



Leyte State University
Visca, Baybay, Leyte 6521 A
Philippines

Office of the Board Secretary

EXCERPTS OF APPROVED MINUTES OF THE
5th LSU Board of Regents Meeting
11 June 2002 * LNU, Tacloban City

PROPOSAL TO REVISE THE BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

BOR Resolution No. 51, s. 2002

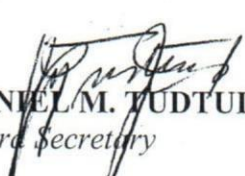
Approving the proposal to revise the Bachelor of Science in
Development Communication **PROVIDED THAT** Animal
Science 21 be changed to Animal Science 22.

BOARD ACTION: **APPROVED**

Date : 11 June 2002

ATTACHMENT: J

Certified True and Correct:


DANIEL M. TUDTUD JR.
Board Secretary

PROPOSAL TO REVISE THE BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION (BSDC) CURRICULUM

1. RATIONALE

CHED Memorandum Number 59 Series of 1996 requires that baccalaureate degree programs adopt the General Education Curriculum (GEC). This was followed by CHED Memorandum N. 4, Series of 1997 which provides the listing of General Education Courses that everybody has to follow in any curricular offering. This was, however, amended with a reduced number of language and social science courses but a literature course has been added while Life and Works of Rizal and Philippine History, Government and Constitution were made separate courses.

Accordingly, both CHED memoranda are in accordance with the provisions of Republic Act (RA) No. 7722, otherwise known as the Education Act of 1994 and "in order for the various curricular programs to be responsive to the demands of the next millennium."

Meanwhile, current trends in communication call for the need for communication programs to address issues related to the emerging information society. In development communication, graduates should possess knowledge and skills in using various information and communication technologies and in developing multimedia materials that can be utilized in formal and non-formal learning.

Also, results of the Development Communication Curriculum Review conducted from January to November 2001 (Alesna, 2001) reinforced the need to revise the present curriculum. Major findings showed that: (1) the present curriculum lacks Information Communication Technology (ICT) -related courses; (2) students are burdened with too many technical courses; (3) students lack social science courses that would make them understand better the current political issues; and (4) a new specialization that would provide students with cutting-edge knowledge and skills in producing multimedia materials using the new media and communication technology needs to be in place.

The need to revise the Bachelor of Science in Development Communication curriculum is, therefore, inevitable, especially that the CHED memorandum called for the immediate implementation of the scheme. Besides, the revised BSDC curriculum should be responsive to the need of the labor market in the 21st century.

It is expected that the new BSDC curriculum would produce graduates that could fill in the present needs of government agencies, non-government organizations and even in business and industry. Skills in information processing, desktop publishing, social marketing, web site development and multimedia production using new information and communication technology (ICT) are highly in demand.

2. Graduates Profile

2.1 Cognitive

- a. Acquire knowledge on the basic and advanced communication theories and principles as applied to research and non-formal instruction
- b. Enhance their ability to analyze facts and figures of scientific data as related to relevant methods and techniques in the effective use of print, broadcast, interactive media, audio-visual and other new forms of media for workable communication systems management.
- c. Recognize people as users of communication facilities, as sources of development-oriented information, as facilitators for whatever desirable change intended, and as end-users.

2.2 Affective

- a. Exercise balanced judgment in interpreting facts and events for print, broadcast and other forms of media.

- b. Respect the ethical, moral and legal considerations in communication activities.
- c. Appreciate the value of providing people access to information to help achieve the national goal of people empowerment.
- d. Encourage and show fairness and accuracy in processing communication materials.
- e. Develop desire to attain excellence in the development of communication materials.

2.2 Psychomotor

- a. Harness the potentials of radio as an effective medium of communication at the village or community level with emphasis on its being an educational medium.
- b. Produce and manage community newspaper using technical subject matter areas in the reporting of development news and other relevant information.
- c. Develop and utilize multimedia learning modules and communication materials for formal and non-formal learning systems.
- d. Apply the principles of human communication using various forms of media, including traditional forms and person-to-person interaction, in transmitting information and in leadership and organizational development.

