



2401 (twen 'te fôr', o, 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 the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

25 JUNE 2007. VOLUME 39. NUMBER 03. 12 PAGES



CBE gets new software to enhance Accountancy program

see page 4



Japanese ministry scholars from DLSU-M inducted as officers

3



Youth's Idealism and the Many Facets of Cultural Change

5



Two faculty researchers win in CHED Republica Awards-NCR

12

HISTORY PROFESSOR GIVES LECTURE AT THE UNIVERSITY OF HAWAII



Souvenir Pose. (L-R) Dr. Ricardo Trimillos, Mrs. William Pfeiffer, Dr. Antonio Hila, Consul General Ariel Abadilla, and Consul Susan Natividad

Dr. Antonio Hila, full professor of the Department of History, gave a lecture-video presentation on “Philippine Music: A Historical Overview” at the University of Hawaii Korean Studies Conference Hall last June 13.

Hila’s lecture-video presentation was part of the 109th Philippine Independence Celebration, which focused on Philippine Music and Food as its theme. It was made possible through the

invitation extended by Consul General Ariel Abadilla, head of the Consulate General of the Philippines in Honolulu, who spearheaded the Independence Celebration.

The lecture-video presentation was an intertextual (transdisciplinary) fusion of history and music, which serves as

a mutual discourse in seeking cultural knowledge. The presentation covered the pre-Colonial, Spanish, and post-Colonial periods.

The event was well-attended by University of Hawaii professors as well as music experts and enthusiasts.

Dr. Ricardo Trimillos, chair of Asian Studies Program and Ethnomusicology professor of the University of Hawaii at Manoa, commended Hila, noting the professor’s excellent lecture which generated positive feedback and interesting questions from the audience.



Dr. Hila stresses a point.



JAPANESE MINISTRY SCHOLARS FROM DLSU-M INDUCTED AS OFFICERS

DLSU-Manila faculty members were inducted as Philippine Association of Japanese Ministry of Education Scholars (PHILAJAMES) officers for School Year 2007-2008 at the La Casita, Andrew Gonzalez Hall last June 15.

DLSU-M Chancellor Dr. Carmelita Quebengco was elected as one of the organization's board of directors, while Dr. Ma. Luisa Enriquez, director of the Center for Natural Sciences and Environmental Research, and Dr. Jonathan Dungca of the Civil Engineering Department were elected as treasurer and public relations officer, respectively.

The newly-elected officers were pledged into office by Director Tomoko Dodo of the Japanese Information and Cultural Center of the Embassy of Japan.

Quebengco, in her opening remarks, said that DLSU-M has a total of 31 faculty members that are education scholars supported by the Japanese Ministry, said to be the highest count compared to that of other Philippine universities.



Above: Director Tomoko Dodo inducts the new officers of PHILAJAMES.

Top left: PHILAJAMES scholars from different universities.

CBE GETS NEW SOFTWARE TO ENHANCE ACCOUNTANCY PROGRAM

To further improve the instruction and delivery of certain subjects in the BS in Accountancy program of DLSU-Manila, the College of Business and Economics will introduce a Web-based integrated business application software to be donated by an industry partner.

The software will be provided by NetSuite Philippines Inc., under a Memorandum of Understanding (MOU) with the University signed on June 22 at the President's Office in the Don Enrique T. Yuchengco Hall.

President Br. Armin Luistro FSC represented the University while James Dantow, general manager and vice president of World Support, signed for NetSuite. The MOU signing was made in the presence of Dr. Myrna Austria, dean of the College of Business and Economics.

Under the MOU, both parties agree to collaborate and partner with each other in the enrichment of the accountancy course through the adoption, integration, and use of relevant and applicable integrated business application software.

NetSuite is a leading provider of this particular software for small and midsize businesses. It chose to partner with DLSU-Manila, noting the University's reputation as a leading higher education institution. It noted the Commission on Higher Education's granting the University with Level IV accreditation status.

The company will provide, without cost or charge, sufficient end-user licenses of its application software to BSA-enrolled students and faculty instructors who will be assigned to handle the selected accountancy subjects.

On the other hand, DLSU-M will determine and select the accountancy subjects to which the application software is suitable on the basis of the curricular offerings of the BSA program.

