

# COLLEGE OF MASS COMMUNICATION

## VISION

A leading communication school in the country committed to develop ethical, competent and socially responsible mass media professionals.

## MISSION

1. Develop curricular programs that will hone the skills and enhance the competencies of future mass communicators.
2. Instill in future mass communication practitioners a sense of mission and stewardship in their profession.
3. Pursue opportunities for growth by keeping abreast with developments in communication education and mass media industry.

## OBJECTIVES

1. To train mass communicators who are liberally educated, socially responsible, professionally competent, ethical, imbued with Christian values and dedicated to public welfare and human development.
2. To train mass communicators who will contribute to national development by advocating a culture of peace, justice and responsible stewardship of the environment.
3. To help strengthen the community press as a catalyst for promoting responsible local governance through an informed citizenry.

## Linkages

The College is a founding member of the Philippine Association of Communication Educators (PACE). It maintains professional links with other schools of mass communication in the

international organizations in communication, such as the Philippine Center for Investigative Journalism (PCIJ), Philippine Press Institute (PPI), Press Foundation of Asia (PFA), the Asian Media Information and Communication Center (AMIC), International Federation of Environmental Journalists (IFEJ), United Nations Environmental Programme (UNEP), United National Educational, Scientific and Cultural Organization (UNESCO), and the International Development and Research Center (IDRC) in Canada, among others.

## Curricular Program

The Mass Communication program is administered under a separate College independent from the College of Arts and Sciences which is the case with most mass communication programs of other schools in the country. Being the pioneer journalism/masscom school outside Metro Manila, the SU communication program is recognized as a strong program by other communication schools.

The College offers a basic four-year course leading to the Bachelor of Mass Communication degree. It is a generalist program with specializations in community journalism, radio-tv broadcasting, advertising and public relations, communication arts and religious communication.

The BMC curriculum is of two parts -- 42 units of core courses and 12 units of electives. The core courses teach the basic theories, concepts and skills needed in this field. In addition, the student takes 12 units of electives in any of the following areas: community

munication, advertising and public relations, and environmental journalism.

The minimum requirements for the mass communication degree, are 24 units in language and literature, 16 units in math and natural sciences, 51 units in humanities and social sciences, 6 units in economics, 54 units in communication, 8 units in physical education, and 6 units of NSTP, or a total of 165 units. The College also offers a Certificate in Environmental Journalism (CEJ). In keeping with its Strategic Development Plan, the faculty started to implement this year plans to develop and offer graduate programs by next school year.

In addition to its formal offerings, the College conducts seminars, workshops and special courses for campus journalists and mass media professionals from time to time. It has conducted research in community journalism, journalism education and environmental

### **Certificate in Environmental Journalism**

The Certificate in Environmental Journalism (CEJ) is designed to develop/train graduates who are competent in communicating scientific/environmental issues for popular understanding. It provides the student the basic background needed to meet the special demands of covering environmental problems and issues for the mass media, as well as to provide communication support to advocacy activities for the environment. The CEJ is a two-semester course built into the BMC curriculum. A student enrolled in the BMC program may work towards the CEJ by choosing it as his or her area of concentration. In this case he or she takes 18 units under the CEJ curriculum in addition to the 30 units of core courses in the BMC curriculum.

The CEJ can also be taken as a separate non-degree program for professionals (holders of the BMC or science-related degrees) for professional upgrading. and

## **ADMISSION REQUIREMENTS**

### **Freshmen Applicants**

Applicants must be graduates of a four-year secondary course or its equivalent. Applicants must take the Silliman University Admissions and Placement Examinations (SUAPE). SUAPE is given anytime during the year at the Guidance and Testing Center, Hibbard Hall, Silliman University, or at designated test centers around the country, including Bacolod, Butuan, Cadiz, Cagayan de Oro, Cebu City, Davao City, Dipolog City, General Santos, Iligan, Manila, Ormoc, Oroquieta, Pagadian, Puerto Princesa, Tagbilaran and Zamboanga City.

