

COMPREHENSIVE EXAMINATION

A candidate for the degree of Master of Arts major in Communication may take the comprehensive examination after completion of all academic requirements.

Application forms for admission to the comprehensive examination is secured from the Registrar's Office during registration period and submitted to the department chairperson for approval. The written and an oral part, and emphasizes both the interdisciplinary nature of the program of study and proficiency in the area of concentration. It is administered thrice a year. Schedules are announced each semester.

COM 298 - INDEPENDENT STUDY (3 units)

The independent study is the culmination of the non-thesis and is taken by the student after having completed the coursework and passed the comprehensive examination. The project undertaken as independent study is an original research of limited scope done under the direction of a faculty member. It should demonstrate the student's comprehensive understanding of a selected research issue and his/her ability to mount a research project. The choice of a topic is guided by the student's area of concentration, or the department's research agenda. Upon recommendation of the faculty, the student may be allowed to work on a creative or production project that similarly fulfills the objectives of the course. The research or creative project is presented in a seminar attended by faculty and students.

COM 299 - THESIS (6 units)

The student is required to submit an original study which will show evidence of high ability in the investigation of a problem in the field of communication (Thesis A). In line with the student's goals and interests, however, and with the recommendation of the faculty adviser, the department chairperson may allow a degree candidate to work on a creative thesis (Thesis B) which may involve a production for public presentation, or a work of similar nature.

Thesis work comprises the final six (6) of the thesis units of the academic requirements of the program. Upon completion and approval by the Thesis Committee, the student must pass an oral examination in defense of the thesis.

SUMMARY

	<i>Thesis option</i>	<i>Non-Thesis option</i>
Basic Required Subjects	12 units	12 units
Major Field of Concentration	15 units	21 units
Cognates	3 units	6 units
Thesis / Independent study	<u>6 units</u>	<u>3 units</u>
Total	36 units	42 units

Faculty

Bernie Bagaman
Sonny Cuenco, PhD (cand)
Ruel de Vera
Mark Escaler
Atty. Elgene Feliciano
Beaver Flores
Maitel Ladrado, PhD
Anjo Lorenzana, PhD
Cheryl Borsoto - Nasol
Inez Ponce de Leon, PhD
Sev Sarmenta, Jr. PhD
Ayo Supangco
Andrew Ty
Victor Valbuena, PhD
Violet Valdez, PhD



ATENEUM DE MANILA UNIVERSITY

**SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION**

**MASTER OF ARTS
MAJOR IN COMMUNICATION**

Department of Communication

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BASIC REQUIRED SUBJECTS

Com 200 Theory and Process of Communication	3 units
Com 201 Communication and Social Change	3 units
Com 280 Research Methods in Communication	3 units

And any one (1) of the following 3-unit subjects:

Com 212 Seminar on Film Production	3 units
Com 241 Seminar: Radio Production	3 units
Com 242 Seminar: Television Production	3 units
Com 243 Seminar: Print Journalism	3 units

MAJOR FIELD OF CONCENTRATION

The student chooses from the following options:

1) Choose a specific field of concentration from the following:

Communication Education**Communication Planning and Evaluation****Professional Studies**

2) Do general coursework, i.e., select from any subjects from one specific field of concentration following this classification:

Communication Education**Communication Planning and Evaluation**

CAT NO	COURSE TITLE	UNITS
Com 202	Introduction to Media Studies	3
Com 203	Seminar on Media and Society (SMS)	3
Com 203.1	SMS: New Media Culture	3
Com 203.2	Seminar on Media and Society: Global Media Systems	3
Com 203.3	Seminar on Media and Society: Information Society	3
Com 203.5	Seminar on Media and Society: Gender and the Media	3
Com 204	Media Economics	3
Com 205	Seminar on Political Communication (SPC)	3
Com 205.1	SPC: Journalism and Public Opinion	3
Com 205.2	SPC: Public Opinion and Persuasion	3
Com 206	Psychology of Communication	3
Com 207	Seminar on Media Education (SME)	3
Com 207.1	SME: Educational/Instructional Television	3
Com 207.2	SME: Designing and Managing Training Programs	3
Com 207.3	SME: Creativity and Problem Awareness	3
Com 208	Seminar on Communication and Society (SCS)	3
Com 208.1	SCS: Ethics of Communication	3
Com 208.2	SCS: Media Law	3
Com 208.3	SCS: Development Communication	3
Com 208.4	SCS: Social Marketing	3
Com 208.5	SCS: Intercultural Communication	3
Com 209	Special Topics in Communication Theory (STCT)	3
Com 209.1	STCT: Communication and Management	3
Com 209.2	STCT: Theory of Knowledge	3
Com 209.3	STCT: Health and Environmental Communication	3
Com 209.4	STCT: Socio-Pastoral Communication	3
Com 281	Statistical Methods in Communication Research	3
Com 282	Seminar: Problems and Issues I	3
Com 283	Seminar: Problems and Issues II	3
Com 289	Special topics in Communication Research	3

