



THE OFFICIAL NEWSLETTER OF  
DE LA SALLE UNIVERSITY-MANILA

2401 (tweñ'tē fōr'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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## URCO honors faculty researchers

See story on page 6

# 3

CBE faculty  
members  
lend business  
expertise  
to GK

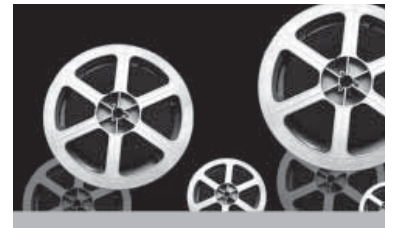


# 4

Field Notes:

Puro Footnote  
Lamang sa  
Kasaysayan  
ng Pelikulang  
Pilipino

ni Dr. Clodualdo del Mundo, Jr.



# Alumni, student leaders strengthen network in Kapihang Lasalyano

The Office of Career Services and the De La Salle Alumni Association organized the fifth “Kapihang Lasalyano,” an annual informal dialogue between distinguished alumni and select student leaders, on March 10 at the Br. Connon Hall.

The activity was organized to provide the current crop of student leaders a venue to learn from the alumni guests by drawing sharings from them about aspects of their student life, which helped developed

them personally and professionally. It also aims to solicit specific suggestions from the alumni on student development and formation.

In choosing their career, the alumni advised the student leaders to: 1) get a job they are passionate about; 2) decide with their values; and 3) make the most of their Lasallian education by continuing to be involved in extra curricular activities.

The roster of La Salle graduates who shared their experiences were Juanito Ger-

vasio (DLSC GS '64, LSGH Primus '68, AB-BSC '73); Eduardo Lucero (DLSC GS '61, HS '65, AB-BSC '70); Adriel Peña (DLSC GS '64, LSGH Primus '68, COE '73); Camilo Reyes (BSC '69); Jose Tanjuatco (DLSC GS '64, LSGH Primus '68, AB-BSC '73); Benjamin Uichico (LSGH '76, MFI); and Cornelio Vergara Jr. (DLS GS '68, LSGH HS '72, DLSU '77).



Students scout for prospective schools abroad at the International Education Expo 2006

## International Education Expo 2006 held

The External Linkages Office recently sponsored the International Education Expo 2006 to cater to the information needs of members of the Lasallian community who are interested to pursue higher education in other countries.

With the theme “The Bigger World,” the expo welcomed representatives from the British Council, Canadian Embassy, Edu France, German Embassy, IDP Australia, Japanese Embassy, Philippine-American Education Foundation (USA), Taipei Education and Cultural Office (Taiwan), and Trade New Zealand. They gave orientations to prospective students of their country’s respective educational offerings and programs.

Exhibits were also set up at the Central Plaza. Brochures and application forms were distributed during the event.

# CBE faculty members lend business expertise to GK

All faculty members of the College of Business and Economics (CBE) have recently agreed to provide free entrepreneurship training to a Gawad Kalinga community in Napa, Parañaque. A Memorandum of Agreement between De La Salle University-Manila and the Gawad Kalinga Community Foundation, Inc. (GKCFI) was signed on March 21 at the Don Enrique Yuchengco Hall to formalize the program.

Early this year, CBE was invited by GKCFI to assist in the conceptualization, development, and implementation of a training curriculum in entrepreneurship for members of the GK Napa youth group. Through the program, trainees are expected to put together their own business plan that will be presented to a micro-finance institution, Tekton, for funding.

The workshop will run from March 20 to June 3. Lecture topics include 1) Legal Requirements in Setting Up a Business; 2) Bookkeeping and Costing; 3) Introduction to Entrepreneurship; 4) Basic Marketing Skills; 5) Basic Management Skills; 6) Cash Flow Management and Budgeting; 7) Primer on Banking and Forman and Informal Lending; and 8) Computer Skills/Presentation Skills.

In addition to the lectures, CBE faculty will also provide assistance to the participants in the preparation of their project feasibility studies, monitor actual business

plan implementation, and evaluate participants' success during the business set-up phase.

A baseline study will also be conducted to help track the changes in living conditions and income of the participants up to five years from the end of the seminar. This will help determine the impact of the training and other interventions made over a period of time. If the program is successful, it will be replicated in other GK communities.

Present during the signing were DLSU System President Br. Armin Luistro FSC, Executive Vice President Dr. Carmelita Quebengco, CBE Dean Dr. Michael Alba, CBE Vice Dean Rene Hapitan, Student Council President Army Padilla, GKCFI Executive Director Antonio Meloto, and GKCFI Sector Head Gregorio Monteclaro.