The required SUAPE score for admission into the College of Mass Communication is a General Average of 40% and an English Language Proficiency of 50%. Registration forms may be obtained at the Office of the University Registrar and Admissions or at the offices of the Alumni Chapters in the places mentioned above.

### **Application should include the following:**

- A formal application for admission
- Form 138 (fourth-year high school grade card)

- Letters of recommendation from the high school principal or counselor certifying to the applicant's work and from a prominent member of the community
- One 2"x 2" copy of latest photo
- Certified photocopy of birth certificate signed by the Local Civil Registrar
- One short-size window envelope with postage stamp

**Transfer Students:**

Transfer students are those who have done college work elsewhere and are seeking admission to Silliman University for the first time, or those who started college work at SU, transferred to other schools and are now seeking re-admission.

An applicant with an acceptable grade average from another school may be considered. Transfer credits for English, biology, chemistry, physics, mathematics and logic may be granted after the student has passed a validating exam. Transfer credits for all other courses are subject to the approval of the College Dean.

**Transfer students should submit the following:**

- Transfer credentials (honorable dismissal)
- Informative copy of academic records signed by the Registrar
- Two letters of recommendation—one from the school and the other from a prominent member of the community
- One 2"x 2" copy of latest photo
- Certified photocopy of birth certificate signed by the Local Civil Registrar

For Overseas Students, please refer to the homepage of the Office of the University Registrar and Admissions

**REVISED BACHELOR OF MASS COMMUNICATION (BMC)  
COURSE CURRICULUM Effective Schoolyear 2006-2007**

**FIRST YEAR**

<b>First Semester</b>		<b>Units</b>
Com 15	Intro to Com	3
BC 11	Basic Com	3
Spch 11	Basic Spch Com	3
Math 11	College Algebra	3
Rel 11	Old Testament Message	3
Psych 11	General Psychology	3
PE 11	Basic Phys Ed	2
NSTP I		3
Total		23
<b>Second Semester</b>		<b>Units</b>
Com 16	Intro to Mass Media	<b>3</b>
BC 12	Basic Com (prereq:BC 11)	3
Rel 22	New Testament Message Prereq: Rel 11	3
Math 12	Plane Trigonometry	3

Pol Sci 10	Intro to Pol Sci	3
Computer	Desktop Publishing	2
PE 12	Basic Phys Ed( Prereq: PE 11)	2
NSTP 2		3
Total		23

## SECOND YEAR

<b>First Semester</b>		<b>Units</b>
Com 21	News Reporting (Prereq: BC 12)	3
BC 25	Research Wrtnng in the Disc. (Prereq: BC 12)	3
Fil 13	Pakikipagtalastasan	3
Socio 11	Intro to Sociology	3
Pol Sci 51	Phil Gov't & New Const	3
Nat Sci	elective I(Bio or Chem)	5
PE 21	Basic Phys Ed (Prereq: PE 11)	2
Total		22

<b>Second Semester</b>		<b>Units</b>
Com 22	Dev Reporting (Prereq: Com 21/BC 25)	3
Com 24	Mass Media Law/Ethics	3
Fil 24	Panitikang Pil (Prereq: Fil 13)	3
Nat Sci	elective 2 (Bio, Chem or Phys)	5
Philo 31	Logic (Prereq: Math 11)	3
Hist 52	Phil. History	3
PE 22	Basic Phys Ed ( Prereq: PE 11)	2
Total		22

## THIRD YEAR

<b>First Semester</b>		<b>Units</b>
Com 31	Feature Writing (Prereq: Com 21/BC 25)	3
Com 33	News Editing (Prereq: Com 22)	3
Com 35	Intro to Radio Broadcasting	3
Fil 25	Retorika (Prereq: Fil 13)	3
Litt 21	Lit of the Philippines (Prereq: BC 25)	3
Rel 61	Christian Ethics (Prereq: Rel 11 & 22)	3
Foreign Language	Elective I	3
Total		21

