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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