NetSuite will train faculty members on the use of the NetSuite system before the application software is adopted and utilized in the selected accountancy subjects. It will also provide the instructional materials for the teaching and instruction of the application software to the BSA students.

DLSU-M will review the effectiveness and relevance of the application software every trimestral offering of the selected accountancy subjects. The results of the review will be shared and discussed with Netsuite in order to improve the delivery of the application software.

An abstract graphic composed of numerous overlapping, colorful lines in shades of orange, yellow, green, blue, and red. The lines form various shapes, including circles, loops, and elongated forms, creating a complex, layered visual effect. The background is a light, pale blue gradient.

Youth's Idealism and the Many Facets of Cultural Change


by Dr. Rhod V. Nuncio

Rhetoric: Idealism vs. Realism

It is important to discuss the cultural implications of youth's idealism. There is a compelling urge to delineate facts from fiction, practice from theory, as regards understanding the idealism of the youth.

It can be said that youth's idealism is the antithesis of cultural degradation and social pathologies. This can be said in a positive note, however, the point here is that idealism can also lead us to escapism or a Quixotic quest in futility. Still to make it easier to understand, idealism is the contrast of realism.

Realism is the contemporaneity of conditions. It is the equivalence of truth as it happens "today", "now", "in the present". Thus, locating this realism in our culture and society, we may have to qualify first our assessments and the tools we use to assess things. Here are some. First, the assessment is that social or cultural realism in one extreme can give us the ensuing problems that we face today. When we talk about real conditions, it is equivalent in saying "what's the problem? or what are the problems". It is as if real events do not involve a sense of harmony, peace, order and, yes, happiness. Realism shows us the landscape of the dark side of humanity. We are confronted by daily doses of workloads, unfinished business, and insurmountable problems. Such assessment can be seen in the literary works of F. Sionil Jose, the author of *The Pretenders*, that capture the existential burden of one person to live and suffer, to witness and die (or shall we



The youth's idealism must empower the culture from below and ignite a cultural change.

Idealism, from p5

say commit suicide) amidst the absurdity of “real life”. This is a sample of literary assessment along with other great works of Jose Rizal, Amado Hernandez, Edgardo Reyes, Lualhati Bautista, Fanny A. Garcia, and many others. They are social realist writers who use their imagination and creativity through their pen and paper as tools for unveiling the truth of the moment, the truth in all our social concerns. Their idealism can be found in their self-realization, in the way they transgress the boundaries of facts and fiction to capture a piece of the reality out there. Henceforth, the longing to change society is crystallized in a realist point of view layered in their idealistic quest through their imaginative writings.

Realism can also be found in the news—the gory police stories, corrupt politicians, wicked and greedy people in the cities and elsewhere. News means bad news. This is the kind of broadcast news being constructed nowadays.

Other assessments may include social scientific research, cultural immersions or in-depth ethnographic work, policy research, and many others. The point here is that such assessments are academically or institutionally based. Nonetheless, the rationale or the strongest motivation, I would say, of idealism is to change something. But what is change?

Arguments on Culture

Culture is neither good nor bad. Anthropologists would say

that every culture is relative. But what does “every culture” mean? For Raymond Williams, culture is the most problematic term in contemporary cultural studies. It denotes a universal character that we possess as a people: it shapes us and molds us. It influences us and decides for ourselves what is good or bad, what is wise or without taste, high and low, real and inauthentic. Culture is a measure of all things human but it is not the criterion to decide whether a person or group of people is good or bad. It precedes us (a priori) and, at the same time, comes after us (a posteriori). Meaning to say, culture is the cause and effect of humanity. Culture is something that we cannot shrug off and forget: it lives in us, in our skin, deep-bone, in our soul, our mind, our totality of being. Culture is present all the time as we speak, as we think, and die. To be specific, culture is “the totality of learned, socially transmitted customs, knowledge, material objects, and behaviors. It includes the ideas, values, customs, and artifacts of groups and people” (Schaefer 2005: 50).

Nevertheless, this textbook definition of culture lacks something. Though very specific, the definition fails to explain why culture is pervasive and why we can't escape it. Culture is prevalent because it is knowledge—something stored up, retrieved, opened, disseminated, and patronized. Culture is a lived understanding of ourselves and of others in time and space, something we absorb and adhere to. Imagine yourselves living inside a box all throughout your life. We can jump out from

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box but a bigger and wider box awaits us – a labyrinth of boxes. No one lives out of culture.

