CDC students, faculty present papers in PACE Nat’l Conference

The College of Development Communication’s (CDC) students and faculty members presented their studies during the Philippine Association of Communication Educators (PACE) National Conference 2015 held on April 16-28 at De La Salle University-Dasmarinas (DLSU-D) in Cavite City.

With the theme, “New Media & Political Discourse: Literacies, Advocacies, Challenges,” the conference aimed to examine the role of new media in inspiring meaningful political discourse.

In the student presentations, Miguel Victor T. Durian and Noli A. Magsambo III discussed their studies on scrutinizing source credibility and salience in new media news. Durian and Magsambo’s undergraduate research were supervised by Dr. Serlie B. Jamias and aProf. Rosa Pilipinas F. Francisco, both from the Department of Development Journalism. In the faculty presentations, aProf. Romel A. Daya, chair of the Department of Educational Communication, also presented his and his advisee, Darlene P. Dalmacio’s, study about discourses on the Reproductive Health Bill.

PACE President Marco M. Polo, associate professor at DLSU-D and BS Development Communication graduate from CDC, hoped that the theme would engage the conference participants in intellectual discussions.

Meanwhile, during the PACE General Elections, aProf. Mark Lester DM. Chico of the Department of Development Broadcasting and Telecommunication was once again elected to the PACE BOT, this time as Secretary.

DSC stages shoptalk on debatable food notions

Last April 13, the Department of Science Communication (DSC) mounted a shoptalk entitled “Food Wars: Debatable Notions about Food.” Held at the College of Development Communication Lecture Room 1. This event marked the beginning of Scicom Week 2015. The event was staged as a talk show to whip up a healthy conversation on so-called myths and issues on food and nutrition.

Resource persons who graced the event were Dr. Milflor S. Gonzales, nutrition communication specialist at the Food and Nutrition Research Institute; Mr. Jabez Joshua M. Flores, course coordinator of the Faculty of Management and Development Studies at the UP Open University and farmer support manager at Good Food Community; and Dr. Romeo Dela Cruz, Jr., assistant professor at the Department of Humanities.

In his welcome address, aProf. Garry Jay S. Montemayor, DSC Chair, articulated the rationale behind staging the shoptalk and holding the food and nutrition-themed Scicom Week 2015. “There’s a heightened awareness and interest in food-related issues,” he said, “although most of the time, people are talking about nutrition and diet, and not food science per se... We hardly see food as something that is produced, reproduced, and constructed and reconstructed by culture and language.”

continued on p. 3
Meet the newly elected CDC Student Council Officers

Chairperson
Charlie Cagampang / Batch ’12
I will personally advocate for the active participation of students, and the faculty or the administration in the council’s activities. I will also encourage initiative and responsibility among the council members.

COUNCILOR
Zarrel Noza / Batch ’12
“I will promote the participation of all in the programs of the council.”

COUNCILOR
Sassa Esguerra / Batch ’12
I will stand for a more holistic academic system.

COUNCILOR
Bryan Jove / Batch ’14
“I will advocate for a more disaster-prepared university.”

COUNCILOR
Jio Baldesimo / Batch ’12
I will stand for our democratic right to free and accessible education, and also freedom of the press.

COUNCILOR
Krizelda Sasi / Batch ’12
“Transparency through monthly posting of financial reports, minutes of the meeting, and updates on council’s activities.”

Vice Chairperson
Pam Carbungco / Batch ’12
“I will advocate for regular dialogue between the admin and students.”

Chairperson
Charlie Cagampang / Batch ’12
I will personally advocate for the active participation of students, and the faculty or the administration in the council’s activities. I will also encourage initiative and responsibility among the council members.

COUNCILOR
Zarrel Noza / Batch ’12
“I will promote the participation of all in the programs of the council.”

COUNCILOR
Sassa Esguerra / Batch ’12
I will stand for a more holistic academic system.

COUNCILOR
Bryan Jove / Batch ’14
“I will advocate for a more disaster-prepared university.”

COUNCILOR
Jio Baldesimo / Batch ’12
I will stand for our democratic right to free and accessible education, and also freedom of the press.

COUNCILOR
Krizelda Sasi / Batch ’12
“Transparency through monthly posting of financial reports, minutes of the meeting, and updates on council’s activities.”

Vice Chairperson
Pam Carbungco / Batch ’12
“I will advocate for regular dialogue between the admin and students.”

Dane Afuang / Batch ’12
“I will promote the participation of all in the programs of the council.”

Representative
Dane Afuang / Batch ’12
“I will promote the participation of all in the programs of the council.”

COUNCILOR
Cheng Pagulayan / Batch ’13
“Strengthen volunteerism and participation of students.”

COUNCILOR
James Gutierrez / Batch ’12
“I would advocate for the students’ rights and welfare.”

COUNCILOR
Mio Mamon / Batch ’14
“I would personally advocate the ongoing equality for the LGBT community since it is becoming a global trend.”

COUNCILOR
Perry Perroy / Batch ’12
“I would advocate everyone’s involvement for the betterment of the college and of the university.”

COUNCILOR
Paolo Zipagan / Batch ’14
“I would advocate unity amidst diversity.”
After which, Dr. Serlie B. Jamias, Vice-Chancellor for Community Affairs (representing Chancellor Fernando C. Sanchez, Jr.), emphasized food security as one of the University’s thrusts. “The abundance, accessibility, and quality of food have become barometers in determining a state’s wealth and power; hence, the battlecry of development is food first... As the national research and public service university, we have been doing science-based solutions on the issue of food safety and security for rural development.”

