

## **AB COMMUNICATION PROGRAM ACTIVITIES**

## The CSU VMGO

### **CSU Vision**

▶ Transforming lives by Educating for the BEST.

## **CSU Mission**

CSU is committed to transform the lives of people and communities through high quality instruction and innovative research, development, production and extension.

## The CSU I.G.A.

#### Intended Graduate Attributes(IGA)

#### Graduates of the Cagayan State University should be able to exhibit:

- Competence :critical thinker, creative problem-solver, competitive performer regionally, nationally and globally
- Social Responsibility: sensitive to ethical demands and compassionate particularly to the marginalized, steward of the environment for future generations while championing development and ssocially just and an advocate of economic and social equity
- Unifying Presence :uniting theory and practice, uniting strata of society, uniting tradition and innovation, uniting the nation, the ASEAN region and the world and uniting the University and the community

## CAS Intended Learning Outcomes

## Graduates of the College of Arts and Sciences are expected to:

- Display advance knowledge in the fields of arts and sciences;
   (Knowledge)
- Apply research-based concepts and theories and principles to current problems and issues; (Skills)
- Provide responsiveness and empowering community extension services for the development of the people in the countryside
- Demonstrate a strong sense of commitment and moral values;(Attitude)



# AB Communication Program Intended Learning Outcomes(ABC-PILO)

Graduates of the BA Communication program should have acquired the knowledge, skills, competencies and attitude necessary to perform the following:

- apply the principles, theories, structures and functions of communication in a globally diverse and competitive society;
- Exhibit creativity, innovativeness, resourcefulness, and uphold professional ethics in their practice of free, yet responsible mass media communication;
- Demonstrate superior ability in communication, broadcasting, journalism, media productions, communication planning, communication research, and extension;
- Demonstrate leadership and management skills in their practice of mass media and communication profession; and
- Participate in various competitions and cultural exchanges such as film festivals, radio productions, video productions, research colloquia, communication campaigns, theater arts production, and other allied fields in communication locally, nationally, and globally.



# AB Communication Organizational Chart SY 2019-2020



**CEO**Eng. Arthur Ibañez, Ph.D.



**College Dean** Jane Sambrana, Ph.D



**AH Department Chair** Jomel B. Manuel, Ph.D



**Program Chair**Jan Justin Rodriguez, MSDC

**Learning Facilitators** 



Ana Marie Cauilan, MA



Patrianne M. Padua, MA



Yrmeliza V. Rodriguez, MPAf



Teresa C. Campos, MDC





## AB COMMUNICATION PROGRAM CURRICULUM

#### **CURRICULUM REVIEW FOR THE AB COMMUNICATION PROGRAM**





## (2018 Curriculum) FIRST YEAR

	FIRST SEMESTER						
Code	Course	Un its	Pre- requisite	Lec	Lab		
ABC 50	Introduction to Communication Media (Core 1)	3		3			
NSTP 11	NSTP 1	3		3			
PE 11	Physical Activity Towards Health and Fitness I	2		2			
GEC 101	Art Appreciation	3		3			
GE FIL 11	Kontekstwalisadong Komunikasyon sa Filipino	3		3			
GEC 103	Science, Technology, and Society	3		3			
ELEC 12	Euthenics	3		3			
	Total	20		20			

	SECOND SEMESTER						
Code	Course	Un its	Pre- requisite	Lec	Lab		
PE 12	Physical Activity Towards Health and Fitness II	2	PE 11	2			
NSTP 12	NSTP 2	3	NSTP 1	3			
ABC 51	Communication Theory (Core 2)`	3	ABC 50	3			
ABC 52	Communication, Culture, and Society (CORE 4)	3	ABC 50	3			
FIL 12	Masining na Pagpapahayag	3	FIL 1	3			
GEC 102	Mathematics in the Modern World	3		3			
GEC 107	Purposive Communication	3		3			
	Total	20		20			

## (2018 Curriculum) SECOND YEAR

	FIRST SEMESTER					
Code	Course	Unit s	Pre- requisite	Lec	Lab	
ABC 56	Risk Disaster and Humanitarian Communication (CHED 2)	3	ABC 52	3		
GEC 105	Life and Works of Rizal (Mandated)	3		3		
GEC 108	Readings in Philippine History	3		3		
ABC 53	Journalism Principles & Practices (Required Course 1)	3	ABC 51	3		
ABC 54	Broadcasting Principles and Practices (Add-Req. Comm)	3	ABC 51	3		
ABC 55	Development Communication (CHED 1)	3	ABC 52	3		
ELEC 11	Computer	3		2	1	
PE 13	Physical Activity Towards Health and Fitness III	2	PE 12	2		
FIL 13	FILIPINO 13	3		3		
	Total	26		25	1	

