

Paghahabi

AIJC e-Newsletter

December 2017



Asian Institute
of Journalism
& Communication

Welcome to Paghahabi

Paghahabi is the Filipino term for weaving materials such as textile, mats, baskets. It also means the weaving or telling of stories.

In essence, *Paghahabi* reflects the core competency of AIJC, communication. This competency transmits truth, creates understanding, builds community. It brings together the diversity of warp and woof and interlaces them into a single colorful fabric of concord and trust.

Our e-newsletter *Paghahabi* tells AIJC's stories. It reflects our efforts to promote understanding amidst diversity through our various communication programs and projects and to build a network of AIJC partners and stakeholders whose stories are intertwined with ours.

AIJC is committed to weave a community committed to the common good and the best interest especially of marginalized sectors that need the comfort of a warm woven fabric.

Office of the Vice President receives official replica of the 1734 Murillo Velarde map



Asian Institute of Journalism and Communication (AIJC) Chairman Mel V. Velarde presented an official replica of the *Carta Hydrographica y Chorographica de las Yslas Filipinas Manila, 1734*, to Vice President Maria Leonor "Leni" Robredo on September 4, 2017.

The Office of the Vice President expressed appreciation through the following post on its official Facebook page:

Today, we at the Office of the Vice President received an official replica of the "Carta Hydrographica y Chorographica de las Yslas Filipinas Manila, 1734," or the 1734 Murillo Velarde map.

It is one of the oldest maps of our country, crafted by a Jesuit priest, Father Pedro Murillo Velarde, together with two Filipinos, Francisco Suarez and Nicolas dela Cruz Bagay. The map shows the entire Philippine archipelago.

Mr. Mel Velasco Velarde, a Filipino technology entrepreneur and educator, acquired the original map at a Sotheby's London auction in 2014 for... 12 million pesos. He is now giving replicas to

(Continue on page 8).

HAU and AIJC offer joint M.A. in Communication program



Holy Angel University (HAU) and the Asian Institute of Journalism and Communication (AIJC) opened their doors to academics and practitioners in Region III with the launch of their joint M.A. in Communication program. It is offered at the HAU campus in Angeles City, Pampanga, with visiting professors from AIJC.

The memorandum of agreement on the collaborative offering was signed by HAU president Dr. Luis Maria R. Calingo and AIJC president Mr. Ramon R. Tuazon on August 1, 2017. Also present during the MOA signing were HAU and AIJC officials.

The sustained socio-economic development of Central Luzon presents an excellent opportunity for AIJC and HAU to offer responsive and relevant graduate education to communication professionals.

HAU is recognized by the Commission on Higher Education (CHED) as a Center of Development (COD) for seven academic areas critical to business and industry development: in Business Administration, in the different Engineering fields, in Teacher Education, in Information Technology, and in Hotel and Restaurant Management.

AIJC is one of the leading communication institutions in the country and in the ASEAN

region. Since its founding in 1980, it has been guided by the philosophy that communication is a vital development resource.

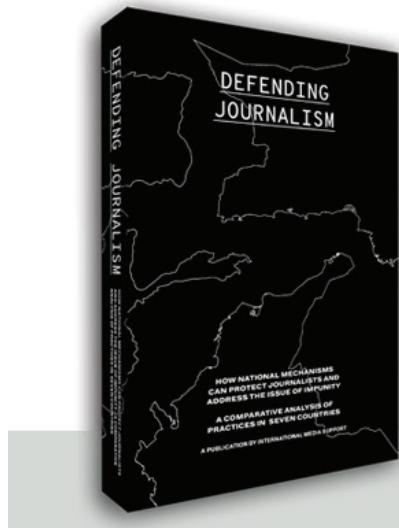
HAU and AIJC will offer a ladderized master's program to provide professionals with an opportunity for continuing education with the quality standards and diversity needed for excellence and career mobility.

The M.A. in Communication degree will be a groundbreaking graduate program track in business and industry. It will strengthen HAU's advanced position in the region as a leader in Integrated Marketing.

Classes for the first trimester of school year 2017-2018 were from July 22 to October 28, 2017. The subjects offered were Communication Issues, Corporate Communication, and Integrated Marketing Communication. Classes for the second trimester are ongoing and will run until March 2018. Subjects offered for the second trimester are Craft of Communication, Knowledge Management, and Management of Communication Resources.

