



2401 (twen 'tē fōr',ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, 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, featuring developments and stories of interest about the University.

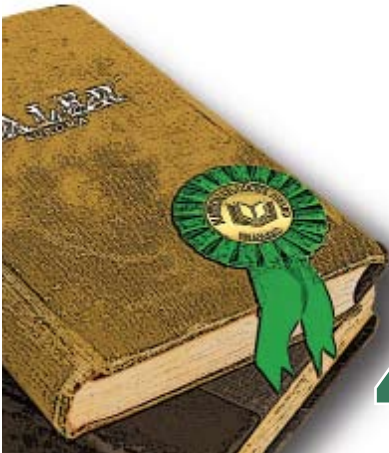
09 DECEMBER 2008. VOLUME 40. NUMBER 14. 12 PAGES



## DLSU advocates “**iamninoy**” campaign

see page 3

Faculty, alumnus win in 2007  
National Book Awards



4

‘Be not afraid’



6

Marketing team wins  
PANA competition



9

## HARLEQUIN DIRECTOR CITED BY PHILSTAGE

*Harlequin Theatre Guild's Artistic Director Raffy Tejada was recently cited by the Philstage Awards for the Performing Arts for his performance in "Tosca," a collaborative project between the Philippine Educational Theater Association (PETA), Black Tent Theater of Japan, and the Theater Company Nettle of Korea.*

"Tosca" is an opera in three acts by Giacomo Puccini based on Victorien Sardou's drama, La Tosca, which narrates visions of passion, jealousy, betrayal, and revenge, is set in a time of war through a series of beautifully worded sonnets and songs inspired by Puccini's opera. Tejada, alongside other Filipino, Korean, and Japanese actors, played the role of Scarpia, a Japanese military officer who harbors a secret longing for the main character Tosca.

The Philstage Awards for the Performing Arts, more

popularly known as the Gawad BUHAY!, honors outstanding accomplishments in theater, dance and music among Philstage member-companies. Quarterly citations, nominations, and winners are juried by an independent panel of performing arts practitioners, critics, academicians, and enthusiasts invited or selected by the Philstage Board of Directors.

Jury members are required to watch all productions of Philstage members to ensure a fair selection process. The jury meets quarterly for the

citations from which will be culled the nominees qualified to vie for the annual award to be announced and honored in fitting ceremonies during the National Arts Month in February 2009.





# DLSU ADVOCATES “IAMNINOY” CAMPAIGN

*De La Salle University recently partnered with the Benigno S. Aquino Jr. Foundation for the “iamninoy” campaign, starting with a symposium on Filipino Heroism graced by former President Corazon Aquino.*

The symposium, as the culminating event of a weeklong program of DLSU to support the foundation’s celebration of the national hero’s life and legacy, was held last November 27 at the Marilen Gaerlan Conservatory. Other activities during the week included iamninoy souvenir booths, a photo exhibit, and photo and essay writing contests for students.

Moreover, the symposium was held in line with the formal launch of the Benigno Aquino, Jr. Commemorative Stamps sponsored by the Philippine Postal Corporation (Philpost) as part of its 110th anniversary.

During the symposium, Aquino expressed her appreciation for the University’s effort to honor her late husband on his birth anniversary.

“The response to the campaign has truly been heart warming, and I am overjoyed that many of you have embraced it as your own. I am grateful that Filipinos of your age continue to find inspiration in Ninoy and what he has done for our country,” she said, addressing more than 300 students in the conservatory.

“Your presence in this great University means that you are all gifted in some way and that each of you has something to offer our nation and our people. Just as my own grandchildren amaze me with their prowess and little acts of kindness everyday, you can all stand out as heroes in your own right.”

DLSU President and Chancellor Br. Armin Lustrero FSC and Vice Chancellor for Lasallian Mission and External Relations Br. Bernard Oca FSC accompanied Aquino during the symposium. Philpost representatives presented the commemorative stamps to Aquino.