	SECOND SEMESTER				
Code	Course	Uni ts	Pre-requisite	Lec	Lab
ABC 57	Communication Media Laws and Ethics (Core 5)	3	ABC 55	3	
ABC 58	Scriptwriting for Radio, TV, and Film (Add-Req. Comm)	3	ABC 54, ABC 57	3	
ABC 59	Civic Engagement and Participatory Communication (Communication Related Elective 1)	3	ABC 52, ABC 56	3	
ABC 60	Integrated Marketing Communication (Required Course 3)	3	ABC 54	3	
PE 14	Physical Activity Towards Health and Fitness IV	2	PE 13	2	
GEC 104	The Contemporary World	3		3	
GEC 106	Ethics	3		3	
GEC 109	Understanding the Self	3		3	
SS/H ELEC 2	Speech and Drama (Social Sciences/Humanities Related Elective 2)	3		3	
TOTAL		26		26	

(2018 Curriculum)

#### **THIRD YEAR**

	FIRST SEMESTER	₹			
Code	Course	Un its	Pre- requisite	Lec	Lab
ABC	Introduction to Theater Arts	3	ABC 52,	3	
61	(Communication Related Elective 2)		ABC 57		
ABC 62	Radio Production (Add-Req. Comm)	4	ABC 59	3	1
ABC	Video and Television Production	4	ABC 54,	3	1
63	(Add-Req. Comm)		ABC 59		
ABC	Digital Publishing (Communication	3	ABC 54,	2	1
64	Related Elective 3)		58, 60		
SS/H	Introduction to Industrial	3		3	
ELEC	Psychology				
4	(Social Science/Humanities Related Elective 4)				
ELEC	Entrepreneurship	3		3	
13					
SS/H	Introduction to Public	3		3	
ELEC	Administration				
1	(Social Science/Humanities Elective				
	1)				
	Total	23		20	3

	SECOND SEM	1ESTEI	₹		
Code	Course	Uni ts	Pre-requisite	Lec	La b
ABC 65	Organizational Culture and Communication (Communication Related Elective 4)	3	ABC 51, ABC 57, ABC 60	3	
ABC 66	Introduction to Film (Required Course 2)	3	ABC 52, ABC 58, ABC 63	3	
SS/H ELEC 3	Introduction to Web Design (Social Sciences/Humanities Related Elective 3)	3	ELEC 11	1	2
SS/H ELEC 5	Multimedia Arts (2D & 3D Animation) (Social Sciences/Humanities Related Elective 5)	3	ELEC 11	1	2
ABC 67	Communication Planning (CORE 6)	3	ABC 50, ABC 51,60	3	
ABC 69	Communication Research (CORE 2)	3	ABC 50,51,52,57	3	
	Total	20		16	4

#### Bachelor of Arts in Communication (2018 Curriculum) MID YEAR TERM (SUMMER)

	SUMMER							
Code	Course	Units	Pre-requisite	Lec hours	Lab hours			
ABC 70	Special Project (Production based)	3	All ABC Courses 1 <sup>st</sup> year to 3 <sup>rd</sup> year 2 <sup>nd</sup> Sem)	3				
	Total	3		3				

(2018 Curriculum)

#### **FOURTH YEAR**

	FIRST SEMESTER					
Co	Course	Uni ts	Pre-requisite	Lec	Lab	
de						
AB	Knowledge Management	3	ABC 51, ABC 60,	3		
C	(CHED 3)		ABC 65			
72						
AB	Thesis Writing	3	Regular 4 <sup>th</sup> year	3		
C			standing			
73						
AB	Communication	3	ABC 51, 60, 65	3		
C	Management (CORE 7)					
71						
	Total	9		9		

	SECOND SEMESTER							
	Code	Course	Unit s	Pre-requisite	Total no. of required hours			
A	BC 68	Communication Internship	3	Regular 4 <sup>th</sup> year standing (no behind subjects)	200 hours			
		Total	3					

Prepared by:

**AB MASS COMUNICATION FACULTY** 

#### COMPARISON BETWEEN THE CSU CURRICULUM AND CMO NO. 35 (AB COMMUNICATION)



Field of Study	CSU Curriculum (Units)	CMO 35	Remarks
GENERAL EDUCATION, MANDATED, AND GENERAL	36	36	COMPLIANT
ELECTIVE COURSES			
INSTITUTIONAL GEC ELECTIVES	9		COMPLIANT
CORE COURSES	21	21	COMPLIANT
CHED REQUIRED COURSES	9	9	COMPLIANT
REQUIRED COMMUNICATION COURSES	23	9	COMPLIANT
(BASED ON IPO)/MAJOR SUBJECTS			
COMMUNICATION RELATED ELECTIVES	12	12	COMPLIANT
SOCIAL SCIENCES/HUMANITIES RELATED ELECTIVES	15	15	COMPLIANT
THESIS AND SPECIAL PROJECT AND INTERNSHIP	9	9	COMPLIANT
PHYSICAL EDUCATION	8	8	COMPLIANT
NSTP	6	6	COMPLIANT
Total	148	125	COMPLIANT

#### LINKAGES FOR INSTRUCTION

These are the institutions and organizations that serve as On the Job Training (OJT) sites, laboratories and training ground for Mass-communication Students.

- DZGR Bombo RadyoTuguegarao
- RBC Cable Master System
- The Northern Forum
- DWDA Radyo Pangkaunlaran
- DWPE Radyo Pilipinas
- DZCV
- DZYT Sonshine Radio
- ▶ PIA Region 2
- North Luzon Cinema Guild





#### LINKAGES FOR INSTRUCTION

These are the institutions and organizations that serve as On the Job Training (OJT) sites, laboratories and training ground for Mass-communication Students.

- Department of Tourism
- DILG
- Commission on Population and Development
- DSWD
- ▶ NBI

# KAAGAPAY MO, CSU TV PROGRAM







Ma'am Sylvia Quigao, Campus Guidance Counselor







Carig Campus Dancers – STAR KA DITO

Ukayan- SARI-SARING KWENTO



































STAR KA DITO

#### **BOSES NG CSU AIRED AT DWPE RADYO PILIPINAS**









#### **BOSES NG CSU LIVE AIRING**





#### **COVERAGE OF SCHOOL ACTIVITIES**







#### COMPETITIONS











#### **THEATER ARTS PRODUCTION**









#### THEATER ARTS PRODUCTION







#### FILM PRODUCTIONS FOR SINE AGILA



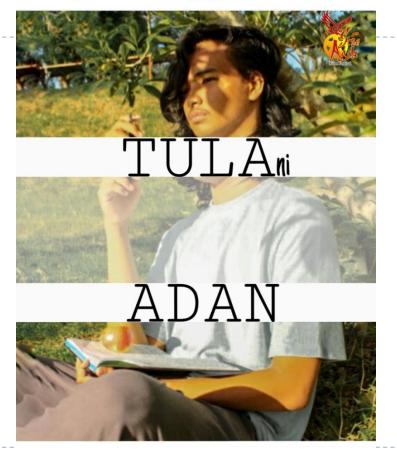


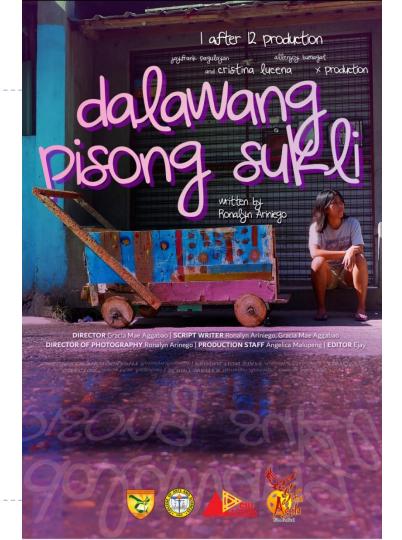




PELIKHALA PRODUCTION
PRESENTS

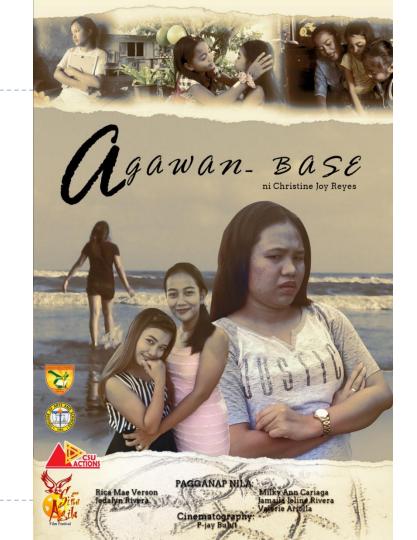
CSU







Starring: Jun Asperela Jessa Domingo Mark Jester Borquillo





#### **RADIO DRAMA SEMINAR**