For inquiries on admissions, please contact Prof. Leslie S. Manalo of HAU at 0995-7553020 or Imanalo@hau.edu.ph.

Defending journalism in countries notorious for challenging press freedom



DEFENDING JOURNALISM

HOW NATIONAL MECHANISMS CAN PROTECT
JOURNALISTS AND ADDRESS THE ISSUE OF IMPUNITY
A PUBLICATION BY INTERNATIONAL MEDIA SUPPORT

The Philippines is one of the deadliest countries in the world for journalists and media workers.

Eight years have passed since 32 of them were killed—out of a total of 58 people—in Ampatuan town, Maguindanao province, on November 23, 2009. Globally, the Ampatuan massacre is the single deadliest event for the press, but the members of the Philippine news media persist in their duties despite the relentless attacks they receive up to the present, both online and offline.

With similar challenges experienced by journalists all over the globe, it has become more urgent to find “ways to protect the practice of journalism,” says press freedom nonprofit organization International Media Support (IMS).

This was what IMS envisioned when it put together a comparative analysis of locally driven journalist safety practices and national mechanisms that seek to protect the news media and address impunity in seven countries—Afghanistan, Colombia, Indonesia, Iraq, Nepal, Pakistan, and the Philippines.

The result is a publication titled “Defending Journalism,” launched by IMS on November 18 at the Pinnacle Hotel, Davao City, in partnership with the National Union of Journalists of the Philippines (NUJP) and the Asian Institute of Journalism and Communication (AIJC).



IMS global editors Elisabeth Witchel and Esben Q. Harboe collaborated with a team from AIJC—Ramon R. Tuazon, Therese Patricia C. San Diego, Ann Lourdes C. Lopez, and Daniel R. Abunales—for the section on the Philippines.

The section provides an overview about the country’s “vibrant” news media “beset by some of the highest rates of violence and impunity in the world.” It discusses the threats and challenges faced by Filipino journalists; the state responses and legislation concerning journalist safety; key safety mechanisms and programs by media NGOs, the government, civil society organizations, and academe; and the role in the Philippines of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity.

“Defending Journalism” is available at <https://www.mediasupport.org/publication/defending-journalism/>.

AIJC president and CHED TCC chairman Tuazon conducts orientation on new CMOs



Asian Institute of Journalism and Communication (AIJC) president and Commission on Higher Education (CHED) Technical Committee for Communication (TCC) chairperson Ramon R. Tuazon conducted an orientation on CHED's new policies, standards, and guidelines for communication-related programs on 23 November 2017 at Bayview Park Hotel. More than 100 communication educators from higher education institutions (HEIs) all over the country attended the event.

The implementation of CHED Memorandum Order (CMO) 35, series of 2017 (Bachelor of Arts in Communication) and CMO 36, series of 2017 (Bachelor of Science in Development Communication) will start in Academic Year 2018-2019.

Tuazon reminded HEIs to adopt the degree titles as required in the new CMOs. He also highlighted that the total units for BA Communication is 125 while the total for BS Development Communication is 128.

The TCC chairperson challenged the heads of communication units to adopt interdisciplinary and multidisciplinary perspectives and to pursue a "seamless" curriculum delivery mode. According to him, "To be seamless means your functions of instruction, research, and extension should be interconnected rather than pursued independently. It also means interrelating the different subjects so that learners are able to have a holistic education."

The BA Communication degree now offers four tracks: Political Communication, Creative and Performing Arts, Communication and Sociocultural Change, and New Media. Tuazon clarified that HEIs can develop their own track based on their institutional and program outcomes.

Asian Institute of Journalism and Communication

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AIJC “disrupts” journalist safety conference in Norway



“What is it in the big picture that perpetuates the ‘practice of impunity’ in the killing of journalists and other media workers worldwide?”

Ramon R. Tuazon, president of the Asian Institute of Journalism and Communication (AIJC), raised this question at the conference on safety of journalists covering conflict and sensitive issues. He was invited by the research group Media, War and Conflict (MEKK) to give a response to the keynote speech of Jackie Harrison, joint head of department and director of research at the Department of Journalism Studies, University of Sheffield.

