

# COURSE CURRICULUM

## FIRST YEAR

### Semester 1 (19 units)

FILI 11 Malayang Komunikasyon (3)  
ENLIT 12 Literature: Global Voices and Encounters (3)  
Natural Science (4)  
HISTO 11 Rizal and the Emergence of the Philippine Nation (3)  
FLC 11 Foreign Language and Culture (3)  
COMM 20 Communication Theory (3)  
INTAC 1  
PE 1

### Semester 2 (18 units)

ENGL 11 Purposive Communication (3)  
FILI 12 Panitikang Filipino (3)  
MATH 10 Mathematics in the Modern World (3)  
SocSc 11 Understanding the Self  
COMM 21 Media and Society (3)  
INTAC 2  
PE 2

## SECOND YEAR

### Semester 1 (18 units)

SocSc 12 The Contemporary World (3)  
STS 10 Science, Technology, and Society (3)  
PHILO 11 Philosophy: The Human Condition (3)  
COMM 111 Creativity and Problem Awareness (3)  
COMM Required Course 2 (3)  
COMM Elective 1 (3)  
PE 3

### Semester 2 (18 units)

ArtAp Art Appreciation (3)  
HISTO 12 Readings in Philippine History (3)  
THEO 12 Theology of the Catholic Social Vision (3)  
COMM 22 Media Law and Ethics (3)  
COMM Required Course 3 (3)  
COMM Elective 2 (3)  
PE 4

## THIRD YEAR

### Semester 1 (15 units)

PHILO 13 Ethics (3)  
SocSc 13 The Economy, Society, and Sustainable Development (3)  
COMM 193 Quantitative Methods in Communication Research (3)  
COMM 23 Communication for Social Change (3)  
COMM Elective 3 (3)  
NSTP 1

### Semester 2 (15 units)

PHILO 12 Philosophy of Religion (3)  
THEO 13 A Theology of Marriage, Family, and Vocation (3)  
COMM 194 Qualitative Methods in Communication Research (3)  
COMM 190 Communication Seminar: Contemporary Issues in Communication (3)  
COMM 24 Science and Risk Communication (3)  
NSTP 2

## FOURTH YEAR

### Intercession

COMM 197 Practicum (200 hours)

### Semester 1 (15 units)

DLQ 10 Discerning Life Questions: Towards Leadership and Commitment (3)  
COMM 199.1 Communication Thesis 1 (3)  
COMM 25 Communication Management and Entrepreneurship (3)  
COMM Elective 4 (3)  
Interdisciplinary Elective 1: English (3)

### Semester 2 (12 units)

SocSc 14 Politics, Governance, and Citizenship (3)  
COMM 199.2 Communication Thesis 2 (3)  
Interdisciplinary Elective 2 (3)

**TOTAL UNITS: 128**



## Eugenio Lopez Jr. Center for Multimedia Communication (ELJMC)

In partnership with the ABS-CBN Corporation, the ELJCMC develops creative, ethical and globally competitive media practitioners through workshops and projects. It mentors the **Multimedia Information Resource Laboratory (MirLab)**, a student team that engages in professional production work.

See <http://ateneo.edu/lopezcmc/>

## Ateneo Association of Communication Majors (ACOMM)

Through projects and events, the undergraduate organization of the Department provides exposure, training and opportunities for communication work for its vibrant community of students.

See <http://www.facebook.com/TheAteneoACOMM/>

## FACULTY

Christine Cox • Maitel Ladrido, PhD • Anjo Lorenzana, PhD • Inez Ponce de Leon, PhD • Gilbert Que • Luz Rimban • Andrew Ty • Violet Valdez, PhD • Serena Vaswani • Aaron Vicencio

## LECTURERS

Norman Agtarep • Sonia Araneta • Cheryl Borsoto-Nasol • Arlene Burgos • Michelle Correa • Sonny Cuenco, PhD • Bernard Dacanay • Robbin Dagle • Luis de la Vega • Ruel de Vera • Nanette Diyco • Jimmy Domingo • Chay Hofileña • Atty Jo Imbong • Claire Lopez • Glen Lopez • Mel Maestro • Galvin Ngo • Teresa Pacis • Cielo Timbol-Perez • Pauline Saltarin • Martin Sarmenta • Sev Sarmenta, PhD • Ramon Sunico • Dennis Temporal • Jonathan Torres • Victor Valbuena, PhD • Chin Wah Wong

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## BACHELOR OF ARTS IN COMMUNICATION

COMPETENT  
CRITICAL  
CREATIVE

The Department forms competent, creative, and ethical practitioners, educators, and audience of traditional and new media. Infused with values of excellence, service, and the promotion of justice, its programs blend theory and practice in preparing students to work at the cutting-edge of multimedia production, journalism, media studies, advertising, and public relations.