3. Employment Opportunities

3.1 *BS Devcom: Community Broadcasting*

Employment Target

- a. Scriptwriter-announcer of educational radio programs
- b. Producer-director of educational radio programs
- c. Broadcast journalist
- d. Communication systems manager
- e. Instructor of communication courses
- f. Media researcher in public and private agencies

3.2 *BS Devcom: Development Journalism*

Employment Target

- a. Development writer for national or community newspaper
- b. News editor for community newspaper
- c. Science reporter
- d. Publicity or promotion officer for commercial organizations
- e. Instructor in journalism
- f. Communication researcher
- g. Communication systems manager

3.3 *BS Devcom: Educational Communication Technology*

Employment Target

- a. Developer of interactive learning modules
- b. Web site developers
- c. Educational media specialist
- d. Production director of educational video
- e. Scriptwriter/producer of multimedia materials
- f. Communication researcher
- g. Instructor in educational communication

4. Course Analysis

<u>Course</u>	<u>Description</u>	<u>Units</u>
A. General Education (60)		
1. Language and Literature (18)		
1.1 English and Literature		
Engl. 11	Communication Skills I	3
Engl. 12	Communication Skills II	3
Spch. 11	Speech Communication	3
Engl. 21	Introduction to Literature	<u>3</u>
		12
1.2 Filipino		
Filp 11	Sining ng Pakikipagtalastasan at Retorika	3
Filp 12	Panitikang Filipino	<u>3</u>
		6
2. Humanities and Social Science (24)		
2.1 Humanities (6)		
Hum 11	Introduction to Humanities	3
Philo 11	Contemporary Philosophical Thoughts	<u>3</u>
		6
2.2 Social Science (18)		
Psycho 11	General Psychology	3
Soci 11	General Sociology	3
SocSci 13	Socio-Economics Systems	3
SocSci 14	Phil Social Problems, Land Reform and Taxation	3
SocSci 15	Phil. History and Constitution	<u>3</u>
SocSci 16	Life and Works of Rizal	<u>3</u>
		18
3. Physical Sciences (14)		
Chem 11	General Chemistry I	4
Math 11	College Algebra	3
Math 12	Plane Trigonometry	3
Phys 11	General Physics	<u>4</u>
		14
4. Biological/Natural Science (4)		
Bio 11	General Biology	4
5. PE and NSTP (14)		
PhyEd 11	Physical Fitness & Gymnastics	(2)
PhyEd 12	Recreational Games and Rhythmic Activities	(2)
PhyEd 13	Team Sports	(2)
PhyEd 14	Individual-Dual Sports	(2)
NSTP 11		(3)
NSTP 12		<u>(3)</u>
		(14)
B. Fundamental/Technical Courses (30)		
Agro 21	Fund. of Crop Production	3
AS 21	Principles of Animal Science	3
CS 21	Introduction to Computer	3
Ecol 21	Fundamentals of Ecology	3
HN 21	Human Nutrition	3
Hort 22	General Horticulture	3

PltProt	21	Principles of Plant Protection	3
RS	126	Philippine Rural Society	3
SS	110	Soils and Soil Management	3
Stat	21	Elementary Statistics	<u>3</u>
			30

C. Major Courses (55)

1. Core and General Devcom Courses (46)

DC	121	Introduction to Development Communication	3
DC	122	Fundamentals of Development Broadcasting	3
DC	123	Basic Photography	3
DC	124	Fund. of Audio-Visual Communication	3
DC	126	Fund. of Development Journalism	3
DC	131	Communication Campaigns and Programs	3
DC	132	Evaluation of Communication Materials	3
DC	133*	Computer Applications in Devcom	3
DC	135	Science Reporting	3
DC	137	Broadcast Speech and Performance	3
DC	149	Print Reproduction	3
DC	151	Visual Aids Planning, Design and Production	3
DC	198	Research Planning and Manuscript Preparation	3
DC	199	Undergraduate Seminar	1
DC	200A	Undergraduate Thesis (Option A)/	
DC	200B	UG Internship and Case Study (Option B)	<u>6</u>
			46

2. Professional (major) Courses (9)

2.1 Community Broadcasting (CB)

DC	134	Radio Drama and Documentary	3
DC	141	Writing and Program Planning for Community Radio	3
DC	145	Educational Broadcasts	3

2.2 Development Journalism (DJ)

DC	136	Publications Writing and Editing	3
DC	143	Management and Production of a Community Newspaper	3
DC	147	Advanced Development Journalism	3

2.3 Educational Communication Technology (ECT)

DC	153*	Learning Module Development	3
DC	155*	Video Production	3
DC	157*	Introduction to New Media and Technology	3