Aside from these characteristics, there is also politics, or power, to ensure all these. Cultures do also compete as perceived, imposed, and maintained by people of power and people in power. Filipino culture as they say is the amalgamation of different competing cultures—survival cultures drawn out from a long stretch of colonial history: Spanish, American, Japanese occupations, not to mention the cultural influences of Chinese and Arabs as a form of “quiet assimilation” from pre-Hispanic times up to the present.

Today, American cultural imperialism is evident, well, in our use of the English language, the educational system, mass media, form of government, bureaucracy, trade and commerce and many others. American cultural hegemony reigns in the center, mostly in the cities where modernity or modernization creeps in to replace the old ways, the old culture. The old dominant culture or the Spanish legacy can be found everywhere but it recedes in our memory, in the periphery. It has become secondary to American cultural hegemony. Yet because it lies in the periphery, rural or folk culture integrates Spanish influences more than the American’s. Now folk culture, the quintessential Filipino culture, can be surmised to be shattered due to foreign cultural influences. Cultures of the Mangyans of Mindoro, the T’bolis of Mindanao, Igorots of Cordillera and many others are starting to be assimilated with lowland cultures because of geographic and cultural

Idealism... p9



STUDENT AWARDS AND ACHIEVEMENTS

Lasallian makes it to TOSP-NCR list

B.S. Chemical Engineering student Herbert Klaus Martin Hallig joined this year's list of the Ten Outstanding Students of the National Capital Region (TOSP-NCR) during the ceremonies held at the PLDT TelTech Building on April 20.

Being part of the TOSP-NCR, Hallig will be one of the official NCR nominees to the search of the Ten Outstanding Students of the Philippines.

Two other Lasallians—B.S. Biochemistry major Jadz Jevz Lee and B.A. Philosophy and B.S. Accountancy major Wainwright Gregory Yu—were also among the Top 20 finalists in the Regional Search for TOSP-NCR.

The TOSP program has recognized outstanding youth of the nation for academic excellence, exemplary leadership, community involvement, and good moral values since 1961.

CBE students join

AmCham orientation program

Three students from the College of Business and Economics (CBE) were chosen by the American Chamber (AmCham) of Commerce in the Philippines to participate in its Business Orientation Program held last April 9-14.

Pamela Isabelle Belen and Cherry Marie Tan Chi, who are taking up B.S. Accountancy, and Jose Antonio Roxas Jr., who is taking up B.S. Applied Corporate Management, were among the 19 students who made it in the weeklong event that featured company talks and

tours, interaction with distinguished corporate executives, and a business plan competition.

The orientation program aimed to expose student participants to a wide array of business sectors and key industries where AmCham member-firms are involved.

P&G names Student Excellence Awardees

Two students from Computer Studies and one from Engineering joined this year's Procter and Gamble (P&G) Student Excellence Awardees during the ceremonies held on March 2.

The honorees were Alvin Gillo of Electronics and Communications Engineering and Mary Ann Ngo and Ricardo Ortuoste, both of Computer

Science. Each was chosen based on academic excellence and leadership qualities in the fields of management, engineering and information technology.

Since 1999, P&G has been giving the Awards annually to outstanding students from Ateneo de Manila University, De La Salle University-Manila, University of the Philippines, and University of Santo Tomas. The awardees should exemplify the ideals of their respective universities and serve as role models to their peers.

BOARD TOPNOTCHERS

CERTIFIED PUBLIC ACCOUNTANTS BOARD EXAMS (MAY 2007)

John Philip Te- 91.0 % (2nd place)

Kervin John Torchiva- 90.14 % (3rd place)

Doreen Myra Quiaoit- 89.43% (5th place)

Sheryll Anne Roque- 89.43% (5th place)

Rey Christian Sikat- 89.43% (5th place)

Lissette Perez- 89.29% (6th place)

Ace Roger Labuac- 88.86% (8th place)

Maria Carmela Calaquian
- 88.57% (9th place)

Vanessa Joy Tan- 88.57% (9th place)

