

COLLEGE OF DEVELOPMENT COMMUNICATION

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Background

The College is recognized as the pioneer in development communication teaching in the world. It has trained faculty members of state universities and colleges in the Philippines and in other countries in the Asia-Pacific region for their higher degrees in development communication. In 1999, the College was named as one of two CHED national centers of excellence in communication. The BSDC degree program has set a trend and is now the model for similar degree programs implemented by other academic institutions in the Philippines and other developing countries as well.

CDC undertakes research in human development and the processes and structures of communication with emphasis on those that promote equity, empowerment, entrepreneurship, and environmental sustainability. It undertakes training, advisory, and action projects that help build the communication capabilities and resources of people, communities, institutions, and other participants in the development process.

Vision

A globally relevant academic institution proactively promoting sustainable development using communication as a catalyst for attaining empowerment, equity, entrepreneurship, and environmentalism (4Es) in the pursuit of distinctive excellence in agriculture, biotechnology, and environment (ABE)

Mission

To nurture the intellectual foundation of development communication as a scholarly and professional endeavor towards the betterment of the human condition in the Philippines and other developing countries.

Learning Goals

The College of Development Communication aims to:

- (1) Acquire theoretical and conceptual base in development, communication, and devcom (structural or global, local, grassroots, etc);
- (2) Analyze development problems within specific/particular social, economics, political, and cultural contexts from a devcom perspective;
- (3) Apply devcom communication processes and skills to address development problems; and
- (4) Develop work ethics and values relevant to the practice of devcom.

Degree Program

The College offers a three-tiered degree program in development communication—bachelor of science, master of science, and doctor of philosophy.

Bachelor of Science in Development Communication

This program teaches students to apply the insights, process, concepts, and techniques of communication as an academic discipline to the problems of development. The thrust of the curriculum is participatory communication designed to empower stakeholders to achieve social goals. Specifically, the four-year BSDC curriculum is designed to enable the student to acquire a theoretical and ethical base in the sciences and applied arts that underlie the study of development communication; learn practical skills and values in mediated and interpersonal communication in development; gain a better grasp of issues and problems of development in general and of a development-oriented area in particular.

Building on a base of general education courses, the development communication student chooses additional social science electives, electives in a technical field like agriculture, forestry, human ecology or any of its specific areas, and a major in any of the following: community broadcasting, development journalism, educational communication, and science communication.

Community Broadcasting. Majors learn to maximize the use of radio for community organization, mobilization, and action. Students are taught to plan, write and produce radio broadcasts that aim to facilitate the sharing of knowledge and experiences as well as encourage listeners to more actively participate in community and national development endeavors. Majors are trained to give voice to ordinary people.

Development Journalism. Majors focus on reporting development news for print and electronic media. They are primarily trained in writing, editing, and layouting for newspapers and magazines, as well as in preparing other popular and technical publications. Students are also equipped to deal with the changing media contexts and environment. Classroom experiences further hone their skills in in-depth interpretative and investigative reporting of current development issues and events.

Educational Communication. Students who take edcom are trained to facilitate learning in a number of ways. Their creativity is explored in developing and using both indigenous media and multimedia systems for formal and nonformal education. If students are fond of visual design, photography, and video production, this field of specialization will take them further in experiencing a different kind of learning system. They are equipped with unique strategies and new technologies like tutorial systems, computer-based learning, and simulation and gaming to make learning both an enjoyable and meaningful experience.

Science Communication. Majors are envisioned to constitute the critical mass of science communicators equipped with the ability to: (1) communicate the content and the context of science and technology to diverse publics; and (2) reflect critically upon and articulate contemporary issues in science and technology. They are trained to optimize the convergence of information and communication technologies in the generation, management, exchange, and use of scientific data, information, and knowledge.

Therefore, the BSDC graduate is expected to have the following competencies: critically analyze and articulate the theories, concepts, and principles of development, communication, and devcom; problem-solving; critical thinking; media materials design and production; information and communication technology utilization; interpersonal communication; planning, coordinating, monitoring and evaluation; networking; training; facilitation; processing and communicating information; communication research; knowledge management; process documentation; and professionalism.

