



University of the Philippines
LOS BAÑOS



**College of Development
Communication**

COLLEGE OF DEVELOPMENT COMMUNICATION

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Background

The College of Development Communication (CDC) is recognized as the world's pioneer in the study and practice of development communication. It offers a three-tiered program (BS, MS, and PhD) and is home to highly qualified faculty, who all have advanced degrees, and a vibrant and diverse student body from various regions within and outside the country. The College has trained faculty members of state universities and colleges in the Philippines and in other countries in the Asia Pacific Region for higher degrees in development communication. CDC was recognized as a Center of Excellence by the Commission on Higher Education (CHED), first in the field of Communication in 1999, and then in Development Communication in 2012 and 2015. The BSDC degree program also passed the ASEAN University Network Quality Assurance Certification in 2015, making it the first social science degree program in UP to receive such accreditation.

Since the four-year program was first offered in 1974, the BSDC curriculum underwent periodic assessments to ensure that the program addresses the needs of the time. In 2011, the BSDC curriculum was revised from one with four major fields of specialization (community broadcasting, development journalism, educational communication, and science communication) to the generalist track. Under the generalist curriculum, students are expected to hone their skills in four general areas of competency rather than in a single area of specialization. These areas of competency are reportage; media-based learning systems; multi-media materials design, production, and management; and management and communication of technical information. The new curriculum thus broadens the base of our students' skills, as is expected of 21st century development communication practitioners.

In 2022, the two-year program, the Associate of Science in Development Communication (ASDC) was offered to enable the young entry-level professional the opportunity to practice, and earn a living without compromising the opportunity for higher studies at the baccalaureate level. The ASDC program is specialized, practical, and directly addresses the needs of development organizations, both public and private.

CDC's research and extension agenda are aligned with the three general streams in devcom praxis—community communication, educational communication, and science communication. Specific streams include participatory development journalism, community participatory processes, adaptive and integrative learning, educational technologies, public engagement of science, indigenous and local knowledge, and big data research and use.

As CHED Center of Excellence, the College continuously undertakes a consolidated program aimed at contributing significantly to the enhancement of instruction, research, and extension and

public service functions of higher education institutions offering development communication in the country.

Vision

CDC envisions becoming a globally-relevant academic institution in development communication contributing to inclusive and sustainable development among communities in the Philippines and Southeast Asia.

Mission

CDC's mission is to nurture and advance development communication scholarship and praxis among students, educators, and practitioners through participatory and inclusive engagements.

Goals

CDC, as an academic institution, aims to:

1. Sustain CDC's academic leadership and excellence in development communication;
2. Undertake devcom research grounded in local realities of the underserved/marginalized communities and leading towards devcom theorizing;
3. Promote the use of UPLB and devcom knowledge and technologies towards inclusive growth; and
4. Create an enabling environment in CDC for creativity and innovation.

Departments

The College has four departments, namely: Development Broadcasting and Telecommunication, Development Journalism, Educational Communication, and Science Communication.

The Department of Development Broadcasting and Telecommunication aims to maximize the use of radio and television for community organization, mobilization, and action. The Department of Development Journalism focuses on reporting development stories for multiple platforms, as well as in-depth interpretative and investigative reporting of current development issues and events. The Department of Educational Communication aims to facilitate learning through indigenous media, as well as multi-media systems for formal and non-formal education. Finally, the Department of Science Communication is concerned with communicating the content, context, and process of science and technology and its impact on development to diverse publics.

Associate of Science in Development Communication (ASDC)

Learning Goals

At the end of the Associate of Science in Development Communication program, graduates should be able to:

1. Assess problems and issues of development in the local, national, and global contexts;
2. Practice interpersonal and participatory communication skills;
3. Perform skills in development reportage and writing;
4. Produce multi-media materials for development projects;
5. Implement media-based learning systems for development;

6. Facilitate communication for science and technology; and
7. Uphold professional ethics and standards at all times.

While the baccalaureate degree in development communication is generalist, science-oriented, and technically-grounded in contributing to the Sustainable Development Goals, the ASDC program is specialized, practical, and directly addressed the needs of development organizations, both public and private.

After completing the ASDC program, the student may opt to proceed to the Bachelor of Science in Development Communication degree provided the general weighted average in the ASDC is 2.5 or better, work or be self-employed.