This activity is funded by the University's Solidarity Fund.



From left, Gregorio Monteclaro, Antonio Meloto, Br. Armin Luistro FSC, Dr. Carmelita Quebengco, and Dr. Michael Alba

# Puro Footnote Lamang sa Kasaysayan ng Pelikulang Pilipino

ni Dr. Clodualdo del Mundo, Jr.

*Ano ang nangyari sa pelikulang Pilipino at bumagsak ito pagkatapos ng makabuluhang produkyon noong dekada '70 at '80? Bakit nabulok ang ating pelikula habang namayagpag sa iba't ibang festival sa buong mundo ang mga cinema mula sa Iran, Taiwan, Tsina, at Korea?*

Maraming dahilan – parang sirang plaka ang paliwanag ng mga taga-industriya at mga kritiko: buwis, Hollywood, piracy, telebisyon, cable TV, VCD at DVD, etcetera, etcetera. Hindi kaya ang dahilan ay ang mga *filmmaker* mismo?

Ang nangyari sa kasaysayan ng ating pelikula sa kalagitnaan ng dekada '80 at buong dekada '90 ay isang kasaysayan ng *footnotes*. Walang *filmmaker* na umusbong na karapat-dapat bigyan ng *main entry* - ang ibig sabih'y hindi mahalaga para talakayin sa katawan ng sanaysay; karagdagang kaalaman lamang, ngunit di gaanong mahalaga; kung minsa'y nakatutuwang banggitin, kaya sa talababa o *footnote* na lamang.

Ilang dekada na ang nakararaan mula

noong pumasok sa eksena ang henerasyon nina Lino Brocka at Ishmael Bernal, noong dekada '70; hanggang ngayo'y sina Brocka pa rin at ang kanilang mga pelikula ang nababanggit kapag ang pambansang cinema ang pinag-uusapan, kasabay ng *homage* kina Lamberto Avellana at Gerardo de Leon at ilan pang *filmmaker* noong dekada '50. Sa madaling salita, ang sumunod na henerasyon ay mistulang *footnote* sa kasaysayang ginawa nina Brocka. Anong mga pelikula mula sa dekada '90 ang maihahanay sa *Insiang*, *Manila by Night*, *Kisapmata*, *Oro Plata Mata*, *Tatlong Taóng Walang Diyos*, *Minsa'y Isang Gamu-gamo*, *Burlesk Queen*? Mga talababa lamang ang sumunod na henerasyon – *footnote* 1, pagkaraan nina Brocka, bu-

mulusok sa lupa, kundi man sa putik, ang pelikulang Pinoy; *footnote* 2, paminsan-minsa'y nakapasok sa ilang international film festivals dahil sa kuneksyon sa kung sinong festival programmer – dito maaring banggitin ang ilang pangalan, ngunit di ko na babanggitin dahil malamang hindi alam ng mga *filmmaker* na ito na sila'y *footnote* lamang. Sa katunayan, ang nakapasok muli sa Cannes Film Festival, pagkatapos ng dalawang pelikula ni Mike de Leon (*Kisapmata* at *Batch '81*) na sabay na pinalabas sa *Directors' Fortnight* noong 1983, ay ang *Babae sa Breakwater* ni Mario O'Hara, pagkaraan ng mahigit dalawang dekada, noong 2003. At si O'Hara ay kasama rin sa henerasyon ni Brocka!

