

Creative Research and Dissemination: Popularisasyon mula sa Kolehiyo ng Pangmadlang Komunikasyon

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Outline:

- Unity of elements
- College support
- Creative research
- Popular dissemination

Unity of Elements

- Research: undergraduate disciplinary platforms
- Online thesis portal @ Ishwiki
- online Plaridel Journal
- + SOS, research collaboration + CHED
- Inter-Unit Conference

- Publication: Philippine Media and Communication Book Series, Media and Communication Textbook Series
- Extension programs: Gawad Plaridel, Lopez Jaena Workshop for Community Journalism, Media Literacy Seminar

UP CMC Enhancement Grant

- RDG: P10,000 for int'l conference; P5,000 for local conference
- Publication: P10,000 for int'l; P5,000 for local
- Mentoring: P20,000 for dissertation; P10,000 for master thesis

Creative Research and Dissemination

- Extensions with a mandate for media literacy
- Film Center @ UPFI
- DZUP @ Broadcasting

DZUP

- UP portal to the nation and the world
- Popularization of UP scholarship, advocacies, and takes on issues
- Media, airwave, online presence of UP

Research Pipeline:

- Archiving
- Audience research
- History of DZUP
- Lexicon for DRRM (future plan)

Linkages:

- 29 partners
- UP offices and institutions
- Alumni
- UP Community
- Government Agencies
- Kapisanan ng Mga Brodkaster ng Pilipinas
- NGOs
- Other schools
- Media partners

UP Partners:

- College of Education
- College of Home Economics
- College of Engineering
- College of Arts and Letters
- College of Social Science and Philosophy (Folkloradio)
- Institute of Islamic Studies
- UP Manila (Public Health)
- College of Human Kinetics
- UP Library

- UP Information Technology Training Center
- College of Music
- SOLAIR
- All UP Workers Union
- UP NISMED
- Department of European Languages, CSSP
- Department of Psychology, CSSP
- College of Social Work and Community Development
- College of Science
- UP Film Institute

Outcomes

- Information Dissemination (Nationwide and Globally through DZUP website)
- Voice of UP (More than 2,922 followers on Twitter and 7,465 likes on Facebook)
- Sharing of programs to other schools
- Promotion of less subscribed courses in the university
- Growing number of partners in advocacy
- Empowerment (campus and community workshops)
- Linking UP campuses through Kasali Ka campaign
- Awards

Future Directions:

- Creative outputs from talk radio and news formats: drama, readings, analysis, live fora, features, investigative reporting
- More active UPTV
- Wider reach and 24/7 listening

UPFI Film Center

- Film media literacy, film hub eastern MMR, southern CL
- “censorship free” because of academic freedom
- UP as ideal film audience: Q&A
- Festival circuits
- Student thesis premieres
- UPFI as ranked film school

Partners:

- Embassies, cultural offices, mainstream and alternative media outfits
- Advocacies: alternative film forms, LGBT, women, environment, children

Sari Dalena

- Oryang (2012), Guerrilla is a Poet (2013)
- Technical, academic support
- Return: screening of films at UPFI Film Center

Guerrilla is a Poet

Future Directions:

- Infrastructure update: seats, dolby digital sound, state-of-the-art projector
- Sustainability of in-house festivals
- Creative grants and networks

Proactive Popularization

- Democratization of research output: terrestrial and online reach
- Creation of research hubs
- Inspirational/aspirational personalities/works
- Shaping minds and lives

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