

## 21st CENTURY COMMUNICATION

The Department of Communication forms competent, creative and ethical practitioners, educators, and audience of traditional and new media. Infused with values of excellence, service and the promotion of justice, its programs blend theory and practice in preparing students to work at the cutting-edge of multimedia production, journalism, media studies, advertising and public relations.

### COMPETENT. CRITICAL. CREATIVE.

Through a wide range of learning experiences ~ from classroom instruction to online interaction, mentoring to on-the-job training ~ the circular offerings of the Department lead, in the undergraduate level, to the Bachelor of Arts major in Communication, and in the graduate level, to the Master of Arts major in Communication and the Master of Arts major in Journalism.

### AB Communication

Founded on scholarship, research methods and ethics, undergraduate students focus their studies in communication on one of four concentrations-- image & sound production, journalism, media studies, or advertising & public relations. They complete their studies with a summer work experience in related industries and with the crafting of a semester-long research or project thesis.

### MA Communication

Communication educators, researchers, policy-makers and industry professionals seeking advancement in their careers pursue studies in these fields, enriched by core courses on communication theory, research methods and social change. This two-year program is offered in both Thesis and Non-Thesis Options.

### MA Journalism

This unique, two-year distance learning program for working journalists, educators, and members of allied media allows students engage an international body of faculty and students broaden their knowledge, develop an Asian perspective in their work, and hone competencies they need to excel in their professions.

### Ateneo Association of Communication Majors (ACOMM)

Through projects and events, the undergraduate student organization of the Department provides exposure, training and opportunities for communication work for its vibrant community of more than 250 members.

See: <https://www.facebook.com/TheAteneoACOMM>

### Eugenio Lopez Jr Multimedia Communication (ELJCMC)

In partnership with the ABS-CBN Corporation, the ELJCMC develops creative, ethical and globally competitive media practitioners through workshops and projects. It mentors the Multimedia Information Resource Laboratory (MirLab), a student team that engages in professional production work.

See: <http://admu.edu.ph/lopezcmc>



### Department of Communication

Rm 311 3/F Social Sciences Building, Katipunan Avenue,  
Loyola Heights, Quezon City, Philippines 1108  
• +63 2 426 6001 local 5210 to 5211 • +63 2 426 5963 •  
• Fax +63 2 426 6133 •  
• [communication.soss@ateneo.edu](mailto:communication.soss@ateneo.edu) •  
• <http://www.ateneo.edu> •

## VIDEO LABORATORIES

Specialized production laboratories include a digital television studio, music and vocal recording studios, an Internet radio station, and digital video editing bays.

Video cameras, lights and other equipment for location shooting are also available.

## FACULTY

- Beaver Flores •
- Cheryl Borsoto - Nasol •
- Nicasio Cruz, S.J. • Mark Escaler •
- Maitel Ladrido, PhD • Anjo Lorenzana, PhD •
- Inez Ponce de Leon, PhD • Sev Sarmenta, Jr. PhD •
- Ayo Supangco • Andrew Ty • Violet Valdez, PhD •

## LECTURERS

Norman Agatep	Nanette Diyco	Teresa Pacis
Boots Anson-Roa	Jimmy Domingo	Jim Paredes
Jenna Atun	Pancho Escaler	Gilbert Que
Bernie Bagaman	Atty. Elgene Feliciano	Danton Remoto
Arlene Burgos	Chay Hofileña	Martin Sarmenta
Jing Castañeda	Atty. Jo Imbong	Cielo Timbol-Perez
Sonny Cuenco	Patty Laurel	Jonathan Torres
Bernard Dacanay	Anton Magno	Victor Valbuena, PhD
Jules Dacanay	Greg Martin III	Aaron Vicencio
Ruel de Vera	Nonna Nañagas	Chin Wah Wong



Ateneo de Manila University

School of Social Sciences  
Department of Communication

A Commission on Higher Education (CHED)  
Center of Development

Bachelor of Arts  
Major in Communication

## SELECTED LIST OF UNDERGRADUATE ELECTIVES

### ADVERTISING AND PUBLIC RELATIONS

- COM 160 Advertising Principles and Practices
- COM 161 Public Relations
  - COM 161.1 Creating PR Tools
  - COM 161.2 Events Management
- COM 162 Advertising Management
- COM 163 Special Topics in Advertising
  - COM 163.2 Creative Writing for Advertising (Copywriting)
  - COM 163.3 Broadcast Advertising
  - COM 163.5 New Media Advertising
  - COM 163.6 The Advertising Industry
  - COM 163.8 Integrated Marketing Communications
  - COM 163.9 Strategic Planning

### COMMUNICATION/ MEDIA STUDIES/ CULTURE AND COMMUNICATION

- COM 105 Introduction to Media Studies
- COM 106 Media and Society
  - COM 106.1 Audience Studies
- COM 108 Technology and Cultural Form
  - COM 108.1. Radio
  - COM 108.2. Television
- COM 109 The Information Age
- COM 110 Special Topics in Culture and Communication
  - COM 110.1 Gender and the Media
  - COM 110.2 Political Communication
  - COM 110.4 Propaganda and Public Opinion
  - COM 110.5 Communication and Environment
  - COM 110.6 Development Communication
  - COM 110.7 Issues in Performance
  - COM 110.11 Media and Diaspora
- COM 152 Social Marketing
- COM 190 Global Media Cultures