Kung titingnan naman natin ang mga

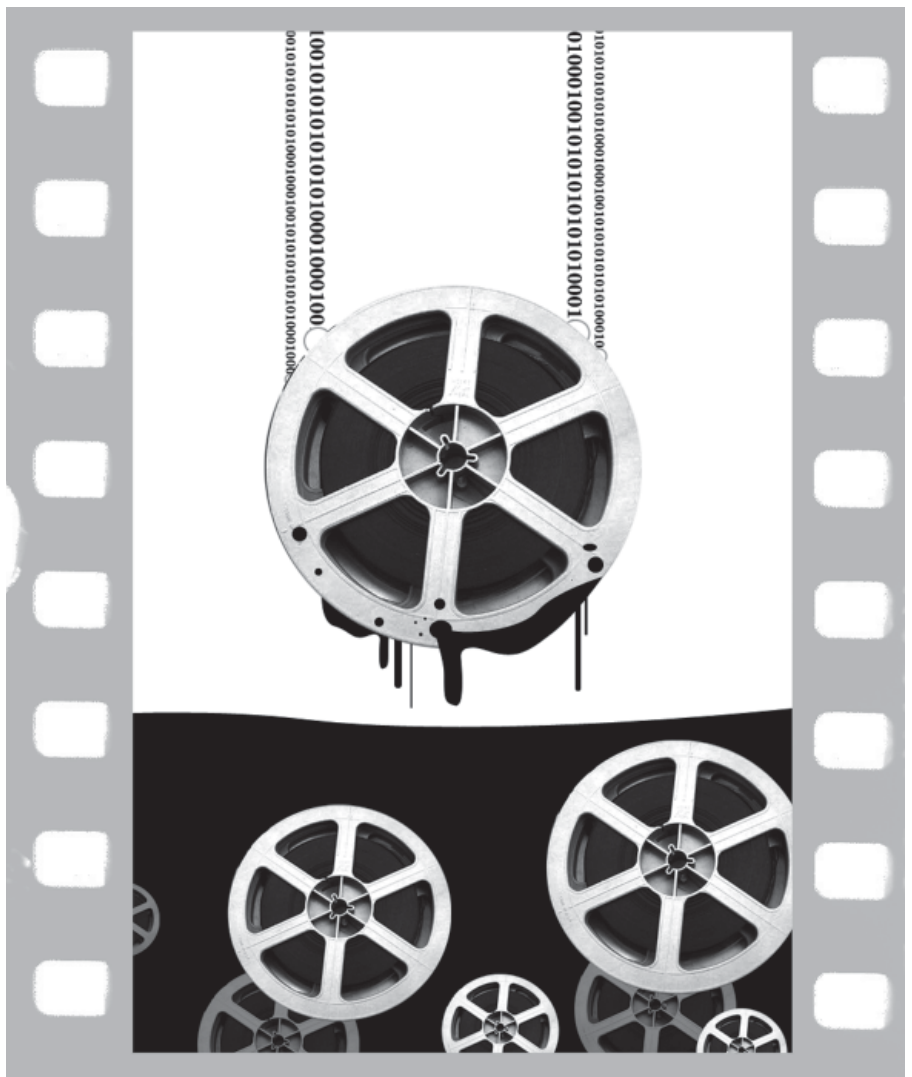
artista ngayon, puro *footnote* lamang sila sa mga natatanging artista noong panahon nina Avellana, kina Leopoldo Salcedo, Rogelio de la Rosa, Anita Linda, Nida Blanca, Lolita Rodriguez, Gloria Romero, Charito Solis, Mario Montenegro, Fernando Poe, Jr.; at sa mga artista ng panahon nina Brocka – kina Nora Aunor, Vilma Santos, Hilda Koronel, Rafael “Bembol” Roco, Christopher de Leon. Nagkalat ang mga artista ngayon; nagkalat ang mga *footnote*.

Ngunit may nangyari at nangyayari pa sa kasaysayan ng pelikula pagkatapos nina Brocka na mahalagang isulat sa kasaysayan bilang *main entry*. Ito ang kasaysayan ng mga *independent filmmaker*. Kabilang dito si Raymond Red na ang pelikulang *Anino*, isang maikling pelikula (sampung minuto ang haba), ay nagwagi ng *Palme d’Or* sa Cannes Film Festival sa kategoryang maikling pelikula noong taong 2001. Nariyan din si Lav Diaz, na sinubukang makipagsapalaran sa *mainstream* hanggang matauhan at gumagawa ngayon ng mga pelikulang walang pakialam sa mga kumbensyon ng industriya. Ang kanyang mahahabang pelikula – *Batang West Side*, *Ebolusyon*, *Heremias* – ay kinilala sa iba’t ibang international film festival. Marami pang mga bagong *filmmaker* na binabandera ang pelikulang Pinoy sa iba’t ibang sulok ng mundo; karamihan sa kanila’y mga *independent filmmaker* ng bagong henerasyon.

Sa aking pananaw, pinanganak na ang bagong henerasyon na may karapatang sumunod kina Brocka. Ngayon, sa panahon ng digital video, marami pang mga *filmmaker* ng bagong henerasyon ang tumatahak ng kanilang sariling landas sa kasaysayan ng pelikula – at nangyayari ito sa labas ng industriya. Noong dekada ’70, bumulusok ang henerasyon ni Brocka na parang isang malakas na alon at tinubigan ang disyerto ng dekada ’60. Ngayon,