*** New Devcom courses**

D. Summary of Courses

		Present	Proposed
1.	General Education	63	60
2.	PE, Euthenics/ROTC	(12/14)	PE and NTSP (14)
3.	Fundamental/Technical Courses	38	30
4.	Major Courses		
	4.1 Core & General Devcom Courses	43	46
	4.2 Devcom Professional/Major Courses	9	9
	4.2.1 Broadcasting	(9)	(9)
	4.2.2 Journalism	(9)	(9)
	4.2.3 Educational Communication Technology	(9)	(9)
GRAND TOTAL		153	145

E. DevCom Courses for Institution

- e.1 DC 133. **COMPUTER APPLICATIONS IN DEVELOPMENT COMMUNICATION.** Introduction to the various computer programs and software needed in the production of communication materials.

Pre-requisite: CS 21 or COI
5 hours a week (2 lec., 3 lab)
Credit: 3 units

Rationale: This course introduces students to photo-scanning and editing, desktop publishing, and graphics and presentation softwares.

- e.2 DC 153. **LEARNING MODULES DEVELOPMENT.** Development and evaluation of learning modules for formal and non-formal education.

Pre-requisite: DC 133
5 hours a week (2 lec., 3 lab)
Credit: 3 units

Rationale: This course introduces to students the various instructional programs and strategies especially those that embrace the new information and communication technology.

- e.3 DC 155. **VIDEO PRODUCTION.** Theory and practice of producing and evaluating video clips and programs especially those that carry developmental messages.

Pre-requisite: DC 151
5 hours a week (2 lec., 3 lab.)
Credit: 3 units

Rationale: This course will equip students with the theory and skills in linear and non-linear production of video clips and programs and instructional materials in video.

- e.4 DC 157. **INTRODUCTION TO NEW MEDIA AND TECHNOLOGY.** Design and production of computer-based communication materials for the new media and technology.

Pre-requisite: DC 133
5 hours a week (2 lec., 3 lab.)
Credit: 3 units

Rationale: This course will equip students with the basic skills in designing and producing web-site, compact discs, desktop kiosks, and other applications.

F. SCHEDULING OF COURSES (REVISED CURRICULUM)

FIRST YEAR - First Semester						
Course No.		Descriptive Title	No. of Hours/Wk			Units
			Lec	Lab		
Bio	11	General Biology	-	-	-	-
Eng	11	Communication Skills I	6	3	3	4
Math	11	College Algebra	3	3	-	3
Psych	11	General Psychology	3	3	-	3
SocSci	13	Socio-Economics System	3	3	-	3
SocSci	16***	Philippine History and Constitution	3	3	-	3
PhyEd	11	Physical Fitness and Gymnastics	2	2	-	(2)
NTSP	11		3	3	-	(3)
			Total Units			19

FIRST YEAR – Second Semester						
Chem	11	General Chemistry	6	3	3	4
Eng	12	Communication Skills II	3	3	-	3
Hum	11	Introduction to Humanities	3	3	-	3
Math	12	Plane Trigonometry	3	3	-	3
SocSci	14	Phil. Social Problems, Land Reform & Taxation	3	3	-	3
Soci	11	General Sociology	3	3	-	3
PhyEd	12	Recreational Games and Rhythmic Act	2	2	-	(2)
NTSP	12		3	3	-	(3)
			Total Units			19

SECOND YEAR – First Semester						
Agro	21	Fundamentals of Crop Production	5	2	3	3
Ecol	21	Fundamentals of Ecology	3	3	-	3
Phys	11	General Physics	6	3	3	4
SS	110	Soils and Soil Management	5	2	3	3
DC	121	Introduction to Development Communication	3	3	-	3
DC	123	Basic Photography	5	2	3	3
PhyEd	13	Team Sports	2	2	-	(2)

SECOND YEAR – Second Semester						
CS	21*	Introduction to Computer Science	5	2	3	3
DC	122	Fund. of Development Broadcasting	5	2	3	3
DC	124	Fund. of Audio-Visual Communication	5	2	3	3
DC	126	Fund. of Development Journalism	5	2	3	3
Hort	22	General Horticulture	5	2	3	3
Philo	12	Contemporary Philosophical Thoughts	3	3	-	3
Spch	11	Speech Communication	3	3	-	3
PhyEd	14	Individual/Dual Sports	2	2	-	(2)
Total Units						21