Bachelor of Science in Development (BSDC)

Communication Learning Goals

The graduates of the BS Development Communication program are expected to be:

1. Proactive members of society, promoting social change through communication; and
2. Highly skilled professionals in devcom teaching, research, and practice.

The curriculum is guided by eleven program learning outcomes to help the students achieve the program goals above. Graduates of the BS Development Communication program are able to:

1. Assess problems and issues of development in the local, national, and global contexts;
2. Practice interpersonal and participatory communication skills;
3. Perform skills in development reportage and writing;
4. Plan, design, and produce multi-media materials for development projects;

5. Manage and evaluate media-based and non-media based development communication campaigns and projects;
6. Implement media-based learning systems for development;
7. Process information to facilitate communication for science and technology;
8. Conduct and critique development communication research;
9. Address development problems and issues using concepts, principles, and theories of development communication;
10. Uphold professional ethics and standards at all times; and
11. Practice creative, entrepreneurial, critical thinking, and problem-solving skills in development communication praxis.

Building on a base of general education courses, the development communication student chooses additional social science electives and electives in a technical field such as agriculture, forestry, human ecology, human nutrition, natural and physical sciences, and economics and management, among others.

To get the degree, students are required to pass 145 units of academic workload. This includes 27 units of general education courses, 6 units of foundation courses, 46 units of core courses, 33 units of specialization courses, 21 units of technical elective, 12 units of social science electives, and physical education and National Service Training Program (NSTP) courses.

The practical and progressive training the undergraduate students will get in the curriculum would prepare these corps of future devcom professionals who are equipped with holistic devcom skills. These skills will enable them to undertake capacity building, advisory, and action projects applying communication as a means and process to improve the human condition by attaining a society that has inclusive overall growth, fosters equity, and unfolds individual potential.

ASSOCIATE OF SCIENCE IN DEVELOPMENT COMMUNICATION

Special UPLB UC 8 August 2022; UP BOR Approval 1373rd Meeting 25 August 2022

<i>First Semester</i>	<i>Units</i>	<i>Second Semester</i>	<i>Units</i>
<i>FIRST YEAR</i>			
HIST 1/KAS 1. Philippine History / Kasaysayan ng Pilipinas	3	ARTS 1. Critical Perspective in the Arts	3
STS 1. Science, Technology, and Society	3	ETHICS 1. Ethics and Moral Reasoning in Everyday Life	3
PI 10. Life and Works of Rizal	3	DEVC 20. Fundamentals of Development Journalism	3
WIKA 1. Wika, Kultura, at Lipunan	3	DEVC 30. Fundamentals of Community Broadcasting	3
DEVC 10. Introduction to Development Communication	3	DEVC 40. Fundamentals of Educational Communication	3
DEVC 11. Introduction to Media Writing for Development	3	and Technology	
HK 11. Wellnes and Basic Injury Management	(2)	DEVC 50. Introduction to Science Communication	3
NSTP 1. (ROTC or LTS or CWTS)	(3)	HK 12 OR 13. Human Kinetics Activities or Advanced	(2)
	18	Human Kinetics Activities	
		NSTP (ROTC or LTS or CWTS)	(3)
			18
<i>SECOND YEAR</i>			
DEVC 70. Interpersonal Communication in Development	3	DEVC 80. Communication and Society	3
DEVC 103. Visual and Audiovisual Media Production	3	GE ELECTIVE (2)	3
COMM 10. Critical Perspectives in Communication	3	GE ELECTIVE (3)	3
DEVC 135. Multi-Media Materials and Design	3	DEVC 144. Media-Based Learning Systems	3
DEVC 125. Writing and Reporting for Development	3	DEVC 153. Managing Information for Development	3
ELECTIVE 1 (Technical)	3	ELECTIVE 2 (Technical)	3
HK 11/13. Human Kinetics Activities or Advanced Human Kinetics Activities	(2)		18
	18		

TOTAL NUMBER OF UNITS 72

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION

Special UPLB UC 21 May 2018; Executive Vice President's Approval (by authority of the UP President) 16 November 2018

