M.A. MEDIA STUDIES (BROADCAST) COURSES

B 201 Critical Histories of the Broadcast Media. Critical perspectives on the histories of broadcast media with emphasis on socio political, economic and cultural contexts. 3 u.

B 202 Critical History of Fiction Texts in Philippine Broadcast and Related Media. A historical survey that explores and examines the contexts, conventions, traditions, themes, and directions of the drama and comedy from the advent of radio and television to contemporary media. 3 u.

B 203 History of Non-Fiction Texts in Philippine Broadcast and Related Media. A historical survey that explores and examines the contexts, conventions, traditions, themes, and directions of non-dramatic texts from the advent of radio and television to contemporary media. 3 u.

B 206 Comparative Laws and Policies in Broadcast Media. A comparative survey of the systems, laws and state policies affecting the broadcast and related media in selected countries including intellectual property rights. 3 u.

B 210 The Producer and the Creative Process. The creative aspects of producing broadcast texts including idea generation, writing, directing, acting, videography, and sound and production design. COI. 3 u.

B 211 The Broadcast Writer. The creative aspects of writing for various forms of broadcast texts in the age of convergence and new media. COI. 3 u.

B 212 Broadcast Documentary Production. The critical examination of the conventions and the production of innovative broadcast documentaries from a socio political, economic and cultural perspective. COI. 3 u.

B 214 Broadcast Fiction Production. The critical examination of conventions and the production of innovative broadcast fiction programs. COI. 3 u.

B 216 Broadcast Non-fiction Entertainment Production. The critical examination of conventions and the production of innovative broadcast non-fiction entertainment programs. COI. 3 u.

B 240 Broadcast Criticism. The application of formalism, content analysis, Marxism, feminism, semiotics, structuralism, narrative theory, poststructuralism, postmodernism, postcolonialism, cultural studies, queer studies and gender studies to criticisms of broadcast texts. Prereq: Media 210 or COI. 3 u.

B 242 Broadcast Audience Studies. Perspectives and methods in analyzing different conceptualization of audiences: mass audience to specific publics; receivers of messages to readers of text; audience as market to audience as commodity; passive to interactive audiences; patterns of audience consumption to audiences in a situated culture; and listeners and viewers to fans. Prereq: Media 210. 3 u.

B 260 Ethnography and Field Work in Broadcast Research. A critical survey and examination of the contexts and the presuppositions of approaches to ethnography and field work as methods of broadcast research. 3 u.

B 264 Transmedia Narratives in Broadcast Texts and Related Media. An investigation of the adoption, adaptation, transformation, and appropriation of forms and texts from literature, cyberrmedia, the visual arts, the performing arts, and related genres to broadcast and transmedia texts. 3 u.
B 265 Development Discourses in Broadcast and Related Media. A critical survey and examination of diverse bodies of discourse about development in local and global settings as produced by broadcast and related media. 3 u.

B 270 The Business and Management of Broadcast Media. A critical examination of the management of broadcasting as an industry and an enterprise. 3 u.

B 272 Broadcast Media Programming. Programming in a world of media convergence. 3 u.

B 297 Special Topics (May be taken for a maximum of three times provided the topics are different, and shall be indicated for record purposes.) Prereq: COI. 3 u.

B 298 Special Projects. Prereq: COI. 311,(3 hrs lab); 3 u.

M.A. COMMUNICATION COURSES

Comm 201 Communication, Culture and Society, Socio-cultural and historical developments and contemporary issues in the field of communication. COI. 3 u.

Comm 210 Approaches in Communication Research. The different aspects of and approaches to communication research. 3 u.

Comm 211 Quantitative Methods in Communication Research. Application of quantitative methods in the major areas of communication research. 3 u.

Comm 212 Qualitative Methods in Communication Research. Principles and techniques of data construction and analysis in communication using qualitative methods and approaches. Prereq: Comm 210 or COI. 3 u.

Comm 222 Health Communication. Health communication theory, research and practice. Prereq: Comm 210 or COI. 3 u.

Comm 224 Science Communication. The use of media and communication to create public awareness of and appreciation for science and its role in national development. Prereq: Comm 210 or COI. 3 u.

Comm 225 Strategic Communication. The strategic application of communication to address societal concerns and achieve organizational objectives. Prereq: Comm 210 or COI. 3 u.

Comm 226 Organizational Communication Research. Theory, practice, and methods to analyze communication in public and private organizations. Prereq: Comm 210 or COI. 3 u.

Comm 230 Concepts and Issues in Communication Theory. 3 u.

Comm 231 Participatory Communication. Communication concepts and skills to enhance community involvement Prereq: Comm 210 or COI. 3 u.


Comm 241 Communication and Socio-Cultural Change, Communication media, theories, and techniques in effecting social and cultural change. 3 u.