Course No.	Descriptive Title	No. of Hours/Wk			Units
		Lec	Lab		
THIRD YEAR - First Semester					
PltProt 21	Principles of Plant Protection	5	2	3	3
HN 21	Human Nutrition	3	3	-	3
Stat 21	Elementary Statistics	5	2	3	3
DC 133*	Computer Applications in Devcom	5	2	3	3
DC 137	Broadcast Speech and Performance	5	2	3	3
DC 149	Print Reproduction	5	2	3	3
DC 198	Research Plnng. & Manuscript Preparation	3	3	-	3
Total Units					21

COMPARISON OF THE EXISTING AND PROPOSED BSDC CURRICULUM

EXISTING		PROPOSED REVISION	
Course No. and Description	Units	Course No. and Description	Units
<u>FIRST YEAR – First Semester</u>			
Bio 11 General Biology	4	Bio 11 General Biology	4
Eng 11 Comm. Skills I	3	Eng 11 Comm. Skills I	3
Math 11 College Algebra	3	Math 11 College Algebra	3
Psyc 11 General Psychology	3	Psyc 11 General Psychology	3
SocSci 13 Socio Econ. Systems	3	SocSci 13 SocioEcon Systems	3
PI 11 Phil. History Const. & Rizal	3	SocSci 16 Life & Works of Rizal	3
PhyEd 11 Phys Fitness& Gymnastics	(2)	PhyEd 11 Phys Fitness& Gymnastics	(2)
Euth 11/ Personality Dev & Adj.		NTSP 11	(3)
ROTC 11 First Yr. Basic Course	(1/1.5)		
TOTAL UNITS	19	TOTAL UNITS	19
<u>FIRST YEAR – Second Semester</u>			
Bot 21 General Botany	3	Chem 11 General Chemistry	4
Chem 11 General Chemistry	4	Eng 12 Comm Skills II	3
Eng 12 Comm Skills II	3	Hum 11 Intro to Humanities	3
Math 22 Plane Trigonometry	3	Math 12 Plane Trigonometry	3
SocSci 14 Phil.Soc. Prob. Land Ref. And Taxation	3	SocSci 14 Phil Soc. Prob., Land Ref. And Taxation	3
Soci 11 General Sociology	3	Soci 11 General Sociology	3
PhyEd 12 Recreational Games & Rhythmic Act	(2)	PhyEd 12 Recreational Games & Rhythmic Activities	(2)
Euth 12/ Human Relations		NTSP 12	(3)
ROTC 12 First Year Basic Course	(1/1.5)		
TOTAL UNITS	19	TOTAL UNITS	19
<u>SECOND YEAR – First Semester</u>			
Agro 21 Fund of Crop Production	3	Agro 21 Fund of Crop Production	3
Ecol 21 Fund of Ecology	3	Ecol 21 Fund of Ecology	3
Eng 15 Adv. Grammar & Comp.	3	SS110 Soils and Soil Management	3
HN 21 Human Nutrition	3	Phys 11 General Physics	4
Zoo 21 General Zoology	3	DC 121 Intro to Dev Comm	3
DC 121 Intro to Dev Comm	3	DC 123 Basic Photography	3
DC 123 Basic Photography	3	PhyEd 13 Team Sports	(2)
PhyEd 13 Team Sports	(2)		
Euth 13/ Moral & Spiritual Values			
ROTC 13 Second Year Basic Course	(1/1.5)		
TOTAL UNITS	21	TOTAL UNITS	19
<u>SECOND YEAR – Second Semester</u>			
Hort 22 General Horticulture	3	Hort 22 General Horticulture	3
Span 21 Spanish Culture in the Phil	3	Philo. 12 Cont. Philosophical Thoughts	3
Spch 11 Speech Communication	3	Spch 11 Speech Communication	3
Phys 11 General Physics	4	CS 21 Intro to Computer	3
DC 122 Fund of Dev Broadcasting	3	DC 122 Fund of Dev Broadcasting	3
DC 124 Fund of AV Comm	3	DC 124 Fund of AV Comm	3
DC 126 Fund of Dev Journalism	3	DC 126 Fund of Dev Journalism	3
PhyEd 14 Indv./ Dual Sports	(2)	PhyEd 14 Indv./ Dual Sports	(2)
Euth 14/ Career Development			
ROTC 14 Second Year Basic Course	(1/1.5)		
TOTAL UNITS	22		21

