

GRADUATE SCHOOL MISSION STATEMENT

We are a Catholic institution dedicated to advancing the frontiers of knowledge in the theoretical and applied fields through quality graduate education that is comprehensive and responsive to the needs of society. We are committed to the formation of scholars and high level professionals who are ethical, competent, compassionate and committed to the service of the Church, the Nation and the Global Community.

GRADUATE SCHOOL VISION STATEMENT

We envision a Graduate School that stands for excellence and innovation and that will be globally identified for the distinction of its programs and quality of its research.

GRADUATE SCHOOL GOALS

To realize this mission-vision, the Graduate School commits itself within the next five (5) years:

- To develop the intellect and creativity through excellence in instruction, research, and extension work.
- To form scholars and high level professionals in the arts and humanities, the natural and allied health sciences, the social and management sciences who are ethical and who demonstrate competencies functional in both the local and global workplace.
- To hone the professional and social skills, and critical capabilities of students enabling them to become responsible leaders in their careers and community.

- To provide students opportunities to serve the larger community through extension work and community service.
- To produce quality research in the various fields of knowledge that is internationally recognized.
- To recruit Faculty who are acknowledged experts in the field and to complement the teaching staff by inviting international scholars in the various disciplines.
- To build partnerships and linkages between the Graduate School and academic institutions, industry and government entities at the local and international level.
- To enhance the image and visibility of the Graduate School and its work in both the local and global community.

APPLICATION PROCEDURES

- A. Application for admission to the UST Graduate School is until October 15 for October enrollees, April 5 for Summer enrollees and May 25 for June enrollees.
- B. Application forms for Admission are available at the UST Graduate School, UST Admissions Office & at the UST Graduate School Web Site – <http://www.ust.edu.ph>

REQUIREMENTS:

Certified true copy of Transcript of Records, one (1) colored passport size, recent photo (if any) document(s) attesting to passing a Bar/Board Exam, or being a scholar of any agency.

Two (2) Referral Forms: One(1) for the current (immediate) superior (or Dean, in the

case of a school); and the other, for the professor in one specialization (major) subject.

For Foreigners:

All of the above and;

TOEFL English Proficiency and Student Visa Requirements.

ADMISSION REQUIREMENTS

1. The applicant must be a holder of a baccalaureate degree from an accredited university. His/her BA should be in any of the following: BA Communication Arts, BA Journalism, BS Development Communication or AB/BS Advertising, BA Organizational Communication, or any related field.
2. Students applying to the program must have an average of 2.0 (or 85%) in the Baccalaureate program.
3. Applicants should have a one-year work experience in the media industry or its equivalent in academic work.
4. If the BA degree is alien to the MA Communication program being applied, the student is required to take from 9 to 18 units of basic subjects that may be earned either in the Graduate School or the Faculty of Arts and Letters through the Department of Media Studies.
5. Probationary status on account of deficiencies in the admission status of the applicant is given at the discretion of the Dean.
6. Complete accomplished application and referral forms.

COURSE OBJECTIVES

After completing the degree program, a student of Master of Arts in Communication is expected to have

1. been (re)oriented to the basic concepts in communication studies taken up in undergraduate degree programs as foundation for more advanced concepts.
2. understood the theories and models of communication and their application in the professional practice and research.

3. learned the skill of conceptualizing, conducting and reporting research in the fields covered by communication studies.
4. acquired skills in writing and producing materials for media and utilize them in both practical and academic purposes.
5. acquired a general view of the following disciplines: journalism, broadcasting and film, communication research, public relations and advertising while being a specialist in any one of them.
6. familiarized oneself with issue confronting a postmodern world like gender, popular culture, new technologies, hypertexts and the new communication order.
7. adopted an interdisciplinary attitude by analyzing the link between communication and other disciplines in the humanities, social sciences, education and pure sciences.

CURRICULUM

MASTER OF ARTS IN COMMUNICATION

PRE-REQUISITE SUBJECTS: 6 UNITS

GS 500 - St. Thomas on Critical Thinking

Principles of and skill on critical thinking according to St. Thomas Aquinas in the areas of mental cognition, simple apprehension, judgment and reasoning and of common fallacies towards the acquisition of the art of argumentation.

GS 501 - Research Methodology

General strategies of Research including design, basic statistical techniques, writing, evaluation and ethics. Submission of an approved proposal is required.