Invited speakers in the symposium were Diether Ocampo, founder of K.I.D.S. (Kabataang Inyong Dapat Suportahan) Foundation; Atom Araullo, ABS-CBN News and Current



Affairs reporter; Reese Fernandez, Rags2Riches Management Committee member; and Elvin Uy, recipient of the Benigno “Ninoy” S. Aquino Award for Nationalism.

As a tribute to the 25th death anniversary of the national hero this year, the iamninoy campaign is designed to create innovative mechanisms and systems for the participation of corporate brands and their customers in schemes that contribute to causes and projects that enhance the welfare of the poor and marginalized Filipinos.

**iamninoy**



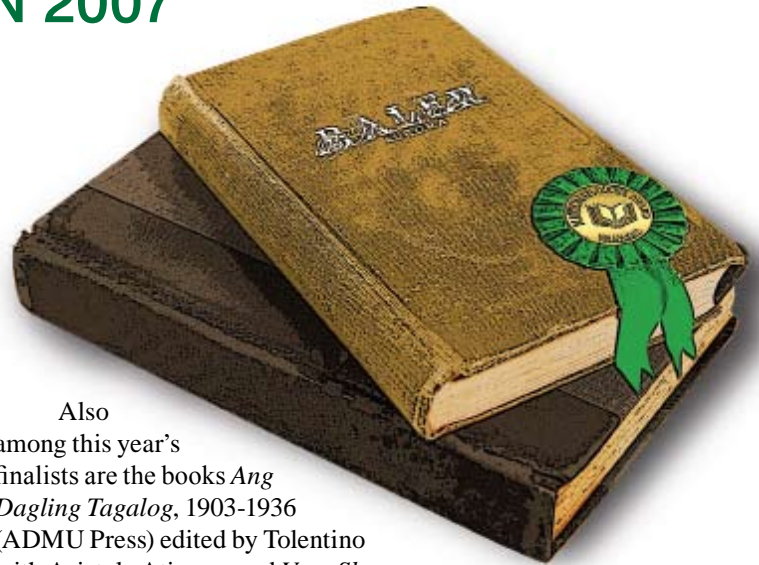
## FACULTY, ALUMNUS WIN IN 2007 NATIONAL BOOK AWARDS

*Two faculty members and an alumnus of the departments of Literature and Biology were among those recognized in the 27th National Book Awards held last November 15 at the Yuchengco Museum, RCBC Plaza, Makati City.*

The book *Baler, Aurora* co-authored by Dr. Domingo Madulid, professorial lecturer of the Biology Department, bagged the award for the Travel category. The book showcases the rich history of the capital town of Aurora, which produced prominent leaders like the former President Manuel Quezon, its rare flora and fauna, and current developments in Baler and its province.

Meanwhile, books authored by Literature Department's Associate Professor Dr. Roland Tolentino and alumnus John Iremil Teodoro (MFA 2001) also received National Book Awards.

Tolentino's *Sipat Kultura: Tungo sa Mapagpalayang Pagbabasa, Pag-aaral at Pagtuturo ng Panitikan* published by the Ateneo de Manila University Press was the 2007 Best Book in Literary Criticism. The book discusses the historical, sociological and modern transformation of Philippine literature. Teodoro's book *Pagmumuni-muni at Pagtatalak ng Sirenanag Nagpapanggap na Prinsesa* published by Imprinta Igbaong, on the other hand, was the winner for the essay/creative non fiction category.



Also among this year's finalists are the books *Ang Dagling Tagalog, 1903-1936* (ADMU Press) edited by Tolentino with Aristole Atienza, and *Very Short Stories for Harried Readers* (Milflores Publishing), a collection of short stories in English, edited by Communication Department's Assistant Professor Vicente Garcia Groyon.

The Manila Critics Circle, a non-profit, non-stock organization of professional literary critics and newspaper columnists, gives the National Book Award annually to the best books written, designed, and published in the Philippines. This year's award was presented with the National Book Development Board in cooperation with the National Commission for the Culture and the Arts.

## PHILOSOPHY FACULTY MEMBER DELIVERS PAPER IN INTERNATIONAL CONFAB

*Dr. Jeane Peracullo of the Philosophy Department represented De La Salle University and the country in the annual conference of the Society for Phenomenology and Existential Philosophy (SPEP) held at Duquesne University in Pittsburgh, Pennsylvania, USA last October 18-20.*

The conference was North America's second largest professional organization devoted to supporting philosophy inspired by continental European traditions.