BSDC Curriculum Comparison (continuation)

EXISTING		PROPOSED REVISION	
Course No. and Description	Units	Course No. and Description	Units
SECOND YEAR – Summer		No summer	
Philo 12 Contemp. Philo. Thoughts	3		
THIRD YEAR - First Semester			
FS 121 Fund of Farming Systems	3	DC 133 Computer Applications in Devcom	3
PltProt 21 Prin of Plant Protection	3	PltProt 21 Prin of Plant Protection	3
SS 110 Soils and Soil Mgnt	3	HN21 Human Nutrition	3
Stat 21 Elementary Statistics	3	Stat 21 Elementary Statistics	3
DC 137 Broad.Spch & Performance	3	DC 137 Broad.Spch & Performance	3
DC 149 Print Reproduction	3	DC 149 Print Reproduction	3
DC 198/ Res.Plng. & Manusc. Prep.	3	DC 198 Res.Plng. & Manusc. Prep.	3
Eng. 24 Wtg. The Res. Paper	3	(no more Eng.24 option)	3
TOTAL UNITS	21	TOTAL UNITS	21
THIRD YEAR – Second Semester			
AS 120 Small Scale Animal Prod.	3	Engl 21 Intro. to Literature	3
Agro 144 Cereal Production	3	AS 21 Prin of Animal Science	3
For. 134 Agroforestry System	3	Filp 25 Sining ng Pakikipagtalastasan	3
Hum 11 Intro to Humanities	3	SocSci15 Phil.History & Constitution	3
DC 132 Eval .of Comm. Materials	3	DC 132 Eval .of Comm. Materials	3
DC 135 Science Reporting	3	DC 135 Science Reporting	3
DC 151 Visual Aids Plnng., Design and Production	3	DC 151 Visual Aids Plnng., Design and Production	3
TOTAL UNITS	21	TOTAL UNITS	21
FOURTH YEAR – First Semester		Devcom majors can choose from any of the three specializations—Community Broadcasting, Development Journalism or Educational Communication Technology	
Devcom majors can choose from any of the two specializations—Community Broadcasting or Development Journalism			
RM 21 Intro to Family Res. Mgnt.	3	DC 199 Undergraduate Seminar	1
RS 126 Phil Rural Society	3	RS 126 Phil. Rural Society	3
Agro/AS/ Hort 195 Practicum in Agriculture	2	Filp 12 Panitikang Filipino	
DC 131 Comm. Campaigns & Prog.	3	DC 131 Comm. Campaigns & Prog.	
DC 145/ Educational Broadcasts		DC 145/ Educational Broadcasts	
147 Adv. Dev. Journalism	3	147/ Adv. Dev. Journalism	3
DC 141/ Wtg. & Prog. Plnng. For Community Radio		153 Learning Module Dev.	3
143 Mgnt. & Prod. of a Community Newspaper	3	DC 141/ Wtg. & Prog. Plnng. For Community Radio	
DC 134/ Radio Drama & Documentary		143/ Mgnt. & Prod. of a Community Newspaper	3
136 Publications Wtg. & Editing	3	155 Video Production	
		DC 134/ Radio Drama & Documentary	
		136/ Publications Wtg. & Editing	
		157 Intro. to New Media & Tech.	3
TOTAL UNITS	20	TOTAL UNITS	19

BSDC Curriculum Comparison (continuation)

EXISTING		PROPOSED REVISION	
Course No. and Descriptive Title	Units	Course No. and Descriptive Title	Units
FOURTH YEAR – Second Semester			
DC 199 Undergraduate Seminar	1		
DC 200A/ Undergraduate Thesis		DC 200A/ Undergraduate Thesis	
200B Internship + Case Study	6	200B Internship + Case Study	6
TOTAL UNITS	7	TOTAL UNITS	6
GRAND TOTAL	153	GRAND TOTAL	145
(Excluding PE, Euth. & ROTC)		(excluding PE & NTSP)	
Including PE, Euthenics and ROTC)	165/	Including PE and NSTP	159
(12/14)	167		