CORE SUBJECTS: 9 UNITS

- MACOM 600 - Communication Theory
- MACOM 601 - Communication Research
- MACOM 602 - Seminar in Philippine Mass Media
- MACOM 603 - Communication and Socio-Cultural Change
- MACOM 604 - Media, Government and Society

MAJOR SUBJECTS: 15 UNITS

General Communication

- MACOM 700 - Critical Perspectives in Communication Studies
MACOM 701 - Special Topics in Mass Communication
MACOM 702 - Principles of Public Information
MACOM 703 - Development Communication
MACOM 704 - Postmodernism and the Media
MACOM 705 - Gender and Media
MACOM 706 - Cultural Studies and the Media
MACOM 707 - Seminar in Communication Technology
MACOM 708 - Literature and Communication
MACOM 709 - Drama and Theater as Communication
MACOM 710 - Media History
MACOM 711 - Laws and Ethics of the Mass Media
MACOM 712 - Seminar in Media Studies

*** In taking Major Subjects – 9 units must be taken in General Communication & 6 units in the field of specialization related to thesis.**

Journalism

- MACOM 713 - History of the Philippine Press
MACOM 714 - Broadcast Journalism
MACOM 715 - Critical Writing
MACOM 716 - Investigative Journalism
MACOM 717 - International Journalism
MACOM 718 - Online Journalism
MACOM 719 - Literary Journalism

Broadcasting and Film

- MACOM 720 - Comparative Broadcasting
MACOM 721 - Advanced Radio and TV Scriptwriting
MACOM 722 - Radio-Television Production and Direction
MACOM 723 - Broadcasting and National Development
MACOM 724 - Broadcast Criticism
MACOM 725 - Film Theory
MACOM 726 - Literature and Film
MACOM 727 - The Art of Writing Adaptations
MACOM 728 - Educational Broadcasting
MACOM 729 - Broadcast Management, Policy and Planning

Communicating Research

- MACOM 730 - Audiences Research
MACOM 731 - Quantitative Methods in Communication
MACOM 732 - Qualitative Methods in Communication
MACOM 733 - Ethnography and the Media
MACOM 734 - Reporting and Writing Research
MACOM 735 - Management of Research

Corporate Communication

- MACOM 736 - Advertising Principles and Practice
MACOM 737 - Advertising Research
MACOM 738 - Public Relations Principles and Practice
MACOM 739 - Public Relations Management
MACOM 740 - Organizational Communication
MACOM 741 - Communication Campaigns
MACOM 742 - Media/Publications Mgt.
MACOM 743 - Management Information Systems

COGNATE SUBJECTS: 3 UNITS

Any related course under General Communication, English, Literature, Creative Writing and Advertising.

OTHER REQUIREMENTS

- Written Comprehensive Examinations (WCE)
TW I - 3 units (Thesis Proposal)
TW II - 3 units (Research Colloquium)
TW III - 3 units (Thesis Defense)

Total = 42 Units

UST GRADUATE SCHOOL ADMINISTRATION OFFICIALS AND

FACULTY SET-UP

LILIAN J. SISON, Ph.D.
Dean

JOSÉ ANTONIO E. AUREADA, O.P., S.Th.D.
Regent

MICHAEL ANTHONY C. VASCO, Ph.D.
Faculty Secretary

CARLOS P. GARCIA, Ph.D.

Director for Graduate Research

ANNA MARIA GLORIA-WARD, M.A.

Director, Center for Professional Development & Consultancy Services

ROMUALDO DEL ROSARIO, Ph.D.

Supervising Scientist, UST Botanical Garden

PROFESSORIAL STAFF

ARNOLD ALDABA, M.A.

CORAZON ARBOLEDA, M.A.

JOYCE ARRIOLA, Ph.D.

OSCAR CAMPOMANES, M.A.

KANE ERROL CHOA, M.A.

FR. FRANZ-JOSEF EILERS, Ph.D.

GIOVANNA FONTANILLA, M.A.

FR. CARLOS LARIOS, SVD, M.A.

FERDINAND LOPEZ, M.A.

JEREMIAH OPINIANO, M.A.

RAMON OSORIO, MBA

CESAR ORSAL, M.A.

CYNTHIA LUZ RIVERA, M.A.

ABERCIO ROTOR, Ph.D.

ANDRES SEVILLA, M.A.

AURORA TUBLE, M.A.

SCHOOL CALENDAR

The University of Santo Tomas follows an Academic Year Calendar of two (2) semesters and a summer term.

Summer Term: April-May

For further information, please call,
Tele-Fax: (632) 740-9732 or
Tel. No. (632) 786-1611 loc 8247; 731-5396
Web-http://graduateschool.ust.edu.ph
E-mail: odgs@mnl.ust.edu.ph
or write to:

The Dean/Faculty Secretary
UST Graduate School
España, Manila, Philippines 1008

University of Santo Tomas

GRADUATE SCHOOL



GRADUATE PROGRAM

AY 2004 – AY 2006

COMMUNICATION

Master of Arts in Communication

España, Manila