The International Association of Environmental Philosophy (IAEP), an affiliate society of SPEP, sponsored her paper on "Woman, Body, and Nature in Feminism and Ecofeminism: hunger

as Nexus?" IAEP welcomes a diversity of approaches to environmental issues, including the many schools of Continental Philosophy, the history of philosophy, and the tradition of American Philosophy.

SPEP fosters discussion on all philosophical topics and is actively committed to philosophical pluralism and to the support of historically under

represented groups in the philosophical profession.

Peracullo's paper focused on the phenomenological reading of Filipino women's experience of hunger, which then exposes essentialism as false dichotomy in both feminist and ecofeminist philosophies.



# LA SALLE HOSTS MULTI-SECTORAL SCIENTIFIC RESEARCH FORUM

*De La Salle University hosted the continuing research forum of the Philippine Society of the Japan Society for the Promotion of Science Ronpaku Fellows (JSPS-PRF) and the Department of Science and Technology (DOST) last November 17 at the Br. Andrew Gonzalez Hall.*

The scientific research forum focused on the theme, “Investing Knowledge in Environment and Health.”

DLSU Vice Chancellor for Lasallian Mission and External Relations Br. Bernie Oca FSC, in his welcome remarks, recalled the late Br. Andrew Gonzalez’s vision of promoting scientific endeavors and developing the research culture of the university. He also cited the relevance of the theme in view of the current environmental situation in the country.

Dr. Maricar Prudente, director of the Lasallian Institute for Development and Educational Research (LIDER), delivered a paper titled, “Persistent Toxic Substances in the Philippine environment.”

Prudente’s research gave a comprehensive review of the studies on persistent toxic substances in the Philippines. Most of these persistent organic pollutants (POPs) include pesticides and industrial chemicals, which are either banned or restricted for use in most northern industrialized countries. These POPs, however, are still in use in some developing countries.

The JSPS-PRF is composed of researchers, scientists, and academicians with varied fields of interest, including the agricultural sciences, fisheries, health, engineering, and political science, among others. The society seeks to work in multidisciplinary issues

that shall harness the various expertise of its members in the sciences and technology through research, education and training, and in collaboration with the government, the industry and private institutions.

The research forum on government priority issues such as environment and health was an initiative of JSPS-PRF to contribute in the national science and technology agenda.

Dr. Cristela Goce-Dakila, a member of JSPS-PRF and faculty member of the Economics Department, served as master of ceremonies and moderator of the event.





# 'BE NOT AFRAID'

By Corazon C. Aquino

*This speech was delivered by former Philippine President Corazon C. Aquino during the Symposium on Filipino Heroism last November 27 at the Marilen Gaerlan Conservatory of De La Salle University.*

Good afternoon to all of you. Let me first thank the Philippine Postal Corporation for paying tribute to Ninoy by issuing those wonderful commemorative stamps on PhilPost's 110th anniversary. These stamps will go a long way in keeping the memory of Ninoy alive in the hearts and minds of our people. Special thanks also to De La Salle University for honoring Ninoy with this weeklong celebration, which you have aligned with the "iamninoy" campaign.

We in the Benigno S. Aquino Jr. Foundation have always wanted to reach out to the Filipino youth who know very little about Ninoy's life and legacy outside of what they read in text books or occasional feature articles. When we asked our friends in McCann Erickson to help us in this regard, their young creative team came up with the "iamninoy" campaign that was launched in commemoration of the 25th anniversary of Ninoy's assassination last August 21.

The response to the campaign has been truly heart-warming and I am overjoyed that many of you have embraced it as your own. I am grateful that Filipinos of your age continue to find inspiration in Ninoy and what he has done for our country.

Perhaps it is only fitting that we celebrate Ninoy's 76th birthday today with this Symposium on Filipino Heroism. And I wish to commend the DLSU Theology and Religious Education Department, the Lasallian Pastoral Office, and your Student Council for embarking on this initiative at a critical juncture in our history.