SUMMARY OF COURSES SHELVED/DELETED, SPLIT, CHANGED AND ADDED

EXISTING CURRICULUM		PROPOSED CURRICULUM	
A. Courses shelved/deleted	Units	CHED-mandated courses added	Units
Bot 21 General Botany	3	Engl 21 Intro to Literature	3
Zoo 21 General Zoology	3	Filp 25 Sining ng Pakikipagtalastasan	3
FS 121 Fund of Farming System	3	Filp 26 Panitikang Filipino: Pahapyaw	
Agro 144 Cereal Production	3	Na Kasaysayan at Mga Piling	3
For 134 Agroforestry Systems	3	Katha	3
RM 21 Intro to Family Res. Mgnt.	3	CS 21 Intro to Computer	
Agro/AS/			
Hort. 195 Practicum in Agriculture	2		
Engl 24 Wtng. The Research Paper	3*		
Engl 15 Adv. Grammar & Comp.	3		
Span 21 Span.Culture in Phil. Setting	3		
B. Advanced courses converted to fundamental		Fundamental Courses	
AS 120 Small Scale Animal Prod.	3	AS 21 Prin. Of Animal Science	3
C. Course mandated by CHED for splitting		Split Courses	
PI 11 Phil. History, Constitution and Rizal	3	Soc Sci 15 Phil. History and Constitution	3
		Soc Sci 16 Life and Works of Rizal	3
D. Summer course reprogramming		Summer course transferred to a regular semester	
Philo 12 Contemp. Philo. Thoughts	3	Philo 12 Contemp. Philo. Thoughts	3
		New Information and Communication Technology (ICT)-related course	
		DC 133 Computer Applications in Development Communication	3
TOTAL UNITS	32	TOTAL UNITS	30

* NOTE: DC 198- Research Planning and Manuscript Preparation (3 units) shall be taken by all Devcom students regardless of Option (thesis or internship). Hence, Engl. 24 has to be shelved.

New courses for the new specialization- Educational Communication Technology (ECT)

DC 153	Learning Module Development	3
DC 155	Video Production	3
DC 157	Intro. to New Media and Technology	3
		9 units

DEPARTMENT OF DEVELOPMENT COMMUNICATION

College of Agriculture
LEYTE STATE UNIVERSITY
Visca, Baybay, Leyte

FACULTY PROFILE

	<u>Name/Degree/Rank</u>	<u>Specialization/Major</u>	<u>Cognate</u>	<u>Courses Taught/ To Teach</u>
1.	ALESNA, Wolfreda T. BSBA MS PhD	(Professor) Banking & Finance DevCom (Journ/AV) DevCom	none Rural Sociology Rural Sociology	DC 147 DC 149 DC 132 DC 135 DC 133 DC 124 DC 123 DC 151 DEVC 212 DEVC 214 DEVC 251 DEVC 232 DEV 298 ATE 223
2.	ARCEÑA, Christina R. BSDC MS Candidate	(Instructor) CommBroad DevCom	none AgExtension	DC 121 DC 122 DC 134 DC 132 DC 133 DC 141 DC 149 DC 137 DC 199
3.	CAGASAN, Editha G. BS MS	(Asst. Professor) Ag. Eng'g. DevCom	none	DC 121 DC 135 DC 143 DC 136 DC 126 DC 198 DEVC 211 DEVC 205 DEVC 213 DEVC 218 DEVC 298
4.	ESCALADA, Monina M. AB MA PhD	(Professor) MassComm Communication DevCom	Rural Sociology/Mgt. Statistics	DC 121 DC 131 DC 132 DC 198 DEVC 232 DEVC 205 DEVC 231 DEVC 295 DEVC 298
5.	GRAVOSO, Rotacio S. BSAgDevEd MS	(Asst. Professor) DevCom DevCom	none Ecology	DC 121 DC 137 DC 153 DC 132 ATE 223 DEVC 205 DEVC 298 DEVC 235 DEVC 232
6..	SALES, Jude Nonie A. BSA	(Instructor) AgBotany	none	DC 123 DC 124*