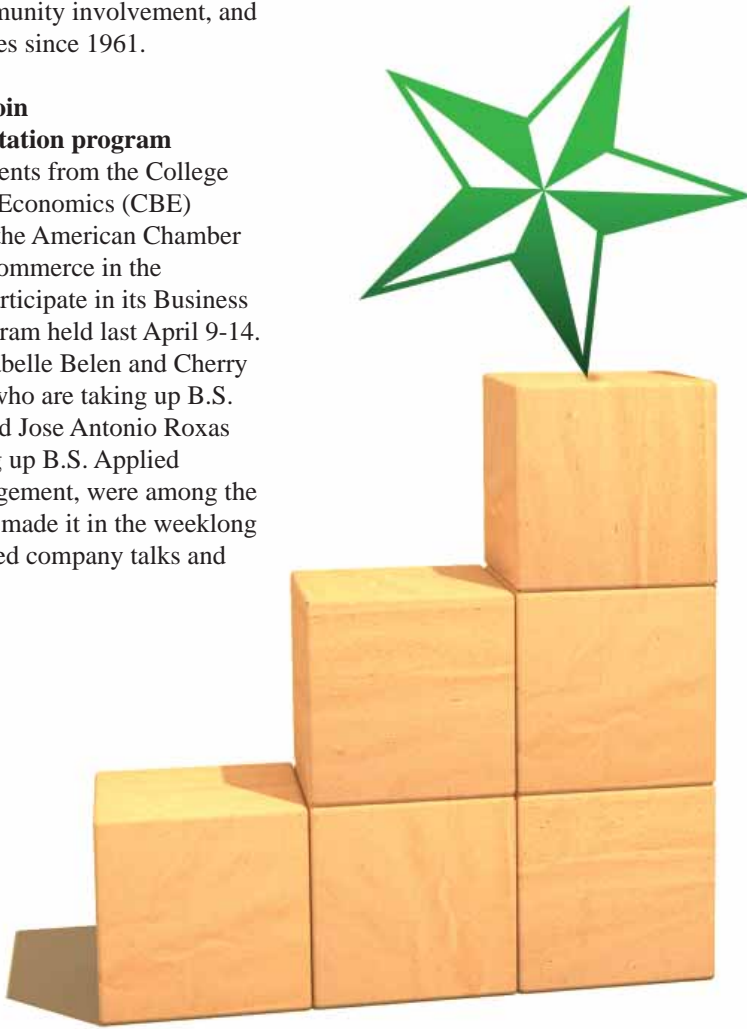
DLSU-M was the top performing school with 100 or more examinees, with 77% passing rate. The national passing rate was 30.21%.