I understand that this symposium forms part of your school's Kapihan para sa Malayang Lasalyano (Kamalayan) Series, designed to tackle issues that affect the nation and, thereby, to help mold better informed and discerning students who can be active agents of social transformation. This reflects the healthy mix of relevance and youthful energy that officials like Br. Armin and Br. Bernie bring to your University. It also reflects the keen sense of nationalism of your student leaders, who are living up to the proud tradition of great Lasallians like Senators Jose Diokno and Lorenzo Tañada.

As the Aquino Foundation makes the rounds of schools which want to take part in the "iamninoy" campaign, it gives us great relief that there seems to be a strong undercurrent of concern for our nation



“Be true to yourselves and to your faith, and God will do the rest.”

among young Filipinos. I often wonder what the majority of the present generation of students feels about what's going on in our country and the rest of the world. Do you bother to read the papers or to track the news on TV or the internet? Which national or global issues surface somehow in your blogs, e-groups, Multiply or Facebook exchanges, and text and instant messages? What kind of leaders are you looking for?

It's possible many of you do not bother to speak out because you might feel that your voice wouldn't be heard anyway. It's possible that many of you feel misunderstood or underappreciated. If that is how you feel, let me tell you this: **you are important**—now more than ever before.

Bear in mind that Ninoy set out his life's quest at a very young age. At 17, he was covering the Korean War for the Manila Times. By age 35, he was elected the youngest Senator of the Republic. En route, he quickly piled up experience as a journalist, farm manager, town mayor, provincial vice-governor, governor, and special assistant to three Philippine Presidents—not to mention husband and father of five children.

Even after gaining prominence as a national figure, Ninoy looked upon the youth as his most important constituency. Drawing from his own experience, he knew in his heart that young people, by and large, were motivated by the purest of intentions, the noblest of ideals, and the clearest of visions. Beyond being idealistic and energetic by nature, the youth are not easily sidetracked by political or financial distractions, nor are most of them



the pressures of raising a family or running a business. When a critical mass of young people takes on a cause, you can be sure that change on a dramatic scale is under way. You only have to look at the recent Presidential elections in the United States—and its unfolding aftermath—to validate this fact.

Often stereotyped as rebels without a cause, young men and women nowadays tend to be seen more in terms of the norms they want to break in modes of social interaction, study, communication, dress, and self-expression. They seem to inhabit a separate universe, characterized by cell phones, iPods, computers, brand icons, and distinct places to “chill” in. Yet, research studies on the youth, such as those regularly conducted by McCann, reveal that beneath the surface, many young Filipinos long to do good for society—they just don’t know best to contribute in their own way.

I am happy that the “iamninoy” campaign has helped some of you define your own individual expressions of heroism. I hope that this symposium will help deepen your understanding of—and commitment to—your unique calling as Filipinos with talents and resources that can be harnessed to improve the quality of life of our less fortunate countrymen.

None of you can ever know for certain what the future holds in terms of concrete ways by which each of you can make a real difference in the lives of our people. Ninoy’s ultimate dream was to die for his country, but it took a cabal of assassins to help him realize his destiny. Before late 1985, I did not entertain the faintest notion that I would ever run for—much less become—President, yet circumstances inexorably led me down that path. And, when the time came, I could not shirk from the challenge. Looking back, I can only wonder where I got the guts to go head-to-head against Marcos and his vaunted political guile and machinery.

I guess the moral of the story is simply this: **Be not afraid to do something you believe in. Be true to yourselves and to your faith, and God will do the rest.** Your presence in this great University means that you are all gifted in some way and that each of you has something to offer our nation and our people. Just as my own grandchildren amaze me with their prowess and little acts of kindness everyday, you can all stand out as heroes in your own right. How? Well, that is not for me to say but for you to find out for yourselves.

I have come here to ask for your suggestions and recommendations. Our nation could certainly use the freshness of your ideas and the inexhaustibility of your energy. I can think of no better gift for Ninoy on his birthday.

Animo La Salle! Mabuhay ang mga kabataang Pilipinong nagmamahal sa ating bayan! Maraming, maraming salamat po.