MS Candidate DevCom

Language Teaching

DC 151

DC 155

DC 132

*DC 124 is a service course with about 400 students during the first semester

AFFILIATE FACULTY

- | | | | | | |
|-----|--------------------|-------------------------|-----------|--|----------|
| 7. | PALA, Patricia C. | (Instructor) | | | DC 136 |
| | BSDC | Journalism | none | | DC 143 |
| | MS Candidate | DevCom | Extension | | |
| 8. | RAMIREZ, Ludito V. | (Instructor) | | | DC 145 |
| | BSDC | Community Broadcasting | - | | DC 141 |
| | MS | DevCom | Extension | | |
| 9. | SINON, Janet P. | (Instructor) | | | DC 143 |
| | BSDC | Journalism | none | | DC 136 |
| | MS Candidate | DevCom | Extension | | |
| 11. | DAGOY, SALVADOR | (Professor) | | | DEVC 295 |
| | BSA | - | | | |
| | MS | - | | | |
| | PhD | Extension-Communication | | | |

HONORIFIC FACULTY

- | | | | | | |
|-----|---------------------|--------------------------------|--|--|--------|
| 11. | CARRENO, Adelina O. | (Broadcast Program Supervisor) | | | DC 134 |
| | BSDC | Community Broadcasting | | | DC 141 |
| | MA | Rural Development | | | DC 145 |
| 12. | LABRA, Jerome | (SRA) | | | DC 133 |
| | BSDC | (Development Journalism) | | | DC 157 |
| | With MS units | | | | |

DEPARTMENT OF DEVELOPMENT COMMUNICATION
College of Agriculture
LEYTE STATE UNIVERSITY
Visca, Baybay, Leyte

LIST OF FACILITIES

A. Community Broadcasting

1. Radio Station DYAC
2. One set of computer, 40 gigabyte with software for non-linear audio production (located at the DDC mini-library)
3. One JVC double cassette recorder and 3-deck CD player
4. One stereo Audio mixer
5. One Altec speaker/sound blaster
6. Micro cassette recorders
7. One SONY cassette recorder (for audio monitoring)
8. One double cassette recorder

B. Development Journalism

1. LSU Printing press with two offset printers, processing facilities—from Process Camera and darkroom to stripping tables, plating room, heavy duty cutters, stitching machines, binding machines and, recently a risograph printer
2. One set of computer for desktop publishing, complete with HP-flatbed scanner and EPSON inkjet color printer.
3. One additional HP flatbed scanner (from Dr.MM Escalada's IRRI-funded projects)
4. One additional Canon BJC color printer (from W.T. Alesna's PCARRD-funded project)

C. Audio-Visual Facilities

1. one unit widescreen TV monitor attached to the computer system for use in instruction, especially for Powerpoint presentation (located at Room 218)
2. one unit computer system for composition and layouting for use in the production of graphics and AV materials
3. one unit SONY digital video camera (from Dr. MM Escalada's IRRI project) for use in video production in DC 151
4. one set Nikon SLR camera (from Dr. MM Escalada's IDRC project) for use in photography- with flash and other accessories
5. two sets FUJICA SLR camera for the photography class- complete with accessories--lenses and filters and tripods
6. one set of SLR electronic Nikon camera- with tripod and other accessories (for use in photography class)
7. one unit- slide projector (from WT Alesna's USAID-PCARRD-RRDP project)
8. one unit – portable overhead projector (from WT Alesna's USAID-PCARRD-RRDP Project)
9. one unit – overhead projector
10. one unit – VHS player (from JNSales research (thesis) project funded by CIIFAD-Cornell U)
11. one unit – 23" TV monitor (from WTA's project)
12. Audio Visual Room with a capacity of 60 students complete with the above-mentioned equipment/facilities

Department Facilities for Faculty/Students Use

1. two sets of computers for use by DDC staff/faculty and students (closely supervised by the faculty)
2. three units of typewriters –for use by students in typing their scripts (in case the computers are used)
3. the DDC mini-library
4. Dr. Escalada's computer and Toshiba laptop for data processing and analysis
5. Internet access for students in DC 200A (Undergraduate Thesis) and DC 131 (Communication Campaigns and Programs), support provided by Dr. Escalada's IRRI research projects
6. Combo binder (from Dr. Escalada's IDRC project)

Facilities where DDC Faculty and Students Have Access/Could be Exposed To

1. IMDC facilities (complete with audio-visual facilities and production system) – with a 3-in-one system that includes scanning, copying, and printing color productions
2. Facilities at the Consortium (ViCARP) –students could be exposed to one-stop information stop and desktop kiosk (the desktop kiosk system are also installed at the DDC computer found in the DDC mini-library for demonstration purposes)
3. University library facilities
4. Internet café – where students could do their desktop research (downloading from the Internet), producing of scripts and manuscripts and research/field study data analysis.