<b>Second Semester</b>		<b>Units</b>
Com 32	Opinion Writing	3
Com 36	TV Production	3
Com	Elective 1	3
Litt 22	Lit of the World (Prereq: BC 25)	3
Foreign Language	Elective 2	3
Hist 24	World History	3
FA 51	Understanding Arts	3
Total		21

## FOURTH YEAR

<b>First Semester</b>	<b>Units</b>
Com 81 Com & Society	3
Com 83 Communication Research	3
Com Elective 2	3
Econ 21 Intro to Econ w/ Tax & LR	3
Socio 63 Current Issues	3
Hist 41 Rizal's Life & Works	3
<b>Total</b>	<b>18</b>
<b>Second Semester</b>	<b>Units</b>
EJ 50/150 Environmental Com	3
Com Elective 3	3
Com Elective 4	3
+Com 88R Internship	3
Econ 51 Macroeconomics	3
<b>Total</b>	<b>15</b>

## COURSE DESCRIPTION

### **Com 15 Introduction To Mass Communication 3 Units**

Verbal and non-verbal communication, personal communication and mass communication. Theories, principles and techniques of communication.

### **Com 16 Introduction To Mass Media 3 Units**

History and role of mass media in society. Survey of newspapers, television, radio, magazines, book publishing, motion pictures, press services, advertising, public relations. Professional career opportunities.

### **Com 21 News Reporting 3 Units**

Fundamentals of reporting. News gathering, evaluation, news writing and newsroom procedures. Law on the press. (Lec1 hour, Lab 4 hours).

### **Com 22 Development Reporting 3 Units**

Depth reporting. Includes trend reporting, investigative reporting, economics and science reporting. (Lec1 hour, Lab 4 hours) Prerequisites: BC 25, Com 21.

### **Com 24 Mass Media Law And Ethics 3 Units**

Principles underlying freedom of the press, statutes dealing with the mass media and their operations, case studies, issues and problems in journalistic ethics.

### **Com 31 Feature Writing 3 Units**

Newspaper feature and magazine non-fiction writing. Freelance marketing procedures. (Lec1 hour, Lab 4 hours) Prerequisite: BC 25

### **Com 32 Opinion Writing 3 Units**

The opinion function of the mass media--print and broadcast. Practice in writing editorials, analytical articles, reviews, columns, commentaries and analyses.

(Lec1 hour, Lab 4 hours) Prerequisites: BC 25, Com 21.

**Com 33 New Editing**

**3 Units**

Preparation of news copy for publication. Copyreading, rewriting, proofreading, headline writing, page make-up, typography, picture editing. Supervised copydesk experience in The Weekly Sillimanian or a local newspaper. (Lec.1 hour, Lab 4 hours)

Prerequisites: BC 25, Com 21, 22 or consent of instructor.

**Com 35 Intro To Broadcasting**

**3 Units**

Gathering and reporting the news for radio or television. The structure, functions, and administration of a news and public affairs department in a radio station.

(Lec.1 hour, Lab 4 hours) Prerequisite: Junior Standing.

**Com 36 Tv/News Production**

**3 Units**

An introduction to television production concepts and techniques, including planning, management, directing, writing, production design, acting, camera lighting, sound recording, editing, music scoring, audio design, and titling. (Lec. 1 hour, Lab 4 hours)

**Com 37 Radio Announcing And Production**

**3 Units**

Announcing techniques for newscasting, variety show emceeing, disk jockey shows, drama narration and acting-interviewing. Production facilities and techniques. (Lec.1 hour, Lab 4 hours) Prerequisite: Junior Standing.

**Com 38 Radio Station Management**

**3 Units**

Organization and operation of a radio station, focusing on what a radio station manager should know about programming, technical operation, and sales. Emphasis on the small-town station. Prerequisite: Junior Standing.

**Com 39 Radio And Television Advertising**

**3 Units**

Planning and production of radio and television commercials. A study of interaction of sponsors agency, and station representatives. Program and market selection, audience analysis, creating and measuring impact of commercials. Prerequisite: Com 43, or consent of instructor.