# MARKETING TEAM WINS PANA COMPETITION

*De La Salle University was recently declared champion in the 9th Annual Integrated Marketing Communications (IMC) Students' Competition.*

Organized by the Philippine Association of National Advertisers Foundation (PANAF), the advocacy arm of PANA, the competition aimed to provide students with the opportunity to develop a better appreciation of advertising, communications, and promotions based on an integrated marketing perspective and how these fit into the process of marketing management.

This year's theme, "Stop, Look, Listen: Road Safety Awareness Campaign" challenged the students to create a

road safety campaign for the Department of Transportation and Communication (DOTC).

The students were tasked to create a cohesive IMC campaign given a P30 million budget. They conceptualized, designed, and presented an integrated marketing communication strategy.

Both PANAF and the DOTC chose the DLSU PANA Team's IMC Campaign, "Ligtas sa Paglalakbay, Tuloy ang Buhay" that they aim to officially air, print, and produce on a national scale.

The IMC Students' Competition looked at how communication arts, marketing, or advertising students applied the theories they learned in school.



# PACIFIC ASIA CONFERENCE GATHERS EXPERTS ON COMPUTATIONAL LINGUISTICS

*De La Salle University hosted the 22nd Pacific Asia Conference on Language, Information and Computation (PACLIC 22) held at the University of the Philippines Visayas-Cebu College, in Cebu City last November 20-22. The conference was organized under the auspices of the PACLIC Steering Committee and endorsed by the Asian Federation of Natural Language Processing (AFNLP). A total of 71 papers were submitted on various aspects of theoretical and computational linguistics with topics on language, information and computation from various countries, including Brazil, Canada, China, France, Hong Kong, India, Indonesia, Japan, Philippines, South Korea, Taiwan, United Kingdom, and the United States.*





## DLS CARE SPONSORS SEMINAR FOR RELIGIOUS EDUCATORS

*The De La Salle Committed Associates of Religious Education Inc. (DLS CARE) held a whole day lecture-series focusing on the “The Role of Religious Educators in Promoting Anti-Corruption Values and Practices” last November 8 at the Enrique Yuchengco Seminar Room.*

The forum was attended by over 150 religious educators from different La Salle schools and many other Catholic institutions. Speakers were invited to empower religion teachers to actively contribute to inculcating a culture of honesty among our students.

Three faculty members of the Theology and Religious Education Department-Rivero Gementiza J. Lloyd Ivan Pineda, and Dr. Ismael Maningas,

Jr.-served as the main organizers of the seminar. DLSU Vice Chancellor for Lasallian Mission and External Relation Br. Bernard Oca FSC welcomed the participants of the event.

Among the featured discussants were Fr. Jomari Manzano, SJ of Simbahang Lingkod ng Bayan; Gang Badoy, convener of Rock Ed Philippines; Dr. Benjie Tolosa of the Political Science Department of the

Ateneo de Manila University; and Harvey Keh of the Ateneo School of Government.

DLS CARE was founded upon the instruction of the late Br. Andrew Gonzalez FSC, when he was the president of the University, to establish a professional organization for religious educators. Maningas organized DLS CARE in 1989.

## CCS ANNUAL SYMPOSIUM TACKLES LANGUAGE TECHNOLOGY TRENDS

*De La Salle University’s Academic Area on Natural Language Processing under the Advanced Research Institute for Informatics, Computing and Networking (AdRIC) of the College of Computer Studies hosted the 5th National Natural Language Research Symposium with the theme, “Language Technology: Trends and Directions,” held at the Enrique Yuchengco Seminar Room last November 25.*

Sponsored by the Philippine Council for Advanced Science and Technology Research and Development (PCASTRD) and the Department of Science and Technology (DOST), the forum aims to provide a venue for NLP researchers in the country to gain new insights from invited speakers, exchange ideas on their work, and explore on collaborative projects among the participating institutions.

Invited speakers in this year’s forum were Dr. Patrick Saint-Dizier, head of the Informatique Linguistique et Programmation Logique (ILPL) at IRIT-CNRS in Toulouse, France, who discussed the processes and resources involved in question answering systems; and Dr. Gary Simons, associate vice-president for academic affairs of the Summer Institute of Linguistics (SIL), in Dallas, Texas, who talked on corpus building.