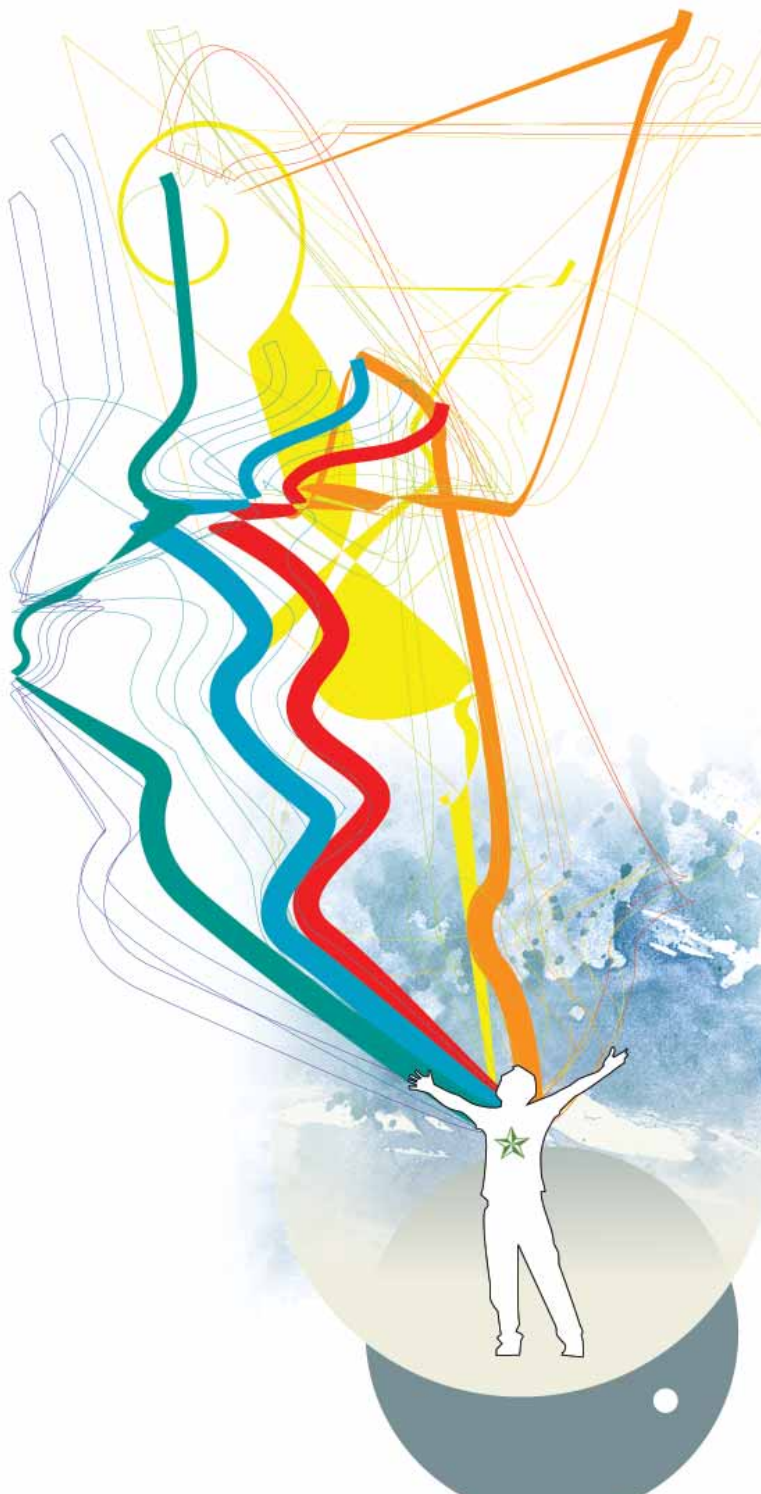
CIVIL ENGINEERING BOARD EXAMS

Joaquin Ong- 95 % (4th place)

Meg Obira- 94.2% (6th place)

DLSU-M got an 82 % passing rate. The national passing rate was 33.2%





Idealism, from p7

dislocations. The strategy is very obvious, the powerful, the land gluttons, the hacendados or landlord capitalists took away and took over the ancestral lands of these people. Without lands, these people find ways to live and work in the lowland barrios and cities.

In the end, the culture from below is the culture from which its place, worth, and legacy are decided through and by power struggle. This is the culture of the minorities, the oppressed, the destitute, the forsaken, and the marginalized. Yes, they too have culture: tastes, ideas, artifacts and choices which others in high culture abandoned or abhorred because they consider it as low-brow, inauthentic, derogatory to their own tastes and choices. Social inequality breeds cultural differences and cultural indifference. This is the cultural politics of social class. Our social standing as our cultural position too is dictated by our cultural preferences: the Hollywood movies we watch, the sleek top-of-the-line cellphone we own, the pizzas and burgers we eat. All these things depend on how much we can spend and consume. Culture then becomes popular culture.

Popular culture does not prioritize culture as knowledge. It transforms culture as commodity. Yet though it may be a form of knowledge, commodity unlike knowledge is dispensable. Knowledge is composed of ideas. It is immaterial, a mental construct which can be transmitted or passed on from generations to generations. A worn out, dysfunctional commodity is only good in the trash can. They say the battle rests on the struggle of the youth to maintain their idealism as visionaries and change agents face to face with realism or to escape from reality consumed by popular culture, evading the issues of life and society.

Youth's idealism started the student activism of the 70s. It is the same idealism which bolsters the political ambitions of young politicians. For others it is a coping mechanism, which maintains the stamina and the adrenalin to move on amidst the bitter and horrifying realities of the present. It is the beginning of big ideas, bold inventions, and soaring creativity in the future. Idealism is something we dream of having to dream big, bold, and happy. Yet, idealism can be the lazy dog's daydream. It can be the pathway to one's ivory tower, distancing oneself from the ins and outs of society, of reality. I believe that the youth's idealism must empower the culture from below and ignite a cultural change. They should be liberated in order to free others. Others say that idealism gives us the power to dream. But more than that, idealism is dreaming about change.