kasabay ng bagong teknolohiya, samasamang nagpapakita ng gilas ang bagong henerasyon ng mga *filmmaker*. Maraming mga *indie* ang abalang gumagawa ng kani-kanilang digital video. Nariyan si Michiko Yamamoto, ang sumulat ng *Magnifico* at *Ang Pagdadalaga ni Maximo Oliveros*; si Raymond Lee, na isang manunulat din at nagprodyus ng *Maximo Oliveros*; si Mes de Guzman, isang kuwentista at *filmmaker*; si Raya Martin, na ang pelikulang *Indio Nacional*

ay kinikilala sa iba’t ibang festival; si Khavn de la Cruz, na isa sa mga masigasig na *filmmaker* ngayon; at marami pang iba na may *passion* o masidhing kuneksyon sa pelikula – Joel Ruiz, Rica Arevalo, Mario Cornejo, Coreen Jimenez, Sigfried Sanchez, John Torres, at marami pang iba. Sa wakas, isang henerasyon ng mga *filmmaker* na hindi lamang magiging *footnote* sa kasaysayan.



*Dr. Clodualdo del Mundo, Jr., chair of the Communication Department, is the screenwriter for the award-winning film Maynila sa Kuko ng Liwanag. In 2005, the film Pepot Artista, his entry to the First Cinemalaya Independent Film Festival, won Best Film and Best Editing.*

*From page 1*

# URCO honors faculty researchers

*The University Research Coordination Office (URCO) last week paid tribute to 104 faculty members who completed their research projects and saw publication of their works in Thomson Scientific (also known as Institute for Scientific Information or ISI) journals in SY 2005-2006.*

During its Annual Faculty Research Recognition Program held on March 24 at the Marilen Gaerlan Conservatory, URCO also recognized the Civil Engineering Department for having the most number of completed projects, as well as the most number of completed projects per faculty member. The College of Engineering was cited for having the most number of completed projects and also the most number of completed projects per faculty member.

To underscore the importance of collaborative work among the different disciplines, URCO paid tribute to Dr. Raymond Girard Tan of the Chemical Engineering Department and Dr. Dennis Cruz of the Industrial Engineering Department for undertaking the project, "Development of a Robust Procedure for Network Synthesis in Water and Hydrogen Allocation Problem."

Dr. Arnold Monera of the Theology and Religious Education Department and Dr. Ma. Jesusa Marco of the Behavioral Sciences Department were also recognized for collaborating on the project, "The Lassaillian Youth of the De La Salle University System at the Dawn of 21<sup>st</sup> Century: Belief

and Unbelief, Personal Morals and Social Conscience Towards a Clearer Picture.

Seventeen faculty members were named recipients of the ISI publication incentive. Among the 17 awardees, two came from the College of Computer Studies, two from the College of Education (CED), four from the College of Engineering (COE), one from the College of Liberal Arts (CLA), and eight from the College of Science (COS).

The researches conducted by the faculty were either internally or externally funded, or supported by special project grants. Of the completed projects during the SY, 11 came from the College of Business and Economics, six from CED, 24 from COE, 18 from CLA, and 18 from COS.

According to URCO, the University's research expenditure as of February this year is estimated at P2.75 million for internally funded projects, and about P47.35 million pesos for externally funded projects.



**St. John Baptist de La Salle** (30 April 1651- 7 April 1719)

# Faithful to God's Will

By Brother Gregory Wright FSC

Ellwood P. Cubberley asserted that La Salle's "work marked the real beginning of free primary instruction in the vernacular in France." Kenneth Scott Latourette wrote that "impressed with the paucity of schools and the need of teachers... (he) develop an educational method that earned him the title of 'father of modern pedagogy'" while Daniel Henri-Rops said he was... a pedagogue in the noblest and fullest sense of the word..." and that "his splendid book, *Conduite des ecoles*, shows him to have been a brilliant theorist." All of this praise fits well with the statement in the 1987 Brothers' Rule, "As he became aware, by God's grace, of the human and spiritual distress of 'the children of the artisans and the poor', John Baptist de La Salle devoted himself to

forming schoolmasters totally dedicated to teaching and to Christian education..."

These accomplishments and all that went with them showed he was aware of the world in which he lived and of the needs of religion and the Church at that time. In this situation, perceived by others such as M. Vincent, he showed himself ready to respond to these needs. And when he found out that doing so would not be easy, generously he accepted what it required, bad as well as good, and remained faithful to the way on which he had embarked. Needing help to accomplish his mission, he showed himself a leader who could attract and retain the loyalty of the disciples who joined him while helping them to develop as professional Christian educators. Talented and a genius, he freely

devoted his skill to doing the work well so as to ensure its survival by making necessary and helpful innovations. His success here opened the way for him to undertake other and different apostolate in which he could also serve God and his Church. And when he died on 7 April 1719, he had showed he was a man who served God faithfully in spite of many difficulties and even persecution.

