To celebrate the National Science and Technology Week, the College of Development Communication (CDC) featured two e-modules at the Wonderama exhibit last August 12 to 14 at the E.B. Copeland Gymnasium, UPLB.

The exhibit is part of Syen Saya 2015, an annual Los Baños Science festival.

Frequented by elementary and high school students, CDC’s booth showcased interactive modules, Si Antie at ang Malinis na Kapaligiran and Si Iya Malaya at cont’d on p. 2

Students smile as they try the interactive e-modules featured in CDC’s booth at the Wonderama exhibit for the week-long Los Baños science festival, Syen Saya 2015. (Photo by Rikki Lee Mendiola)

Flor wins best paper in int’l confab
by: Guien Eidrefson Garma

“[ASEAN integration is like] weaving silk. Kaya lang, magkaka-iba ang ating materials for scarves. Medyo mahirap din siyang i-WIV. But there is always harmony, unity in diversity.”

Thus said AProf. Benjamina Paula Flor of the Department of Development Broadcasting and Telecommunication, who recently won the Best Paper (Excellent Presentation and Outstanding Paper) award at the International Conference for ASEAN Studies held from August 3 to 5 at the ASEAN Studies Center, Chulalongkorn University, Bangkok, Thailand.

Associate Professor Flor used scarves in her presentation as a metaphor for unity in diversity, wherein different member nations of the Association of Southeast Asian Nations (ASEAN) can be united despite their cultural differences. Her paper, Ten Countries, One Nation?, aimed to conceptualize ASEAN culture using communication as lens; identify cultural determinants of ASEAN integration; and determine ways for cultural integration.

WIVS of a country

Flor asserts that through looking at the worldviews, ideologies, and social structures (WIVS) of a country, there can be unity in diversity. “If you have an open mind, itong ating cultural differences can be a strength instead of a weakness,” she said in an interview.

Instead of looking from the economic standpoint, as the ASEAN Economic Community (AEC) is set to kick off this year, Flor looked at how ASEAN member...
We believe that to make our children better appreciate the role of science in development, we must teach them the value of innovation.”

Apart from Wonderama, the major events that comprised the three-day festival were: Techno Forum, and R&D awards. The activities and exhibits revolved around the theme Syensiya at Kabataan: #WOWTLG where “TLG” stands for Technology Leads to Globalization. (MRFSRolle)

DDJ holds workshop for Quezon school paper advisers

The Department of Development Journalism (DDJ) conducted a one-day workshop on campus journalism for school paper advisers from Real Central Elementary School (RCES) in Quezon Province at the Newsroom of the College of Development Communication (CDC) building last August 24.

Four teachers assigned to develop RCES’ school newspaper attended the workshop. The training covered newswriting topics such: Elements of News, Types of Lead, Structure of News, and Tips in Newswriting.

Resource speakers tapped were aProf. Kabzeel Sheba G. Catapang, aProf. Rosa Pilipinas F. Francisco, and Ms. Ma. Roxanne Fatima S. Rolle.

The participants shared that joining campus journalism competitions is in RCES’s current plans. (MRFSRolle)

UPLB, CDC hold ...

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culminate in a massive, University-wide fire and earthquake drill in preparation for “The Big One.”

The drills were led by Prof. Gene Cuaresma, assistant to the vice chancellor for community affairs and a faculty member at the Institute of Mathematical Sciences and Physics. The Los Baños Bureau of Fire Protection (LBBFP) assessed the performance during the fire drills and a short orientation and discussion followed.
nations can be united through cultural integration. The be-all and end-all of her proposal is the mainstreaming of information about ASEAN to the common person through the revisions of internal policies of governments – from the nations’ leaders and information ministers to village leaders but not necessarily through a top-down approach, and the production of communication materials for dissemination of ASEAN information by using the development communication approach.

The Devcom Approach

Using the Devcom approach, Flor explained, is being process-based and “building people’s capacities to unfold people’s potentials in terms of ASEAN-ness.” She said, “in Devcom, we think of ways on how to disseminate information to improve people’s lives,” which is what the mother of Devcom, Nora C. Quebral always emphasizes.


Her proposal includes the development of My ASEAN Guide Support (MAGS), a smartphone application that makes information about ASEAN member nations’ cultures, practices, and beliefs accessible and handy to tourists, the revision of education curricula to accommodate lessons about ASEAN, and the publication of ASEAN alerts, dictionaries, newspaper, and interactive website, among others.

“As I grow old, I could imbibe the values of the ASEAN, not just my [own countries’] values,” Flor explained. She said that through her proposal, aside from information about ASEAN, the field of development communication will also be mainstreamed.

Devcom’s challenge in AEC 2015

When asked about how the development communication academe should face the AEC, Flor said that the different schools in the Philippines would have different strategies in approaching the ASEAN integration. In December this year, the Consortium of Development Communicators, Educators, and Practitioners of the Philippines (CDCEPP) will hold a conference at the Central Mindanao University, with the theme on ASEAN integration. This venue will highlight the views and way forward to realize ASEAN integration through the Devcom approach.

She added that CDC should take the lead through strategic workshops with various stakeholders, including municipal information officers and gatekeepers in the communities. “How [do we] operationalize being an ASEAN? In what form do we communicate ASEAN?”

What’s next?

Prof. Flor explained that her paper was based from outputs of her students of DEVC 215 (Communication and Culture) last academic year. She added that her next move is to develop the MAGS applications through her Multimedia Studies course at the UP Open University and have the current students of DEVC 215 beef up the contents developed by the previous students with examples by country.
The College of Development Communication (CDC) in partnership with UNICEF conducted a pretesting of communication materials at Milagros and Aroroy in Masbate and Bobon, Northern Samar.

The activity is part of CDC-UNICEF’s project to strengthen the local nutrition and education programs through communication for behavior change and empowerment in the said localities.

Eight communication collaterals were pre-tested: flip chart, poster, calendar, leaflet, video, educational board games, comic books, and a school-on-the-air (SOA) script. The materials featured topics on proper diet, breastfeeding, health, and nutrition.

The participants were representatives of core groups on education, health, nutrition, planning and development, and social welfare.

The activities in Milagros and Aroroy were held last August 25 to 28. The sessions were led by Prof. Hermilea Marie C. Castillo, aProf. Kabzeel Sheba Catapang, and aProf. Trina Leah T. Mendoza. In addition to pre-testing the communication materials, CDC’s aProf. Mark Chico M. Lester also facilitated a training workshop on the basics of community broadcasting and program planning.

Local sectoral representatives joined the workshop to conceptualize a program slot for their community FM radio station, El Oro Radyo (97.5 MHz). The participants produced a run-down sheet and script for the said station as well.

Meanwhile, the pretesting at Bobon, Northern Samar was conducted last September 23 to 24. The four CDC faculty and two staffers who facilitated the activity were aProf. Rosa Pilipinas F. Francisco, aProf. Trina Carpio, aProf. Kabzeel Sheba G. Catapang, aProf. Lily T. Tallafer together with Mr. Romeo Estimado, and Mr. Mario Maningas. (MRFSRolle)