Comm 250 Approaches and Issues in Intercultural Communication. Theory, strategies and methods in intercultural communication. 3 u.

Comm 270 Research & Communication Technologies. Information and communication technologies (ICTs); their impact on the communication agenda and their contributions to the continuing development of communication research. 3 u.

Comm 285 Issues in Public Communication. A survey and critique of communication theory and research concepts as utilized in government, non-government, and corporate institutions. 3 u.

Comm 286 Communication Evaluation, Principles and techniques of evaluating communication materials, projects, and programs. 3 u.

Comm 287 Communication Campaigns, Designing, implementing, and evaluating communication campaigns. 3 u.

Comm 297 Special Topics in Communication Research. 3 u.

Comm 299 Communication Research Design, Research designs and procedures for conducting communication studies. 3 u.

Comm 300 Thesis. 6 u.

M.A. MEDIA STUDIES (FILM)

Film 201 Seminar in Film Studies. A critical overview of the multidisciplinary approaches the study of film. Prereq: COI. 3 u.

Film 203 Film Scriptwriting. Principles and techniques in dramatic writing for film Prereq: COI. 3 u.

Film 205 Narrative Film. Study of Narrative Film from the historical, aesthetic, and ideological perspectives. Prereq: COI. 3 u.


Film 220 Advanced Documentary Film Production. Advanced Documentary Film Production. Principles, theories, ethical issues, and methods of the documentary film. Prereq: COI.

Film 230 Production and Post Production Processes. Principles and techniques of visual storytelling from conceptualization to post-production. Prereq: COI. 3 u.

Film 240 Cinema and Nation. The concepts of nation and nationhood as constructed through film practice and imagery. Prereq: COI. 3 u.

Film 258 Directing the Narrative Film. Theory and practice of the director’s vision, artistry, craft, and collaboration with other artists in making narrative films. Prereq: COI. 3 u.
Film 260 Film Historiography. The different aspects of and approaches to reading and researching film history. Prereq: COI. 3 u.

Film 269 Cinema, Gender, and Other Identities. An analysis of the representations of gender and other identities in cinema. Prereq: COI. 3 u.

Film 270 Advanced Film Theory and Criticism. Intensive Analysis of selected Filipino and foreign films, using contemporary film theories and methods. Prereq: COI. 3 u.

Film 280 The Philippine Industry. An Analysis of the structure and operation of the Philippine industry, including the financing, production, promotion and distribution of films. Prereq: COI. 3 u.

Film 281 Alternative Film Practices. An analysis of alternative film production, practices, discourses, aesthetics, and issues in Philippine independent cinema. Prereq: COI. 3 units.

Film 299 Historical & Critical Research Methods in Film. Methods and procedures for historical research in film. Prereq: COI. 3 u.

Film 300 Thesis. Prereq: Film 299 6 u.

M.A. JOURNALISM COURSES

J 201 The Philippine Press Analysis of Philippine historical press material with particular emphasis on social, political, economic & cultural events & their influences on the press. Prereq: COI. 3 u.

J 202 Advanced Reporting. Newsgathering and reporting for multimedia journalism, with emphasis on specialized beats and in-depth reporting. Prereq: COI. 3u.

J 203 Seminar in the Community Newspaper. Prereq: GS. 2 u.


J 208 Scholastic Journalism. Scope, functions & management of school papers. Prereq.: COI. 2u.

J 212 Writing on Cultural Events. Reporting the arts for newspapers, magazines & other print media. Lectures & assignment in reviewing motion pictures, plays, musicales, concerts, books, & exhibits. Prereq: COI. 3 u.

J 213 Investigative Journalism. Analysis of investigative report. Prereq: J201. 3 u.

J 216 Specialized Reporting. Writing on specialized issues for mass audiences. Prereq: J201. 3 u.

J 217 Online News Production. Producing web content from breaking and developing news and social media updates, and generating interactive materials from the web. Prereq: J201. 3u.


J 250 The Western Media. Analysis of the impact of Western media on Asian & Philippine press. Prereq: COI. 3 u.

J 270  Problems & Development in the Law of the Mass Media. Selected problem areas & current issues in the law of defamation, privacy, contempt & obscenity as they apply to the mass media. Prereq: 6 u. of graduate work/COI. 3 u.

J 298  Special Projects. Prereq: COI. 3 u.

J 300  Thesis. 6u.

MEDIA COURSES
Media 210  Media Theory. Development of media theories and their implications in the Philippines and international contexts. 3 u.

Media 220  Media Literacy. Critical studies of content, structures, production, and distribution of media texts. 3 u.

Media 230  Media Ethics. Ethical practices and legal standards in free media. 3 u.

Media 240  Media Research. Prereq: COI. 3 u.