Like John Baptist de La Salle every Christian is called by God to do a particular task for Him and in His Church. The Founder's exemplary response to his call shows each of us the dispositions we can and should have when answering our call from God.

# First Premio Ambahan winners bared

Three third year students of the College of Business Economics and three pupils of the Pundasyon Hanunuo Mangyan School of Bulalacao in Oriental Mindoro won the top honors in the recently concluded 1<sup>st</sup> Premio Ambahan.

Sponsored by the Bienvenido N. Santos Creative Writing Center, the Premio Ambahan is a poem writing competition that aims to popularize the Ambahan, the traditional written and recited poetry of Mindoro's Hanunuo Mangyan.

The contest was open to Lasallians who took up Litera 1 in School Year 2005-2006 and to Mangyan students in Mindoro. The on campus award ceremony for Lasallian winners was held on March 26 at the Ariston Estrada Seminar Room, while the awarding for the Mangyan students took place at Calapan, Mindoro on February 11.

The winners from the University are Ralph Lawrence Manga (BS Interdisciplinary Business Studies), John Joseph Tamarres (BS Economics and Legal Management), and Diana Valencia (BS Advertising and Management). The three won for their poems *Paglalaro*, *Atletang Pilipino*, and *Piloto*, respectively.

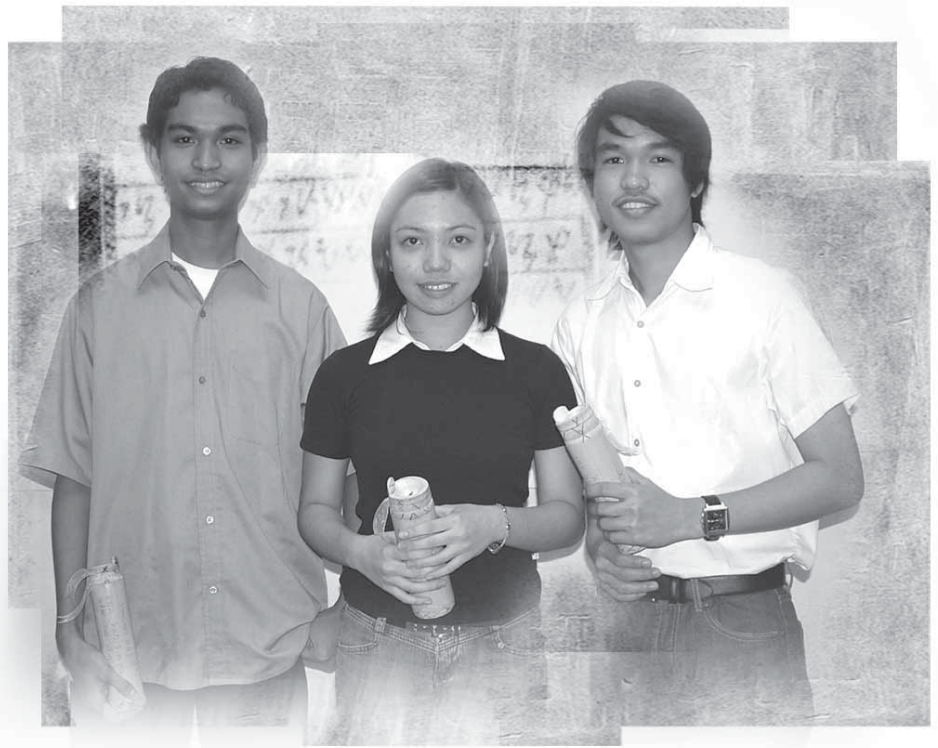
Meanwhile, the poems of Sed Casidsid, David Casidsid, and Angelyn Calinog were named the best Ambahan in the original Mangyan language. Present during the Calapan ceremony were Executive Vice President Dr. Carmelita Quebengco, Mindoro Governor Arnan Panaligan, and BNSCWC Director Malou Jacob.

The on campus ceremony was attended by representatives of various schools,

namely Arellano University, DLS College of Saint Benilde, National Teachers College, Polytechnic University of the Philippines, and University of the Philippines. Each was encouraged by the organizers of the competition to join DLSU-Manila in its efforts to raise student's consciousness of indigenous poetry.

Ambahan is a set of poetic expression with a measured rhyme of seven syllable lines. It is a poem of social character used

by parents to educate their children; by lovers in courtship; to welcome strangers; and on occasions "when something embarrassing, unpleasant, delicate has to be expressed.



The first DLSU-Manila Premio Ambahan winners