<i>First Semester</i>	<i>Units</i>	<i>Second Semester</i>	<i>Units</i>
<i>FIRST YEAR</i>			
ARTS 1. Critical Perspective in the Arts	3	HIST 1/ KAS 1. Philippine History / Kasaysayan ng Pilipinas	3
STS 1. Science, Technology, and Society	3	ETHICS 1. Ethics and Moral Reasoning in Everyday Life	3
PI 10. Life and Works of Jose Rizal	3	DEVC 20. Fundamentals of Development Journalism	3
DEVC 10. Introduction to Development Communication	3	DEVC 30. Fundamentals of Community Broadcasting	3
DEVC 11. Introduction to Media Writing for Development	3	DEVC 40. Fundamentals of Educational Communication	3
ECON 11. General Economics	3	and Technology	
HK 11. Wellness and Basic Injury Management	(2)	DEVC 50. Introduction to Science Communication	3
NSTP 1 (ROTC or LTS or CWTS)	(3)	HK 12 OR 13. Human Kinetics Activities or Advanced	(2)
	18	Human Kinetics Activities	
		NSTP 2 (ROTC or LTS or CWTS)	(3)
			18
<i>SECOND YEAR</i>			
COMM 10. Critical Perspectives in Communication	3	DEVC 101. Introduction to Communication Theory	3
GE ELECTIVE	3	DEVC 125. Writing and Reporting for Development	3
GE ELECTIVE	3	DEVC 135. Multi-Media Materials Planning and Design	3
DEVC 70. Interpersonal Communication in Development	3	STAT 166. Statistics for the Social Science	3
DEVC 80. Communication and Society	3	ELECTIVE (Technical Course)	3
DEVC 103. Visual and Audiovisual Media Production	3	ELECTIVE (Technical Course)	3
HK 12 OR HK 13. Human Kinetics Activities or Advanced Human	(2)		18
Kinetics Activities			
	18		
<i>THIRD YEAR</i>			
DEVC 126. Participatory Development Journalism	3	DEVC 136. Multi-media Materials Production and	3
DEVC 144. Media-based Learning Systems	3	Management	
DEVC 153. Managing Information for Development	3	DEVC 154. Communicating Science for Development	3
GE ELECTIVE	3	DEVC 195. Introduction to Communication Research	3
ELECTIVE (Technical Course)	3	ELECTIVE (Technical Course)	3
ELECTIVE (Technical Course)	3	ELECTIVE (Social Science Course)	3
HK 12 or HK 13. Human Kinetics Activities or Advanced Human	(2)	ELECTIVE (Social Science Course)	3
Kinetics Activities			18
	18		
<i>MID YEAR</i>			
DEVC 198. Internship		3	
<i>FOURTH YEAR</i>			
DEVC 127. Data Journalism for Development	3	DEVC 128. Science Journalism	3
DEVC 145. Distance Learning Systems in Development	3	DEVC 155. Knowledge Management for Development	3
Communication Practice		DEVC 180. Communication Campaigns and Programs	3
DEVC 200. Undergraduate Thesis	3	DEVC 199. Undergraduate Seminar	1
ELECTIVE (Technical Course)	3	DEVC 200. Undergraduate Thesis	3
ELECTIVE (Technical Course)	3	ELECTIVE (Social Science Course)	3
ELECTIVE (Social Science Course)	3		16
	18		

TOTAL NUMBER OF UNITS 145

COURSES

DEVELOPMENT COMMUNICATION

DEVC 10. Introduction to Development Communication (3). Introduction to concepts, theories, principles, and practice of communication in development. 3 hrs (2 class, 1 recit). PR. None. (1,2)

DEVC 11. Introduction to Media Writing for Development (3). Principles and practice of preparing development-oriented written materials for the print, broadcast, audio-visual, and emerging media. 5 hrs (2 class, 3 lab). PR. None. (1,2)

DEVC 20. Fundamentals of Development Journalism (3). Principles of gathering and writing of developmental news and information, with emphasis on news recognition and accuracy. 3 hrs (2 class, 1 recit). PR. DEVC 11 or COI. (1,2)

DEVC 30. Fundamentals of Community Broadcasting (3). Concepts of community broadcasting; nature of the broadcast media; basic principles of writing, planning, and production. 3 hrs (2 class, 1 recit) PR. DEVC 11 or COI. (1,2)

DEVC 40. Fundamentals of Educational Communication and Technology (3). Theories, principles, and concepts of educational communication and technology; practice in planning and designing of media-based learning systems. 3 hrs (2 class, 1 recit). PR. DEVC 11 or COI. (1,2).