### FILM PRODUCTION

- COM 121 Production Design and Management
- COM 126.6 Film Acting
- COM 126.9 Writing for Radio and Television
- COM 130 Writing for Film
- COM 131 Cinematography
- COM 134.3 The Short film

### IMAGE AND SOUND PRODUCTION

- COM 120 Introduction to Production (Radio)
- COM 123 Sound Recording
- COM 124 Basic Video/TV Production
  - COM 124.1 Advanced Video/TV Production
- COM 126.14 Digital Video Filmmaking
- COM 126.15 Songwriting
- COM 127 Basic Photography



### FILM STUDIES

- COM 111 Elements of Screen Art
- COM 112 Film History: Theory and Practice
- COM 113 Film Theory and Criticism
- COM 114 Approaches to Popular Film
- COM 115 Film Seminar
  - COM 115.2 Philippine Cinema
  - COM 115.3 American Cinema
  - COM 115.5 European Film
  - COM 115.8 Asian Cinema
- COM 116 Special Topics in Film Studies
  - COM 116.1 The Documentary
    - COM 116.2 Women in Film
    - COM 116.4 Film Education
- COM 117 Interdisciplinary Approach to Film Studies
  - COM 117.5 History and Culture in Chinese Film
- COM 115.10 Japanese Film
- COM 115.11 Korean Film

### NEW MEDIA

- COM 170 Creativity and Problem Awareness
- COM 171 Visual Communication
- COM 172 Introduction to Graphic Design
- COM 173 New Media
- COM 175 Multimedia

### PRINT AND BROADCAST JOURNALISM

- COM 140 Introduction to Journalism
- COM 141 News Writing
- COM 142 Feature Writing
- COM 143 News Production and Management
- COM 144 Investigative Journalism
- COM 145 Health and Environment
- COM 146 Business and Economic Reporting
- COM 147 Broadcast Journalism
- COM 148 Performance and Presentation
- COM 149 Special Topics in Print Journalism
  - COM 149.3 Writing about Culture
  - COM 149.8 Online Journalism (Social Media)
  - COM 149.6 Magazine and Internet Publishing
  - COM 149.9 Photojournalism
  - COM 149.10 Sports Writing

## CURRICULUM

### FRESHMAN YEAR

First Semester	Units	Second Semester	Units
Nat Sci1A Natural Science	3	Nat Sci 2A Natural Science	3
Nat Sci1B Natural Science	1	Nat Sci 2B Natural Science	1
En 11 Communication in English 1	3	EN 12 Communication in English II	3
LIT 13 Introduction to Fiction	3	LIT 14 Introduction to Poetry	3
FIL 11 Sining ng Pakikipagtalastasan Sa Filipino I	3	FIL 12 Sining ng Pakikipagtalastasan Sa Filipino II	3
MA 11 Modern Mathematics I	3	MA 12 Modern Mathematics II	3
INTAC 0 Introduction to Ateneo Culture I	0	INTAC 0 Introduction to Ateneo Culture II	0
PE 1 Physical Education	(2)	PE 2 Physical Education II	(2)
<b>Total</b>	<b>16 (2)</b>	<b>Total</b>	<b>16 (2)</b>

### SOPHOMORE YEAR

First Semester	Units	Second Semester	Units
Fil 14 Panitikan ng Pilipinas	3	FLC JSP/CHN/SP/FFYBH/ITAUGR (Choose One)	3
COM 100 Communication Seminar	3	SCI 10 Science and Society	3
COM 101 Communication Theory	3	HI 16/HI18 Asian/Western History	3
PSY 101 General Psychology	3	SA2 1 Introduction to Sociology and Anthropology	3
TH 121 An Introduction to Doing Catholic Theology	3	NSTP 2 National Service Training Program	(3)
NSTP 1 National Service Training Program	(3)	PE 4 Physical Education	(2)
PE 3 Physical Education	(2)	COM ELECTIVE	3
<b>Total</b>	<b>15 (5)</b>	COM ELECTIVE	3
		<b>Total</b>	<b>18 (5)</b>

### JUNIOR YEAR

First Semester	Units	Second Semester	Units
COM 102 Communication Research	3	HI 165 Rizal and the Emergence of the Filipino Nation	3
EC 102 Basic Economics, Agrarian Reform and Taxation	3	PH 102 Philosophy of the Human Person II	3
PH 101 Philosophy of the Human Person I	3	TH 131 Marriage Family Life and Human Sexuality in a Catholic Perspective	3
COM ELECTIVE	3	COM ELECTIVE	3
COM ELECTIVE	3	COM ELECTIVE	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

SUMMER : Practicum 120 Hours (no credit)

### SENIOR YEAR

First Semester	Units	Second Semester	Units
PH 103/104	3	PH 103/104	3
TH 141/151	3	TH 141/151	3
COM 103 Communication Thesis and Defense	3	COM 107 Media Law and Ethics	3
HI 166 Philippine History	3	POS 100 Politics and Governance	3
COM ELECTIVE	3	FREE ELECTIVE	3
FREE ELECTIVE	3		
<b>Total</b>	<b>18</b>	<b>Total</b>	<b>15</b>

TOTAL UNITS : 128 (14)