**Com 41 Radio-Tv Writing**

**3 Units**

Style, format and types of writing for broadcast, based on knowledge of production facilities and techniques, audience and impact. Practice writing continuity, drama, news, documentaries Prerequisite: Junior Standing.

**Com 43 Advertising Principles (Also Mgt. 96)**

**3 Units**

Roles of advertising in society, marketing, and communications. Principles of advertising, research, production, and problems. Prerequisite: Junior Standing.

**Com 44 Public Relations (Also Mgt 75)**

**3 Units**

Public relations in modern society. Influencing public opinion through accepted performances and two-way communication. Effective publicity methods as practiced by government, business, industrial, educational and social organizations. Prerequisite: Junior Standing.

**Com 45 Print Media Advertising**

**3 Units**

A study of advertising appeals and application of market, product and consumer research to specific advertising problems. Emphasis on preparation of copy, planning of layout and production for print, outdoor and direct mail advertising.

Prerequisite: Com 43, or consent of instructor.

**Com 46 Advertising Campaigns**

**3 Units**

A study of guidelines and planning strategies of successful advertising campaigns. This includes preparation of advertising campaign proposal, making the advertising budget, choice of media and advertising appeals, coordination work with other promotional activities for commercial advertising. The course also includes campaign evaluation. Prerequisite: Com 43, or consent of instructor

**Com 55 The Community Newspaper**

**3 Units**

The community newspaper and its distinctive role, problems, and challenges. Newspaper organization and management for effective public service.

**Com 57 Bisayan Journalism**

**3 Units**

Practice journalistic writing (news, features, scripts) in Cebuano Visayan, especially community newspapers, using the principles of English journalistic writing. Readings in Cebuano Visayan. Exercises in translation from English to Visayan and from Visayan to English and original writing in Cebuano Visayan.

**Com 58 Bisayan Broadcasting**

**3 Units**

Practice broadcasting in Cebuano Visayan. Announcing, newscasting and disk jockeying in the vernacular. Techniques of monitoring news in English and translating it to news in Cebuano Visayan for broadcasting.

**Com 61 Film Appreciation**

**3 Units**

Brief history of the film, the language of the film, significant theories about the film, and the importance and relevance of film to society. Viewing and discussing significant films.

**Com 62 Acting And Directing**

**3 Units**

Introduction to acting and directing for film, TV and theater.

**Com 63 Press Photography**

**3 Units**

Photo-journalism principles and basic instruction in taking, processing and editing pictures. (Lec.1 hour, Lab 4 hours)

**Com 65 School Publications**

**3 Units**

Putting out and advising school publications: Newspapers, magazines and yearbooks.

**Com 66 Graphic Arts Fundamentals (Also Industrial Ed 60)** **3 Units**  
Typography, layout, and design. Introduction to printing methods, processes, equipment and photoengraving. Hands-on in graphic design using computer hardware and software. Especially recommended for community newspaper and advertising students.  
(Lec.2 hour, Lab 3 hours)

**Com 73 Religious Journalism** **3 Units**  
Career and vocational opportunities. Journalism style and methods for reporting religious affairs through the secular and church press. Practical church publicity.

**Com 74 Religious Broadcasting** **3 Units**  
Brief history of missionary broadcasting, a study of the objectives of Christian broadcasting, an analysis of programming for religious radio stations and program of church and laity development for the radio ministry.

**Com 75 Church Public Relations** **3 Units**  
Study of the church as a public relations natural, how to make use of the available media (print and broadcast) to serve the church promotion and publicity needs, and developing programs and strategies to help the church meet its publics.

**Com 81 Communication And Society** **3 Units**  
Role of communication in society. Press freedom and responsibility. Mass media regulations.

**Com 82 Communication And Development** **3 Units**  
The meaning of development. The role of communication in development -- political, economic, social.

**Com 83 Introduction To Communication Research** **3 Units**  
Principles and techniques of various types of communication research. Practice in research.

**Com 88r Internship** **3 Units**  
Supervised on-the-job experience with any mass medium plus correlated studies and report.