Additional subjects for Communication Planning and Evaluation

CAT NO	COURSE TITLE	UNITS
Com 259	Seminar: Marketing and Advertising	3
Com 259.3	Seminar in Marketing and Advertising: Integrated Marketing Communication (IMC)	3
Com 260	Seminar in Advertising and Marketing (SAM)	3
Com 260.1	SAMK: Salesmanship	3
Com 261	Seminar in Public Relations (SPR)	3
Com 261.1	Seminar in Public Relations: Lobbying	3
Com 261.2	SPR: Public Relations and the Church	3
Com 262	Seminar in Advertising Management (SAMG)	3
Com 262.1	SAMG: Media Management	3
Com 262.2	SAMG: Media Strategy and Planning	3
Com 263	Introduction to Graphic Design	3
Com 269	Special Topics in Advertising (STA)	3
Com 269.1	STA: Retail Advertising	3
Com 269.2	STA: Broadcast Advertising	3
Com 269.3	STA: Advertising and Public Relations Campaigns	3

Professional Studies

Students opting for this field of concentration are encouraged to choose subjects from the different media areas as the program is designed to enhance multimedia skills.

Film Studies and Production

Com 210	Introduction to Graduate Study in Cinema	3
Com 211	Film Theory	3
Com 212	Seminar on Film Production (SFP)	3
Com 212.1	Seminar on Film Production: Film Writing	3
Com 212.2a	SFP: National Cinema -The American Cinema	3
Com 212.2b	SFP: National Cinema -The Philippine Cinema	3
Com 212.3a	SFP: Film Genre -Documentary Film	3
Com 212.3b	SFP: Film Genre - Independent Film	3
Com 212.4a	SFP: Film Director - The Films of Alfred Hitchcock	3
Com 213	Philosophy and/of Film	3
Com 213.2c	SFP: Film Genre – Journalism and Film	3
Com 214	Cinema and Modernity	3
Com 219	Special Topics in Film	3

Print and Broadcast Communication

Com 240	Broadcast Journalism	3
Com 241	Seminar: Radio Production	3
Com 242	Seminar: Television Production	3
Com 243	Seminar: Print Journalism	3
Com 244	Acting and Directing	3
Com 245	Writing for Radio and Television	3
Com 246	Seminar: Production Techniques	3
Com 249	Special Topics in Journalism (STJ)	3
Com 249.1	STJ: Business and Economic Reporting	3
Com 249.2	STJ: Documentary News	3
Com 249.3	STJ: Investigative Reporting	3
Com 249.4	STJ: Science Reporting	3
Com 249.5	STJ: Desktop and New Media Publishing	3
Com 249.6	STJ: Community Journalism	3

CAT NO	COURSE TITLE	UNITS
Com 249.7	STJ: Critical Writing	3
Com 249.8	STJ: Socio-Pastoral Communication	3
Com 249.9	STJ: Writing about Culture	3
Com 249.10	Special Topics in Journalism: IT Journalism	3
Com 299	Thesis Writing	3

COGNATES

Choose one subject from the following listing. A student however, who wishes to take a subject not appearing in the list below shall obtain prior permission from the chair or the faculty in-charge.

Education

Ed 226	Administration and Management of Elementary Education	3
Ed 227	Administration and Management of Secondary Education	3
Ed 228	Administration and Management of Higher Education	3
Ed 236	Teacher Education Programs	3
Ed 251	Classroom Dynamics	3
Ed 252	Utilization of Educational TV	3
Ed 234	Educational Materials and Media	3

Psychology

Psy 216	Attitude and Opinion Measurement	3
Psy 228	Community Psychology	3
Psy 242	Psychology of Planned Change	3
Psy 272	Organizational Behavior	3
Psy 276	Seminar in Group Process	3
Psy 300	Seminar in Social Psychology	3
Psy 302	Seminar in Industrial Psychology	3
Psy 309	Political Psychology	3
Psy 311	Human Resource Development	3

Sociology

SA 222	Applied Social and Cultural Change	3
SA 228	Development Management	3
SA 230	Strategies for Community-based Development	3
Soc 292	Urban Community Development	3

Sociology and Anthropology

SA 229	Issues in Social Policy and Planning	3
SA 232	Gender and Development	3
SA 236	Environment and Behavior	3

Computer Science

CS 215	Instructional Technology	3
CS 216	Multimedia System	3
CS 217	Human Computer Interaction	3
CS 231	Introduction to Software Engineering	3
CS 232	Database Systems	3
CS 271	Introduction to Artificial Intelligence	3

Subjects which are equivalent, closely related, or deemed to be satisfactory substitutes for any of the listed subjects may be taken with the express permission of the department chairperson.