Let me rephrase what the late former Senator Raul Roco said: "When I was a boy I wanted to change everything – the world, my country, my community. But as I age, all throughout this longing to change others, I want to ask this, to remind me always of my success or failure: to what extent did I change myself?" Socrates once said: an unexamined life is not worth living. Idealism is about action and reflection not just day dreaming in the corner. It is about choices with convictions.

We must take the lead. Either we choose the red pill or the blue pill...or both...or none at all.

Dr. Roderick Nuncio is the chair of the Departamento ng Filipino, De La Salle University-Manila. He shared the original text of this essay in a UNESCO-organized symposium at San Beda College.



DLSU-MANILA AND SENBEL SIGN MOA ON BIOFUEL RESEARCH

A Memorandum of Agreement (MOA) between DLSU-Manila and Senbel Corporation was signed last June 18 forging a commitment to do research on improved biofuel processes.



*Senbel Corporation President and CEO
Jose Ermelo Santos*



DLSU-M Chancellor Dr. Carmelita Quebengco (fifth from left) discusses the importance of the research to the University after signing the Memorandum of Agreement with Senbel Corporation President and CEO Jose Ermelo Santos (fourth from left) as Senbel officers and University administrators listen.

The research work, which is based on a proposal for a development program on the use of ion-exchange resins for the transesterification of coconut oil to fatty acid methyl esters, will be undertaken by the Chemical Engineering Department to be headed by Dr. Luis Razon and Dr. Raymond Girard Tan.

Senbel Corporation, a local manufacturer of Coconut Methyl-Ester (CME) as additive fuel, is one of the few companies accredited by the Department of Energy for complying with Philippine National Standards in CME production.

In the agreement, Senbel will be funding the research activity, which involves in-house product quality tests and other necessary expenses. The group will likewise provide the materials, accessories, and other laboratory equipment needed for the research.

Faculty chemical engineers, students, and research resources will, in turn, provide knowledge and research expertise in the field of chemical engineering as well as other physical facilities and equipment necessary.

Dr. Nikko Quevada, associate director of the University's Academic Intellectual Property Office, said his office reviewed and repaired the MOA. AIPO also sponsored the MOA signing activity.

The agreement was signed by DLSU-M Chancellor Dr. Carmelita Quebengco and Senbel President and CEO Jose Ermelo Santos, with College of Engineering Dean Dr. Pag-asa Gaspillo and Serafin Sena, Senbel Technical Assistant to the President, as witnesses.

Quebengco expressed her appreciation for the project because the collaboration with an industry group such as Senbel, describing it "a perfect example of how I think we should move forward."

Santos, on the other hand, said this partnership is a conscious effort to make the Lasallian community aware of the many benefits that can be derived from using coconut oil, citing the crop as one of the most important agricultural assets we have today.

TWO FACULTY RESEARCHERS WIN IN CHED REPUBLICA AWARDS-NCR

DLSU-M faculty members once again prevailed in the regional level (NCR) of the Commission on Higher Education (CHED) Republica Awards, annually given to outstanding research published in a refereed journal.

Dr. Alexis Fillone of the Civil Engineering Department won in the Natural Sciences, Math, Engineering, and Information Technology category for the paper, “Logit Choice Models and Utility Ranking of Transport Modes in Metro Manila with Urban Transport Policy Applications,” published in the *Journal of Research in Science, Computing and Engineering* (August 2006). He co-authored the paper with Cresencio Montalbo, Jr. and Noriel Christopher Tiglao of the University of the Philippines.

Meanwhile, Dr. Rizal Buendia of the Political Science Department won in the Social Sciences, Economics, Education, and Humanities category for his paper, “The State-Moro Armed Conflict in the Philippines: Unresolved National Question or Question of Governance?” published in the *Asian Journal of Political Science* (June 2005).

The CHED Republica Awards is yearly organized by the Office of Policy, Planning, Research and Information of CHED to recognize and reward outstanding research outputs that contribute to the discovery of new knowledge, as well as to the

development of innovative technology, particularly in the CHED-identified priority disciplines.

It also seeks to provide impetus for enhancing research productivity in public and private higher education institutions (HEIs) and for promoting greater appreciation of the importance of research in higher education and national development.

Fillone and Buendia will both receive trophies, prize money of P50,000, and a chance to participate in the National Republica Awards.

