



DE LA SALLE UNIVERSITY



Master of Arts in Communication

Graduate Program

Curriculum

Students are required 18 units of core courses, 12 units of electives, and 6 units that will be credited towards thesis paper writing.

Core Courses (18 units)

- **Communication and New Media Theory**

This core course introduces key communication and new media theories and the research conducted in relation to these theories. The course will open with a discussion of what constitutes "theory," "communication," "media" and "new media" as well as an interrogation of the various philosophical approaches to communication and new media studies. It will then survey some of the key theories and models used in the field, looking at their historical development and future trajectory.

- **Media Criticism: Approaches and Practices**

This core course reviews the various schools of media criticism, ranging from media effects to genre, audience reception, semiotics, post-structuralism, and intersectionality.

- **Histories of Media Forms and Institutions**

This core course provides a comprehensive historical survey of the development of print, broadcasting, film, and interactive multimedia formats and their systems of distribution. It also evaluates recent trends in the convergence of various communication technologies and emergence of new audiences and markets.

- **Ethics, Standards, and Public Policy**

This core course discusses political issues raised by the interaction between innovative communication technologies and practices on one hand and relevant societal ethics, standards, and public policy on the other hand.

- **Discourses Cultural Production**

This core course examines the interplay of political, industrial, commercial, cultural and artistic forces in the process of media production. It also situates this interplay within the transformative dynamics of globalisation and technological innovation.

- **Media Research and Proposal Writing**

This core course hones one's skills in developing appropriate conceptual approaches and using appropriate methodological techniques in order to write a scholarly thesis proposal in communication.

Electives (12 units)

- **Digital Design**

A hands-on technical course covering the different stages of production of an interactive program from concept to scripting, production, usability testing, and release.

- **Hyper narratives**

A production course designed to make students explore new modes of fiction construction by creating their own models of interactive storytelling.

- **Reconstituting the Image**

A hands-on course dealing with the aesthetics, ethics, and politics of image manipulation and subject representation.

- **Convergence Journalism**

This course is designed to teach students both the theoretical and practical approaches to the study of convergence in news media production.

- **Film Authors**

The course looks at the works of classic and contemporary film masters. The choice of filmmakers will depend on the instructor.

- **Constructing the Screen World**

A practical exploration of the way new technologies in production design, cinematography, sound, editing and special effects combine to produce highly stylized and personal visions of a filmmaker's world.

- **Understanding Philippine Cinema**

Why is Philippine Cinema the way it is? The course looks into the technology and industry that produce the films and the culture that exerts its pervasive influence on filmmakers.

- **The Documentary Discourse**

A production course that investigates the problematic representation of the non-fiction in film and video.

- **Screenwriting in the Philippine Film Industry**

The course is a study of screenwriting practices in the context of the Philippine film industry.

- **Interactive Applications**

An overview of the categories of application developments systems, the specific tools offered by these packages, and the kinds of programs people develop for their particular needs. Discussions also include a critique of various interface designs.

- **Immersive Media Environments**

A course on digital media design focusing on the diffusion of interactive media into various aspects of our lives, thus producing immersive media environments.

- **Mobile Spaces for Learning**

Emerging technologies and activities are generating new opportunities in universities, corporate training, and other learning environments. The course will expose students to this new participatory learning culture and help them build, explore, share, and collaborate with others online.

- **New Media, Governance, and Politics**

The course will examine the interactions between emerging media technologies and political institutions, actors, and processes, in light of theories of communication, media, and political science.

- **Health Communication**

The course seeks to provide students with foundational concepts, theories, and methods in order to analyze selected issues. At the end of the course, students, in partnership with the course facilitator and community members, are expected to propose a health communication project.

- **Embodied Media and Cultural Performativity**

The course examines the intersections of new media and the body, where the boundaries of the body in light of these technological embodiments is critically analyzed. Gradual alterations of cultural processes and emerging sites of cultural performativity will also be examined.

- **Managing New Media for Organizations**

This course will expose students to the dynamics, economics, and technologies that are reshaping organizations and industries worldwide in the 21st Century.

- **New Media Entrepreneurship**

This seminar course on the basics of entrepreneurship and evolving business models for emerging media technologies blends instruction in entrepreneurship concepts with how the Internet and digital technologies are transforming media economics.

- **Public Communication Campaigns**

The course is designed to expose students to the basics of developing and implementing public communication campaigns in multimedia environment

- **Free Elective**

Students are encouraged to attend a seminar course on a topic that will be decided by the faculty for a particular group and term.

- **Online News Publishing**

A production course covering the different journalism formats in online publishing.

- **Basic Production**

This course explores various digital production tools and techniques aimed at developing the students' new media competencies

- **National Cinemas**

The course surveys and examines the various theories, approaches, and histories in the study of national, transnational, and post-national cinemas. Students will focus on a project topic and write a proposal project or an integrating project paper.

- **Feminist Text in Media**

A survey of various models of feminist readings in different media forms and genres with special discussions highlighting the empowerment of female authorship and promotions of women's issues by women media producers.

Master Project (6 units)

Student presents and defends his or her Master project (thesis).

Publication Requirement

As part of the program requirements for graduation, each student should have at least one publication in a refereed journal or one juried creative work.

Contact Information

Office of Admissions and Scholarships
2nd floor Student Services Hub
Henry Sy, Sr. Hall, De La Salle University
2401 Taft Avenue, Manila

For admissions and scholarship inquiries, send an email to graduate.admissions@dlsu.edu.ph and scholarships@dlsu.edu.ph

Department of Communication
Graduate Program Coordinator

For program inquiries, send an email to gpccomm@dlsu.edu.ph or call (02) 85244611 local 322.

Master of Arts in Communication

The program has the following objectives: (1) Provide the student with varied theoretical frameworks and historical foundations that assess the interrelationships between communicative processes, media technologies, and societal dynamics, (2) Equip the student with conceptually-driven production skills that are geared towards creative and integrative use of communicative technologies and that are attuned to diverse societal conditions, and (3) Enable the students to conceptualize, implement, and disseminate research that contribute to scholarship on communication, media technologies, and society, especially about the Philippines and the global South more broadly.

Demand for the graduates

Graduates of the program may find employment as faculty in Communication or Multimedia Arts-related programs or as creative workers in multimedia production-related jobs. With respect to industry, the program offers electives, which enable graduates to acquire production skills in various aspects of multimedia production such as design, writing, publishing, and interactivity. Moreover, graduates of the program are well prepared to pursue communication and media-related PhD programs in the country or abroad.

Full-time Faculty

Kristian Agustin

Ph.D., Art and Design
Manchester Metropolitan University

Maria Angeli Diaz

Ph.D., Organizational Communication
Purdue University

Katrina Alvarez

Ph.D., Communication and Information
Nanyang Technological University

Bruno Lovric

Ph.D., Communication
City University of Hong Kong

Jan Michael Bernadas

Ph.D., Communication
City University of Hongkong

Consuelo Santos

Ph.D., Development Communication
University of the Philippines

Ruepert Cao

Ph.D., Communication
Hong Kong Baptist University

Cheryll Ruth Soriano

Ph.D., Communications & New Media
National University of Singapore

Clodualdo del Mundo Jr.

Ph.D., Communication Studies
University of Iowa

Facilities and Equipment

As one of the most well-established communication and media departments in the country, the DLSU Department of Communication is equipped with several production facilities and tools, including:

- Industry standard video editing suites
- Photo Lab
- Light Room
- TV Studio
- Radio Studio
- Desktop Laboratory
- Solid state audio recording equipment and sound studio
- Digital video and stills cameras (available for loan to students)



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