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION *

<i>First Semester</i>	<i>Units</i>	<i>Second Semester</i>	<i>Units</i>
<i>FIRST YEAR</i>			
G.E. (MST)	3	CMSC 2, Introduction to the Internet	3
G.E. (AH)	3	DEVC 11, Introduction to Mass Media Writing	3
G.E. (SSP)	3	ECO 11, General Economics	3
G.E. (SSP)	3	G.E. (MST)	3
DEVC 10, Intro. to Development Communication	3	G.E. (AH)	3
MATH 11, College Algebra	3	G.E. (AH)	3
PE 1, Foundations of Physical Fitness	<u>(2)</u>	PE 2 or 3, Basic or Advanced Course	<u>(2)</u>
	18		18
<i>SECOND YEAR</i>			
DEVC 20, Fundamentals of Development Journalism	3	G.E. (MST)	3
DEVC 30, Fundamentals of Community Broadcasting	3	G.E. (SSP)	3
DEVC 40, Fundamentals of Audio-Visual Communication	3	Major	3
DEVC 50, Introduction to Science Communication	3	Major	3
G.E. (MST)	3	Specialized (Technical Course)	3
G.E. (SSP)	3	Specialized (Technical Course)	3
PE 2 or 3, Basic or Advanced Course	<u>(2)</u>	Specialized (Social Science Elective)	3
	18	PE 2 or 3, Basic or Advanced Course	<u>(2)</u>
			21
<i>THIRD YEAR</i>			
DEVC 70, Interpersonal Communication in Development	3	DEVC 80, Communication and Society	3
G.E. (AH)	3	DEVC 197, Introduction to Communication Research	3
STAT 1, Elementary Statistics	3	G.E. (AH)	3
Major	3	Major	3
Major	3	Major	3
Major	<u>3</u>	Specialized (Technical Course)	<u>3</u>
	18		18
<i>Summer</i>			
	DEVC 190, Communication Internship	3	
<i>FOURTH YEAR</i>			
DEVC 200, Undergraduate Thesis	3	DEVC 180, Communication Campaigns and Programs	3
G.E. (SSP)	3	DEVC 199, Undergraduate Seminar	1
Major	3	DEVC 200, Undergraduate Thesis	3
Specialized (Technical Course)	3	G.E. (MST)	3
Specialized (Technical Course)	3	PI 100, The Life and Works of Jose Rizal	3
Specialized (Social Science Elective)	<u>3</u>	Specialized (Technical Course)	3
	18	Specialized (Social Science Elective)	<u>3</u>
			19
TOTAL NUMBER OF UNITS.....151			

* All students are required to undergo the National Service Training Program (NSTP; 6 units) for one year as a requirement for graduation.

COURSES

Development Communication

DEVC 10. Introduction to Development Communication (3). Communication theory and analytical survey of the communication media for development. 3 hrs (lect/recit). (1,2)

DEVC 11. Introduction to Mass Media Writing (3). Principles and practice of preparing written materials for the print, broadcast and audio visual media. 5 hrs (2 class, 3 lab). PR. DEVC 10. (1,2)

DEVC 20. Fundamentals of Development Journalism (3). Principles of gathering and writing of developmental news and information, with emphasis on news recognition and accuracy. 3 hrs (lect/recit). PR. DEVC 11 or COI. (1,2)

DEVC 30. Fundamentals of Community Broadcasting (3). Nature of the broadcast media, concept of radio and TV community broadcasting, principles of broadcast writing, program planning and production. 3 hrs (lect/recit). PR. DEVC 11 or COI. (1,2)

DEVC 40. Fundamentals of Educational Communication and Technology (3). Theories, principles and concepts of educational communication and technology; practice in planning and designing of media-based learning systems. 3 hrs (lect/recit). PR. DEVC 11 or COI. (1,2)

DEVC 50. Introduction to Science Communication (3). Nature, structure and tools of science communication. 3 hrs (class). PR. DEVC 11 or COI. (1,2)

DEVC 70. Interpersonal Communication in Development (3). Theories, principles, concepts and processes of person-to-person communication and their application to development work. 5 hrs (2 class, 3 lab). PR. DEVC 10 and Junior standing. (1,2)

DEVC 80. Communication and Society (3). The role of communication in society with special reference to the Asian situation; rights and responsibilities of the communication media. 3 hrs (lect/recit). PR. Junior standing. (1,2)

DEVC 102. Writing for Educational Communication Media (3). Principles and techniques of scriptwriting for educational audiovisual and interactive multimedia presentations. 5 hrs (2 class, 3 lab). PR. DEVC 40 or COI. (1,2)

DEVC 120. Development Writing (3). Nature and practice of in-depth, investigative, interpretative, trend, and process reporting, with emphasis on development news features. 5 hrs (2 class, 3 lab). PR. DEVC 20 or COI. (1,2)

