



## Theology and communication conference

### UNIVERSITY FELLOW

Dr. José de Mesa represented De La Salle University in an international "Theology and Communication" conference held in Santiago, Chile from September 6 to 11. The event was organized by the Interdisciplinary Center of Social Communications of the Pontifical Gregorian University of Rome and hosted by the Universidad Finis Terrae of Santiago.

De Mesa presented a paper entitled, "Translation as Contextualization" in the main conference in which theologians and professional communicators as well as media practitioners participated. His second paper, "Communicating 'Revelation' and 'Faith' with Culture in Mind," was presented in an open conference held at the Universidad Finis Terrae.

## Lasallian photographers for One La Salle Fund

**USING THEIR TALENTS** for a cause, invited Lasallian photographers have collaborated with the DLSU Centennial Committee and the Office for Strategic Communications to produce The Greenlight Project, an effort to help raise funds for the One La Salle Scholarship Fund.

The Greenlight Project will involve the production and sale of limited-edition, collectible note cards featuring the works of photographers who are also La Salle alumni: Louie Aguinaldo, Perry Aragon, Sal Gabaldon Campos, Niccolo Cosme, Vic Icasas, Raymund Isaac, Jun Miranda, John Mateos Ong, Francis Rivera, and Ronnie Salvacion.

The note cards will feature on its covers images inspired by the theme "green," which the photographers were asked

to conceptualize and interpret in their definitive photography styles.

Five note card sets will be available for sale, each featuring the work of two artists in a custom-designed box that resembles a lomo camera. The project will be launched via a photo exhibit on December 1 to 3 at The Gallery, 2nd level, Greenbelt 5, Ayala Center Makati City.

The note cards will be available for purchase through a P1,000 donation to the One

La Salle Scholarship Fund. The launch event will be co-presented by Greenbelt, Ayala Malls and Setcheck, with major sponsor Fuji YKL and media partner The Philippine Star.



FACTS AND FIGURES

3,406

Number of graduate students

462

Number of new graduate students

244

Number of foreign graduate students

603

Highest number of enrollees for a program (MBA)

Graduate Students  
Term 2, Academic Year 2010-11

Source: Information Technology Services



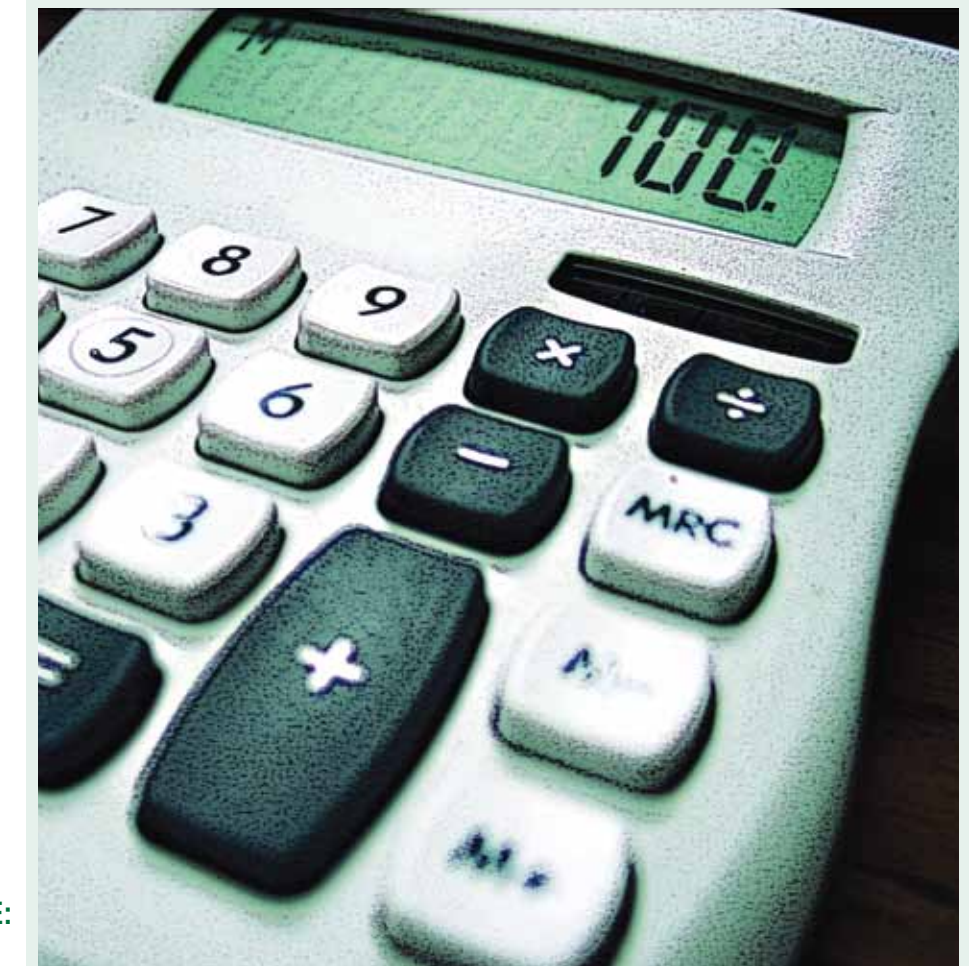
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INSIDE:

New scholarship fund established

Lasallian photographers for One La Salle Fund

Sculpture competition winner

100% passing rate in October CPA Exams



**DE LA SALLE UNIVERSITY (DLSU) GARNERED** a 100% passing rate in the results of the October 2010 Certified Public Accountant Licensure Examination, with 36 students taking the

exam last year. This is the University's first 100% passing mark since May 1986.

DLSU saw an increase in the CPA

2401 (twe'n'te för, 'o, 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.

Last, from page 1

board exam passing rates over the past years. In 2008, the passing rate was 75% while in 2009 it was 85%. The national passing average is 48.53%.

The oath taking will take place in November 26 at the PICC Plenary Hall in Pasay City.



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## Educational materials from Taiwan

### THE TAIWANESE EMBASSY PRESENTED

60 language instructional materials to the DLSU Center for Language and Lifelong Learning (CeLL). The turnover was overseen by the Director of Chinese Overseas Cultural Affairs

Dr. Frank Wu, out of appreciation for the University's efforts to teach Mandarin. Wu pointed out that this was the first time that his office made such a donation to a Philippine university.

One of CeLL's Mandarin tutors, Steve Wong, facilitated the donation by inquiring about obtaining educational materials from the embassy. The materials were presented during one of his Mandarin classes.

Impressed with the students' Mandarin skills, Wu assured CeLL director Dr. Leonisa Mojica of further assistance by providing more educational materials for the center.

## New scholarship fund established

**IN SUPPORT** of the One La Salle Scholarship Fund which seeks to expand the number of scholars in De La Salle University as well as in all the other La Salle schools in the country, Puregold Price Club, Inc. and the Luis Co Chi Kiat Foundation recently established a P50-million scholarship endowment fund.

Members of the Lasallian community gathered last October 7 at the DLSU Marilen

Gaerlan Conservatory to witness the signing of a Memorandum of Agreement between De La Salle Philippines, represented by Br. Felipe Belleza Jr., and the donors, represented by the Foundation's Director, Lucio Co and Puregold Vice Chairman Susan Co.

Under the agreement, the qualified, deserving dependents of Puregold employees are entitled to the scholarship program. Puregold also wants to offer the scholarship to the children in the communities where their company operates.

The De La Salle Science Foundation will manage the fund, which is a tribute of Lucio Co and his siblings to their patriarch.