**Com 90 Special Topics In Mass Communication** **3 Units**  
Seminar on current trends and issues in mass communication. Includes a discussion of new communication technology and industry practices and how they influence the nature and delivery of the news and other mass-mediated messages.

**Ej 99/100 Elements Of Research** **3 Units**



Introduction to the basic principles of scientific research, including techniques in collection, analysis, and presentation of data.

**Ej 11/101 Ecosystems** **3 Units**

A study of different ecosystems, their components, and interactions, with especial emphasis on coastal ecosystems.

**Ej 15/105 Environmental Laws & Policies** **3 Units**

An overview of existing national and international laws which are relevant to the environment.

**Ej 17/107 Environmental Reporting And Commentary** **3 Units**

Fundamentals of reporting environmental news and features through the print and broadcast media, and the preparation of news analyses and editorials.

**Ej 10/110 Environmental Impact & Resource Assessment** **3 Units**

Baseline knowledge which includes the identification of parameters for consideration in an environment impact assessment (EIA), analysis of impacts on the environment, and an overview of methods used in EIA and resource assessment.

**Ej 16/116 Economics Of Natural Resources** **3 Units**

Natural resource valuation concepts, cost-benefit analysis of natural resources, environmental and natural accounting, development of untapped resources.

**Ej 50/150 Environmental Communication** **3 Units**

Theories of development and communication and their application to raising public awareness of environmental issues. Includes a study of the various dimensions of the environment as a public agenda and how the press mediates its communication. Practice in-depth reporting on environmental issues.

**Ej 51/151 Media Production Techniques** **3 Units**

Methods and techniques in planning and production of appropriate print, broadcast, and audio-visual media for information, education and communication (EIC) campaigns for the environment. Includes a study of the implications and capabilities of new communications technology for advocacy.

**Ej 52/152 Current Issues On Resource Use Management** **3 Units**

Readings and reports on issues relating to resource use such as pollution, tourism, urban development, mining, oil extraction, exploitation and harvest, sustainable development. A subset of these will be selected for in-depth focus as determined by the students' interests and the instructor's area of expertise.

**Ej 53/153 Communication Campaigns** **3 Units**

Study of the guidelines and strategies for the effective use of all forms of communication for social mobilization. Includes practice in the planning and preparation of communication/media plan for environmental campaigns as well as

a study of the strategies and techniques in advocacy through the mass media and new communications technology.

**Ej 54/154r Environmental Journalism Internship**

**3 Units**

Required course for BMC and non-BMC graduates. Supervised on-the-job experience with any mass medium and correlated studies and reports. Required number of hours: 200, plus a final report on details of work accomplished.

**FACULTY**

**As of First Semester, School Year 2010-2011**

**Maria Cecilia M. Genove, Assistant Professor and Dean**

Bachelor of Journalism, Silliman University; M.A. Education, Silliman University; Doctor of Education, Silliman University

**Celia E. Acedo, Instructor**

Bachelor of Arts (English), St. Francis College, Guihulngan, Neg Or.; Bachelor of Mass Communication, Silliman University; Graduate studies in journalism (candidate), Asian Institute of Journalism, Manila; M.A. Journalism (candidate), Indiana University, Bloomington, Indiana, U.S.A.

**Rosario M. Baseleres, Assistant Professor**

Bachelor of Journalism, Silliman University; M.A. (Com), U.P. Diliman, Ph.D. (Dev Com/ Envi Sci), U.P. Los Baños

**Irma Faith B. Pal, Assistant Professor**

Bachelor of Arts in Communication (Journalism), U.P. Diliman; M.A. Environmental Studies, Brown University, U.S.A.

Guidance Counselor: Ma. Roiselle D. Nacu, BS Psychology, Silliman University; M.A. Psychology (candidate), Silliman University

Secretary: Leonora T. Cedrome, Bachelor of Arts (Sociology), Silliman University

Part-time Lecturer:

Clee A. Villasor, Bachelor of Mass Communication, Silliman University