During the shoptalk proper, the panelists tackled five food notions, namely:

1. Meals should be three times a day.
2. Vegetarians are healthier.
3. Vetsin (MSG) is fatal and causes severe health disease.
4. Street foods are always unhealthy.
5. Healthy food is expensive.

This event was produced, in collaboration with the Department of Development Broadcasting and Telecommunication, as a two-part special edition of Dito sa Laguna, a discussion program aired on Community Cable Channel 8 every Saturday at 10am.

Hosted by aProf. Romel A. Daya and aProf. Elaine D. Llarena, both faculty members of the College of Development Communication, Part 1 aired on May 23, 2015 while Part 2, on May 30, 2015.

To wrap up the week-long celebration, a Café Scientifique—an informal coffee shop-style conversation—was held on April 17, 10am. This year’s Café Scientifique, which focused on breastfeeding, was attended by mothers and key actors in local health and nutrition.

“We hardly talk about food and nutrition in scicom, so let’s talk about it,” DSC Chair Garry Jay S. Montemayor commented regarding this year’s theme. He also added that the objective of this year’s theme was to raise students’ awareness on food and nutrition.

He also stated that Scicom Week 2015 was more focused with only three activities, as compared with last year’s celebration, which featured six.

The first Scicom Week was staged in March 2004. It was only a decade later that the event was revived with the theme “Scicom goes Green: The Yolanda Connection.” (Marianne Carmen R. Palle and Pauline Grace R. Milante)

DEVC 199 seminar features ADMU prof

The Devc 199 (Undergraduate Seminar) class, under aProf. Winifredo B. Dagli, hosted a seminar on development issues last April 20 at the CDC Lecture Room 1.


Dr. Jayeel S. Cornelio, director of the Development Studies Program at the Ateneo De Manila University, served as the keynote speaker.

According to Renz Homer Cerillo, one of the event organizers, the seminar particularly focused on the use of religious institutions for social change, and how they could potentially hamper development.

Cerillo shared that the organizers decided to tie together religion and development because they deem that “religion is an important facet of development as it is strongly linked to the Filipino people”.

Dr. Cornelio highlighted the relationship of the concepts secularism, which entails separation of state and the church, and economic development.

According to Dr. Cornelio, most countries that exercise secularism are the ones that are most likely to advance. Meanwhile, those with strong religious anchoring usually remain more backwards.

The function of religious institutions in advancing social development, particularly in the grassroots sector, was also discussed.

Dr. Cornelio cited instances wherein religious institutions showed effort and initiative in helping the marginalized communities. Some of which were feeding programs and other similar initiatives hosted by religious groups.

This seminar is part of the class’ Seminar Series on Development Context: Prospects for Development Communication. (ADArguelles)
Krusada participants share thoughts on peace in Mindanao

“How do you think peace in Mindanao can be achieved?”

This is the question posted in the Freedom Wall outside the Drilon Hall of the Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) on April 21 for the seminar “Krusada: Prospects for the Mindanao Peace Process Post Mamasapano (Challenges and Opportunities for Peace Journalism”).

The seminar featured Ms. Putli Suharni Samanodi-Candao, committee secretary of the Committee on Foreign Relations in the Senate of the Philippines and founding chair of the Senate-Muslim Advocates for Peace and Progress (Senate-MAPP); Atty. Benedicto Bacani, founder and executive director at the Institute for Autonomy and Governance based in Cotabato City; and Mr. Ed Lingao, veteran reporter.

Focused on peace, Mamasapano incident, the Bangsamoro Basic Law, and reporting war and conflict in Mindanao, the seminar was made possible through the partnership of Fulbright-Hubert H. Humphrey Alumni Philippines, Department of Development Journalism, and the second semester DEVC 80 classes of AY 2014-2015.

Around 250 students from Malayan College of Laguna, Trace College, Colegio de Los Baños, and University of the Philippines Los Baños attended the seminar. Participants shared their thoughts on how peace can be achieved in Mindanao by posting short responses on the Freedom Wall.

The participants’ responses mainly revolved in trying to achieve unity amidst diversity. Respect for cultural differences, instead of discrimination, was also deemed as vital in leading initiatives on attaining and promoting peace.

The participants acknowledged that understanding can be achieved through proper communication and dialogue among the government and Mindanaoans, especially the Moros.

During the seminar, the attendees called for government transparency and accountability in the Mamasapano incident. There were also pleas for justice to whomever justice must be served.

Despite the numerous media reports and discourses, many still have limited knowledge about the Mamasapano incident, the Bangsamoro Basic Law, and the current state of Mindanao.

Keana Perroy, a Mindanaoan and one of the seminar’s participants, clarified that not all parts of Mindanao are in war. However, reports in media tend to use “Mindanao” instead of specifying a certain place when reporting a conflict.

Unfortunately, according to her, these reports create impressions that Mindanao is a place of war. She added that it is salient to value cultural differences and hold dialogues for negotiation to achieve harmony, unity, and peace in places where tension is present.

As a student, Perroy shared that she can help in the peace process through practicing the power of freedom of speech in clarifying that Mindanao is not entirely a land of conflict and war; people should not be afraid to visit the place. (KGRSasi)