## PHILOSOPHY WEEK'S FILM FEST TAKES A LOOK INTO ISRAELI LIFE

*The Philosophy Department, in cooperation with the Research and Publications Office of the College of Liberal Arts, recently hosted the annual Israeli Film Fest for the second time. This was part of a weeklong series of activities in celebration of World Philosophy Day on November 20.*

In a statement, the Philosophy Department said the activities aimed to encourage everyone to promote open-mindedness, critical thinking, and the pluralistic attitude toward existing intellectual and spiritual traditions.

“We join UNESCO in its striving toward promoting ‘philosophical reflection as the basis for democracy, human rights and a just society,’ toward ‘an authentic foundation for peaceful co-existence,’” the department further noted.

Part of the film fest this year was *Ushpizin* by Giddi Dar, which allowed a peek into the life of Orthodox Jews while celebrating a holiday called the Succoth. In the November 21 screening, guests from the Israeli Embassy answered questions in an open forum after the film.

Another film, *The Bubble* by Eytan Fox, was sponsored by the Philosophy Department in cooperation with the Cultural

Arts Office. The activity, which coincided with the Pride Week celebration, also featured a discussion with representatives from the Israeli Embassy and gender advocates.

*The Bubble* revolves around the lives of young Israelis who struggle with personal relationships amidst the bigger political problems they face in Tel Aviv.

Meanwhile, the department also sponsored a mural painting and exhibit on philosophy and human rights at the SJ Lobby, as well as a mini lecture series on “Human Rights and Power,” which included discussions on women’s rights, legal rights, and police power. There was also a lecture on the Holocaust and the way Philosophy addresses genocide.

UNESCO instituted the World Philosophy Day in 2002, and over 50 countries celebrate the event with conferences, roundtable discussions and other related philosophical activities.



## HISTORIAN BROTHER RECOUNTS LA SALLE'S EARLY BEGINNINGS

*In celebration of his 20th year as a Visiting Professor in De La Salle University, History Department Professorial Lecturer Br. Gregory Wright FSC delivered a paper titled “De La Salle Brothers come to Manila” last November 26 at the Yuchengco Seminar Room.*

Br. Gregory is, according to DLSU President and Chancellor Br. Armin Luistro FSC, the resident Lasallian expert of DLSU. In his 20 years of stay in the University, he has written two books as well as numerous articles on Lasallian studies.

In his lecture, Br. Gregory explained how the first nine La Salle Brothers who came to Manila struggled to establish the first La Salle school in the country amid the Philippines' political and cultural transition from the Spanish occupation to the American occupation.

He said that it was through the efforts of the first American Archbishop of Manila, Msgr. Jeremiah Harty, who was an alumnus of the Christian Brothers College in St. Louis, Missouri, that the first La Salle school in the country was established. After Harty's request to the then superior general of the Brothers to start a school in Manila was denied, he appealed to Pope Pius X who then influenced the superior general to grant the request, Br. Gregory added.

Aside from the early beginnings,

Br. Gregory also described the culture within the first La Salle school, from how the early students went on about their daily schedules to how the first Brother teachers were known as teachers and administrators.

Present in the lecture were Br. Armin, DLSU Former President Br. Rolando Dizon FSC, Vice Chancellor for Lasallian Mission and External Relations Br. Bernard Oca FSC, and Vice Chancellor for Academics Dr. Julius Maridable.



is published bi-weekly by the Marketing Communication Office (L-163, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

Johannes Leo Badillo, Operations Director; Ma. Ruby Carlos (carlosm@dlsu.edu.ph), Editor; AARichela dela Cruz, Anne Alina, Magsy Magbanua, Mark Pitoc, Writers; Peter Varona, Art Director; Luis De Vera, Ave Gaile Peraz, Ricky Binoya, Graphic Artists; Virginia Umacob-Gases, Secretary; Raymond Menor, Office Assistant. **2401** may be accessed online through the URL: <http://www.dlsu.edu.ph>