DEVC 121. Publications Writing and Editing (3). Preparation and processing of extension and other informational publications, including the mechanics of layout, copyreading, copy fitting and the use of illustrations. 3 hrs (lect/recit). PR. DEVC 102 or DEVC 120 or DEVC 131 or COI. (1)

DEVC 122. Science Reporting (3). Interpretation of scientific and specialized topics for a popular audience, with emphasis on readability and reliability. 3 hrs (lect/recit). PR. DEVC 102 or DEVC 120 or DEVC 131, or COI. (1)

DEVC 123. Management and Production of a Community Newspaper (3). Principles and practice of managing and producing a community newspaper. 5 hrs (2 class, 3 lab). PR. DEVC 121 and DEVC 122, or COI. (2)

DEVC 124. Advanced Developmental Writing (3). Study of writing styles and techniques for purposive communication through the printed word. 3 hrs (lect/recit). PR. DEVC 121 and DEVC 122, or COI. (2)

DEVC 130. Broadcast Speech and Performance of Community Radio (3). Announcing, voicing, recording and directing techniques for community radio programs. 5 hrs (2 class, 3 lab). PR. DEVC 30 or COI. (2)

DEVC 131. Writing and Program Planning for Community Radio (3). Scriptwriting for community radio; program planning and building; producing news, interview, variety and other radio programs. 5 hrs (2 class, 3 lab). PR. DEVC 130 or COI. (1,2)

DEVC 132. Radio Drama and Documentary (3). Planning and presentation of messages through dramatic and special events programs; documentaries; dramatized spots, plugs, serials. 5 hrs (2 class, 3 lab). PR. DEVC 131 or COI. (2)

DEVC 133. Broadcast-Based Distance Learning Systems (3). Planning, designing, conducting, and evaluating radio schools and other broadcast-based distance learning formats. 5 hrs (2 class, 3 lab). PR. DEVC 40 and DEVC 131, or DEVC 102, or COI. (1)

DEVC 134. Introduction to Telecommunications (3). Concepts, history, structure, utilization, and regulation of telecommunication services. 3 hrs (class). PR. DEVC 30. (2)

DEVC 140. Basic Photography (3). The photograph as a development communication medium; practice in photographic composition and techniques; photo editing. 5 hrs (2 class, 3 lab). PR. DEVC 40 or COI. (1,2)

DEVC 141. Visual Design and Techniques (3). Art principles and techniques in print and visual communication; layout, composition and visualization; the artistic use of color. 7 hrs (1 class, 6 lab). PR. DEVC 140 or COI. (1)

DEVC 142. Visual Aids Planning and Production (3). Presentation of information through exhibits, displays, slidesets, filmstrips and projected software. 7 hrs (1 class, 6 lab). PR. DEVC 102 and DEVC 141, or COI. (2)

DEVC 143. Fundamentals of Video Production (3). Principles and techniques of educational video production. 7 hrs (1 class, 6 lab). PR. DEVC 102 and DEVC 141, or COI. (2)

DEVC 150. Scientific and Technical Information Processing (3). Principles and techniques of handling scientific and technical information. 5 hrs (2 class, 3 lab). PR. DEVC 50 or COI. (1)

DEVC 151. Scientific and Technical Publications Editing (3). Principles and practice of editing scientific and technical publications. 5 hrs (2 class, 3 lab). PR. DEVC 150 or COI. (2)

DEVC 152. Principles and Development Applications of Knowledge Management (3). Principles, processes, and strategies of managing knowledge within the development context. 5 hrs (2 class, 3 lab). PR. DEVC 50 or COI. (2)

* Offered by the Agricultural Systems Cluster and the College of Development Communication

DEVC 180. Communication Campaigns and Programs (3). Planning and evaluation of educational and promotional campaigns and programs. 3 hrs (lect/recit). PR. COI. (1,2)

DEVC 190. Communication Internship (3). Supervised work experience in development communication in press, publication, broadcasting, and audio-visual offices. 7 hrs (1 class, 6 lab). PR. COI. (1,2,S)

DEVC 197. Introduction to Communication Research (3). Principles and techniques of communication research in relation to social change and development. 3 hrs (lect/recit). PR. STAT 1. (1,2)

DEVC 198. Undergraduate Research in Development Communication (3). PR. DEVC 197. (1,2,S)

DEVC 199. Undergraduate Seminar (1). 1 hr (seminar). PR. DEVC 197. (1,2)

DEVC 200. Undergraduate Thesis (1-6). PR. DEVC 197. (1,2,S)