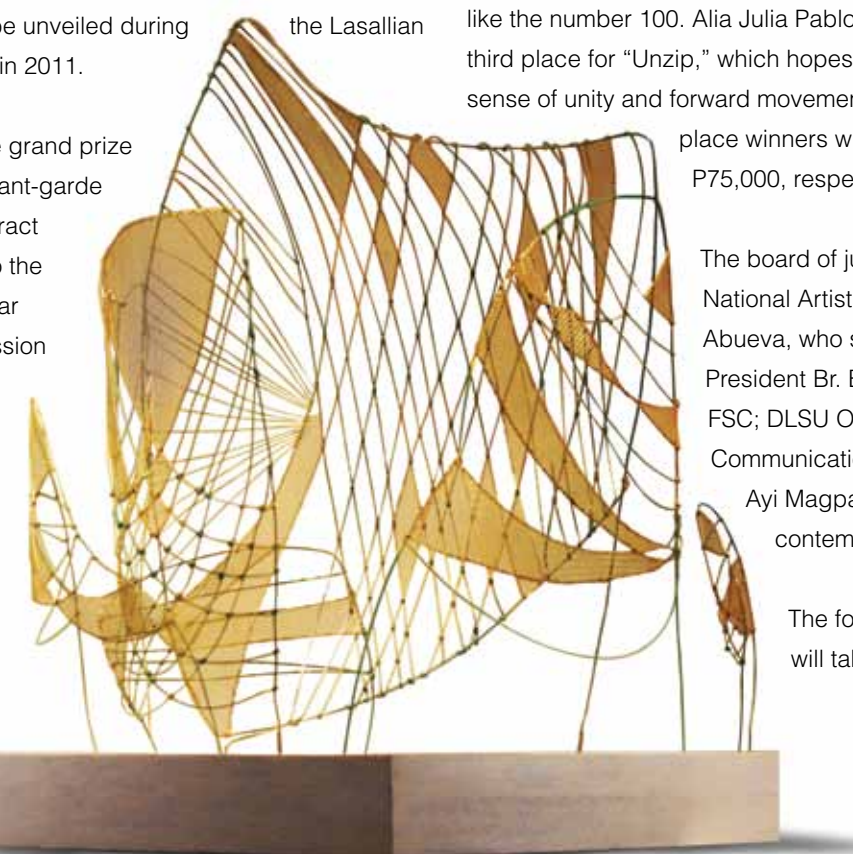
Lucio Co

## Sculpture competition winner

**A STUDENT FROM THE PHILIPPINE HIGH SCHOOL FOR THE ARTS (PHSA) TOPPED** the recent sculpture competition sponsored by The Museum at De La Salle University. The winner will receive a cash prize of P150,000 for his work, which will be unveiled during the Lasallian centennial celebrations in 2011.

Gabreyel Ferrer won the grand prize for "Pagbubunyi," an avant-garde sculpture featuring abstract shapes that reach out to the skies, held on a triangular base to show his impression of DLSU: "strong, firm and unassailable" on its 100th year.

Adopting the theme, "Remembering the past, living the present, creating the future," the sculpture contest was



opened to all design and fine arts students in the country.

FEATI University's Lance Kirby Yaneza bagged the second place for his work, "A Century of Excellence," a piece shaped like the number 100. Alia Julia Pablo, also from PHSA, won the third place for "Unzip," which hopes to evoke in its viewers a sense of unity and forward movement. The second and third

place winners will receive P100,000 and P75,000, respectively.

The board of judges was composed of National Artist for Sculpture Napoleon Abueva, who served as chair; DLSP President Br. Edmundo Fernandez FSC; DLSU Office for Strategic Communications Executive Director Ayi Magpayo; art critic Cid Reyes; and contemporary sculptor Dan Raralio.

The formal awarding ceremony will take place in March 2011.

## Finance Team wins in FINEX grand finals

### REPRESENTATIVES OF THE DLSU COLLEGE OF BUSINESS BAGGED

second runner-up honors in the recently concluded 12th Financial Executives Institute of the Philippines (FINEX) Inter-Collegiate Finance Competition (ICFC), held at the Assembly Hall of the Bangko Sentral ng Pilipinas (BSP) last October 18.

The three-student delegation of DLSU, comprised of Cranston Ng (AE-MFI), Bonvin Nuqui (AE-BSA), and Anthony Soliven (AE-MFI), bested teams from 18 other colleges and universities from around the country. Financial

Management Department Lecturer Clive Manuel Wee Sit served as the team coach.

The annual finance bout tested students' analytical and mathematical abilities in areas such as Ethics, Quantitative Methods, Economics, Financial Reporting and Analysis, Corporate Finance, Equity and Fixed Income Valuation, Derivatives, and Portfolio Management.

The coverage this year was expanded to include Certified Management Accountant subject areas like Management Accounting and Controllership.

The team brought home a cash prize of P40,000, a trophy, and commemorative notes and coins from the BSP.



## Autobiographical writing workshop held

**THE DLSU CONTINUING EDUCATION OFFICE HELD** its first workshop, "How to Write a Book," last October 16 at the 21st floor of the Br. Andrew Gonzalez Hall. The workshop was facilitated by its director, Dr. Isagani Cruz, and attracted participants from academe, government, and foreign embassies.

The workshop was the first of two workshops designed to help persons interested in sharing their lives and insights with others in printed books. The second workshop will be open only to those who attended the first workshop or the similar workshop conducted by Cruz during the Manila.

## Faculty in Filipino language and literature seminar

### FACULTY MEMBERS

of the Departamento ng Filipino participated in the national seminar-workshop conducted by the Pambansang Samahan sa Linggwistika at Literaturang Filipino, focusing on issues and trends affecting the development of Filipino language and literature.

The event, held last October 20 -22 at the CSB

International Conference Center, featured a paper presentation by DLSU Associate Professorial Lecturer Dr. Teresita Fortunato, who is also president of the organization. Her paper is entitled "Estilo ng Pagsasalita sa Filipino sa Programang Panradyo: Isang Eskploratoring Pag-aaral."

Dr. Aurora Batnag of the DLSU Filipino Graduate Program conducted a workshop on "Wasto vs. Aktuwal na Gamit ng Filipino" while David Michael San Juan of the same department also facilitated a workshop on "Paghahanda sa Planong Pampagkatuto sa Filipino Gamit ang UbD."



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with Lasallian CentEEnial SHIRTS

CentEEnial SHIRTS in white, black, and green are now available @ P265 each.

For inquiries, call Virgie at local 144 or visit the Centennial Office at LS102 or the STRATCOM office, 21st floor Br. Andrew Gonzalez Hall.

Payment should be made at the Accounting Office.

It is by God's power over all creation that he gives his gifts so generously to everybody.

---St. John Baptist de La Salle