DEVC 50. Introduction to Science Communication (3). Nature, structure, and tools of science communication. 3 hrs (2 class, 1 recit). PR. DEVC 11 or COI. (1,2)

DEVC 70. Interpersonal Communication in Development (3). Theories, principles, concepts, and processes of person-to-person communication and their application to development work. 5 hrs (2 class, 3 lab). PR. DEVC 10. (1, 2)

DEVC 80. Communication and Society (3). The role of communication in society with special reference to the Asian situation; rights and responsibilities of the communication media. 3 hrs (class). PR. DEVC 10. (1,2)

DEVC 101. Introduction to Communication Theory (3). Communication theories, their foundations and application to development communication studies. 3 hrs (class). PR. DEVC 10. (1,2)

DEVC 103. Visual and Audiovisual Media Production (3). Concepts, principles, and techniques in visual and audiovisual media production; with emphasis on design and development of visual materials, photography, and videography. 5 hrs (2 class, 3 lab). PR. DEVC 40 or COI. (1,2)

DEVC 125. Writing and Reporting for Development (3). Basic principles, concepts, theories, and practices in news and features writing and reporting for development using various platforms. 5 hrs (2 class, 3 lab). PR. DEVC 20 and DEVC 30. (1, 2)

DEVC 126. Participatory Development Journalism (3). Data gathering/ collection and storytelling techniques, broadcast

performance types, and ethical issues in participatory development journalism. 7 hrs (1 class, 6 lab). PR. DEVC 125. (1)

DEVC 127. Data Journalism for Development (3). Tools, techniques, and approaches in data journalism for development. 5 hrs (2 class, 3 lab). PR. DEVC 125. (1)

DEVC 128. Science Journalism (3). Theories, processes, and tools for writing and reporting science topics in the context of development. 3 hrs (2 class, 1 recit). PR. DEVC 125. (2)

DEVC 135. Multi-media Materials Planning and Design (3). Principles and practice of planning and design of various multi media materials within the context of the development process. 5 hrs (2 class, 3 lab). PR. DEVC 103. (1,2)

DEVC 136. Multi-media Materials Production and Management (3). Principles, techniques, and steps in the production and management of various communication media and materials in the context of development. 7 hrs (1 class, 6 lab). PR. DEVC 135. (2)

DEVC 144. Media-based Learning Systems (3). Production and management of media-based learning systems for development. 5 hrs (2 class, 3 lab). PR. DEVC 135. (1,2)

DEVC 145. Distance Learning Systems in Development Communication Practice (3). Planning, design, management, and evaluation of distance learning systems in development communication. 7 hrs (1 class, 6 lab). PR. DEVC 144. (1)

DEVC 153. Managing Information for Development (3). Processes and tools in managing information for development. 3 hrs (class). PR. DEVC 50. (1)

DEVC 154. Communicating Science for Development (3). Concepts, principles, and processes of communicating science at various levels for specific stakeholders. 5 hrs (2 class, 3 lab). PR. DEVC 50 and COI (must have passed 1 technical elective and be taken simultaneously with another technical elective). (2)

DEVC 155. Knowledge Management for Development (3). Principles, tools, and applications of knowledge management in development contexts. 5 hrs (2 class, 3 lab). PR. DEVC 153. (2)

DEVC 180. Communication Campaigns and Programs (3). Planning and evaluation of educational and promotional campaigns and programs. 3 hrs (class). PR. COI. (1,2)

DEVC 195. Introduction to Communication Research (3). Principles and techniques of communication research in relation to social change and development. 3 hrs (2 class, 1 recit). PR. STAT 166. (1,2)

DEVC 198. Internship (3). Supervised work experience in development communication in press, publication, broadcasting, and audio-visual offices. 200 hrs. PR. at least 7 specialized courses. (1,2,S)

DEVC 199. Undergraduate Seminar (1). PR. DEVC 195. (1,2 Note: to be taken simultaneously with last 3 units of DEVC 200

DEVC 200. Undergraduate Thesis (1-6). PR. DEVC 195.