Media 250  Political Economy of Media. Dynamics of ownership and control of media. 3 u.

Media 260  Media, Gender & Sexuality. The role of media in the construction of gender and sexuality. 3 u.

Media 280  Contemporary Issues in Media. May be taken thrice so long as the issues/themes addressed in each seminar are different. 3 u.

Media 300  Thesis. 6 u.

PHD COMMUNICATION COURSES
301  Communication Theories, Models and Frameworks. Concept approaches in theory and model building. 3 u.

302  Seminar in Cross-Cultural Communication Behavior. Comparative study of communication behavior of various cultures. 3 u.

303  Seminar in Philippine Communication Behavior. Comparative analysis of communication behavior between and among regional and ethnic groups. 3 u.

304  Seminar in Communication and Social Constructions. The role of communication in evolving the social conventions that define a particular culture, with special emphasis on the Philippines. Prereq: COI. 3 u.

305  Data Construction in Communication Research. The nature, approaches, and methods of data construction, taking into account the researcher’s responsibility; with particular attention in the Philippine context. Prereq: Comm 304. 3 u.

306  Quantitative Approaches to Communication Research. Advanced quantitative communication methods such as content analyses, surveys and experiments. 3 u.
307 Qualitative Approaches to Communication Research. Qualitative approaches to conceptualization, data generation, processing and analysis for communication research. 3 u.

311 Seminar in Cross-Cultural Research. Case studies in planning, management and evaluation of cross-cultural research with emphasis on developing countries. 3 u.

313 Communication Evaluation. Principles and techniques of evaluating effectiveness and cost-effectiveness of communication materials, projects and programs. 3 u.

322 Philippine Communication Environment. Analysis of the Philippine communication environment with emphasis on the geographical, socioeconomic, cultural and political factors influencing communication processes and institutions. 3 u.

330 Seminar in Comparative Communication Systems. 3 u.

331 Seminar in Communication Technologies and Social Policies. 3 u.

332 Seminar in Asian Communication Environment. 3 u.

341 Political Communication. Theory and research in national and international political communication. 3 u.

342 The Press and the Political Process. Roles and impacts of free and restricted press institutions in democratic, transitioning, and authoritarian states. 3 u.

343 Communication and Public Opinion. The role of communication in the formulation, measurement and evaluation of public opinion for policy and planning. 3 u.

345 Mass Media, Government and Society. The dynamics of the relationship between the mass media, government and society. 3 u.

353 Health Communication and Mass-Mediated Contexts. Theory and research on the role of the mass media as it affects the public's health behavior. 3 u.

354 Health Communication Campaigns. The role of communication and research in public health campaigns; explores use of communication campaigns to promote health and reduce risks; examines how health communication campaigns are design, implemented, and evaluated. 3 u.

361 Public Communication. Analysis of various public information initiatives as applied and initiated by government and its agencies. 3 u.

363 Communication in Management. Concepts and techniques of communication as applied to the management of public organizations. 3 u.

372 Risk Communication. The concept of risk as it pertains to crisis and risk-related communication processes, issues and application. 3 u.

397 Seminar in Contemporary Issues in Communication. 3 u.

398 Independent Studies. Prereq: Comm 301, Comm 306 and Comm 307 or COI. 3 u.

400 Dissertation. 12 u.
**PHD in MEDIA STUDIES COURSES**

**Media 301 Media and Culture.** Critical theories and concepts for understanding Philippine media and culture. *Prereq:* COI. 3 u.

**Media 302 Media Historiography.** Historical approaches in the study of Philippine media. *Prereq:* COI. 3 u.

**Media 303 Media and Discourse on Development.** Media issues and concerns in discourses on society, with focus on development, governance and democracy. *Prereq:* COI. 3 u.

**Media 304 Media and Identities.** Social constructions and representations of identities in Philippine media. *Prereq:* COI. 3 u.

**Media 321 New Media and their Changing Technologies.** The cultural and critical theoretical positions on New Media in the Philippines within their changing technologies. *Prereq:* COI. 3 u.

**Media 331 Media and Popular Culture.** Epistemological discussion of the production and reception of popular culture, and the instrumentalization of media in this cultural phenomenon. *Prereq:* COI. 3 u.

**Media 332 Media, Diaspora and the Transnationalization of Cultures.** Historical, social and modern intersections of media and diaspora in the transnationalization of cultural orientations of Filipinos. *Prereq:* COI. 3 u.

**Media 397 Special Topics.** (may be taken more than once provided the topics are different). *Prereq:* COI. 3 u.

**Media 399 Media Research.** Critical cultural research approaches in media. *Prereq:* COI. 3 u.

**Media 400 Dissertation.** *Prereq:* Media 399 and passing the Candidacy Examination. 12 u.