ATENEO DE MANILA UNIVERSITY  
SCHOOL OF SOCIAL SCIENCES

**DEPARTMENT OF COMMUNICATION**

A Commission on Higher Education (CHED)  
Center for Development

# BACHELOR OF ARTS IN COMMUNICATION

The Bachelor of Arts in Communication program enables students to engage with the constantly changing landscape of contemporary communication and media by offering an interdisciplinary curriculum composed of flexible tracks of studies in specialized communication fields. These are: **image and sound production, journalism, film and media studies, and advertising and public relations.** Grounded on a foundation of communication and media theory, research, and ethics; undergraduate students specialize in one of these tracks of study and follow a progression of courses that may be customized to his or her interest in the field. The program also includes an intersession practicum entailing professional experience in communication-related institutions and the crafting of a thesis as the culmination of their academic work.

The program equips students with the capabilities, creativity, vision, and values to pursue careers in multimedia and digital video production, print, broadcast and new media journalism, communication education, advertising, public relations, and other careers where creativity, leadership, and an acute understanding of communication is essential.



## LIST OF ELECTIVES

### ADVERTISING AND PUBLIC RELATIONS

COMM 113.03 Public Relations: Creating PR Tools  
COMM 113.04 Public Relations: Events Management  
COMM 115 Advertising Management  
COMM 116 Social Marketing  
COMM 32 Audience and Consumer Research  
COMM 182 Special Topics in Advertising  
COMM 182.03 Media Management  
COMM 182.04 Branding Opportunities and Challenges  
COMM 182.05 Creative Writing for Advertising  
COMM 182.07 Issues in Advertising  
COMM 182.08 New Media Advertising  
COMM 182.09 The Advertising Industry  
COMM 182.13 The Philippine Music Industry  
COMM 182.14 Strategic Planning

### IMAGE AND SOUND PRODUCTION

COMM 37 Sound Recording  
COMM 38.03 Advanced Video/TV Production  
COMM 39 Editing Techniques and Technologies  
COMM 41 Production Design and Management  
COMM 42 Writing for Film  
COMM 43 Cinematography  
COMM 45 Environmental Graphics: Visual Communication  
COMM 47 Audio and Video Production Techniques  
COMM 117 Documentary Film  
COMM 185.04 Media Management  
COMM 185.05 Digital Video Filmmaking  
COMM 185.06 Songwriting  
COMM 185.09 Film Acting  
COMM 186 Special Topics in Film Production  
COMM 186.03 Animated Film  
COMM 186.04 The Short Film  
COMM 186.05 Feature Film Directing

### FILM AND MEDIA STUDIES

COMM 62 Film History: Theory and Practice  
COMM 63.03 Asian Cinema  
COMM 63.05 Japanese Cinema  
COMM 63.06 Korean Cinema  
COMM 63.07 Indian Cinema  
COMM 63.08 European Cinema  
COMM 63.09 The Horror Film  
COMM 64 Interdisciplinary Approaches to Film Studies  
COMM 64.03 Philosophy and Film  
COMM 64.04 Theology and Film  
COMM 64.05 Literature and Film



COMM 64.06 History and Culture in Chinese Film  
COMM 92 The Information Age  
COMM 118 Philippine Cinema  
COMM 119 American Cinema  
COMM 121.03 Global Media Cultures: India  
COMM 122.03 Media and Society: Audience Studies  
COMM 123.03 The Documentary Form  
COMM 123.04 The Independent Film  
COMM 123.05 Women in Film  
COMM 125 Gender and the Media  
COMM 126 Media and Globalization  
COMM 127 Media and the Diaspora  
COMM 183.03 Political Communication  
COMM 183.04 Communication and Environment  
COMM 183.05 Development Communication  
COMM 184.09 The Korean Wave

### JOURNALISM

COMM 78 Feature Writing  
COMM 79 News Production and Management  
COMM 80 Investigative Journalism  
COMM 81 Health and Environmental Journalism  
COMM 82 Business and Economic Reporting  
COMM 83 Broadcast Journalism  
COMM 84 Social Media Journalism  
COMM 85 Issues in Science Communication  
COMM 112 Writing about Culture  
COMM 180.03 Issues in Journalism  
COMM 180.04 Sportswriting  
COMM 180.05 Editorial and Opinion Writing  
COMM 180.06 Critical Writing  
COMM 180.13 Online Journalism  
COMM 180.15 Photojournalism  
COMM 181.03 Broadcast Management