political, economic and cultural events and their influence on the press. Prereq: COI. 3 u.
- 202 Advanced Reporting.** Newsgathering and reporting for multimedia journalism, with emphasis on specialized beats and in-depth reportin. Prereq: COI. 3 u.
- 203 Seminar in the Community Newspaper.** Prereq: GS. 2 u.
- 207 Newsroom Management.** Organization and management of multimedia newsrooms. Prereq: J 201. 3 u.
- 208 Scholastic Journalism.** Scope, functions and management of school papers. Prereq: COI. 2 u.
- 212 Writing on Cultural Events.** Reporting the arts for newspapers, magazines and other print media. Lectures and assignments in reviewing motion pictures, plays, musicales, concerts, books, and exhibits. Prereq: COI. 3 u.
- 213 Investigative Journalism.** Analysis of investigative reports. Prereq: J 201. 3 u.
- 216 Specialized Reporting.** Writing on specialized issues for mass audiences. Prereq: J 201. 3 u.
- 217 Online News Production.** Producing web content from breaking and developing news and social media updates, and generating interactive materials from the web. Prereq: J 201. 3 u.
- 240 Seminar on the Press.** Prereq: COI. 3 u.
- 250 The Western Media.** Analysis of the impact of Western media on Asian and Philippine press. Prereq: COI. 3 u.
- 260 Newspaper Management.** Organization, fields of service, personnel, equipment, production, community relations and accounting. Prereq: COI. 2 u.

- 270 Problems and Development in the Law of the Mass Media.** Selected problem areas and current issues in the law of defamation, privacy, contempt and obscenity as they apply to the mass media. Prereq: 6 u. of graduate work/COI. 3 u.
- 298 Special Projects.** Prereq: COI. 3 u.
- 300 Thesis**
- Media Studies (Media)**
- 301 Media and Culture.** Critical theories and concepts for understanding Philippine Media and culture. Prereq: COI. 3 u.
- 302 Media Historiography.** Historical approaches in the study of Philippine media. Prereq: COI. 3 u.
- 303 Media and Discourses on Development.** Media issues and concerns in discourses on society, with focus on development, governance and democracy. Prereq: COI. 3 u.
- 304 Media and Identities.** Social constructions and representations of identities in Philippine Media. Prereq: COI. 3 u.
- 321 New Media and their Changing Technologies.** The cultural and critical theoretical positions on New Media in the Philippines within their changing technologies. Prereq: COI. 3 u.
- 331 Media and Popular Culture.** Epistemological discussion of the production and reception of popular culture, and the instrumentalization of media in this cultural phenomenon. Prereq: COI. 3 u.
- 332 Media, Diaspora and the Transnationalization of Culture.** Historical, social and modern intersections of media and diaspora in the transnationalization of cultural orientations of Filipinos. Prereq: COI. 3 u.
- 397 Special Topics.** (may be taken more than once provided the topics are different) Prereq: COI. 3 u.
- 399 Media Research.** Critical cultural research approaches in media. Prereq: COI. 3 u.
- 400 Dissertation.** Prereq: Media 399 and passing the Candidacy Examination. 12 u.