Tuazon acknowledged Harrison’s examination of “the common variables that breed impunity identified in various research studies and forums, foremost of which is a dysfunctional justice system manifested in the breakdown of the rule of law.”

He emphasized that political economy is the “bigger picture” that must be “seriously examined” in light of “growing public frustration or disenchantment with the failures of the current politico-economic system.” According to Tuazon, “Such frustration is also attributed to the rise of populist leaders whose messages, regardless of their inanities, resonate with the majority. These messages resonate because they promise to ‘disrupt and disturb’ the status quo perceived to be iniquitous.”



Urging the group to engage in equally “disturbing and disruptive” discussions during the conference, he posed another question: “Could it be that there is public apathy in places where the people are over-entertained and under-informed because of too much media commercialism?”

He suggested that researchers examine how the younger generation perceives journalist killings. He wondered aloud how the group can inspire millennials—who are “broadly (and at times unfairly) characterized as self-absorbed and ambitious”—to take the defense of the news media as an advocacy. He said more young researchers should continue to include impunity in the killing of journalists in their research agenda.

His fellow “millennial” from AIJC, program officer Therese Patricia C. San Diego, presented one such paper in the parallel sessions.

She shared the initial findings from AIJC’s UNESCO Participation Programme study that seeks to make recommendations on the integration of lessons on journalist safety in Philippine journalism schools’ curricula and the competencies journalism educators need in order to teach the subject matter effectively.

The conference was held from November 2-3, 2017 at Oslo and Akershus University College of Applied Sciences in Oslo, Norway.

“Time for activist development communication”—AIJC President Tuazon



AIJC President Ramon R. Tuazon (right) with ADCEP President Dr. Rotacio Gravoso (left) and WVSU President Dr. Luis M. Soralla, Jr. (center).

President of the Asian Institute of Journalism and Communication (AIJC) and chairperson of the Commission on Higher Education (CHED) Technical Committee for Communication Ramon R. Tuazon gave the keynote address at the 2017 Association of Development Communication Educators and Practitioners (ADCEP) National Conference held from 30 November to 03 December 2017 at the West Visayas State University, Iloilo City.

Tuazon called for activist development communication. He urged development communicators to be reformist and to be involved in addressing systemic and institutionalized development problems—specifically, inequity, injustice, and the breakdown of the rule of law. He warned that failure to relate development communication initiatives with these problems will render development communication irrelevant.

According to Tuazon, development initiatives will not make any difference or be sustainable if these structural problems are not solved. Farmers can improve agricultural outputs but remain poor. Well-equipped medical centers can be built, but many would still not receive the benefit of seeing a doctor. Entrepreneurs can burn the midnight candle but their profits remain marginal.

During the forum, Tuazon identified algorithm and dataism as the two most revolutionary concepts in the 21st century to challenge all major sectors and fields, most especially communication.

Says Tuazon, “Algorithm—inclusive of advanced data processing, artificial intelligence, and robotics—continues to change our development landscape and ‘mindscape.’ How development communication can capture, analyze, and explain the unlimited promises and potentials of algorithm will be our biggest challenge for this new century.”

Chairman Velarde donates replicas of 1734 Murillo-Velarde Map



AIJC Chairman Velarde presents a replica of the Murillo Velarde map to Senate President Koko Pimentel and Majority Floor Leader Vicente Sotto. Also in the picture is Senate Secretary Lutgardo B. Barbo.

Official replicas of the *Carta Hydrographica y Chorographica de las Yslas Filipinas Manila, 1734*, otherwise known as the Murillo-Velarde Map, were donated by Asian Institute of Journalism and Communication (AIJC) Chairman

Mel V. Velarde to several government offices. Mr. Velarde personally turned over the replicas to heads of different agencies including the Supreme Court, Department of Foreign Affairs, Department of National Defense, Department of Finance, Department of Budget and Management, Office of the Solicitor General, Central Bank of the Philippines, Metropolitan Manila Development Authority, major services of the Armed Forces of the Philippines (e.g., Philippine Navy, Philippine Air Force, and Philippine Army), and the Philippine Postal Corporation.

Some higher educational institutions including Ateneo de Manila University and Holy Angel University (an AIJC partner school in Angeles, Pampanga) as well as the embassies of Canada and Singapore likewise received official replicas. Special exhibits of the original map were also

held in several public venues organized by AIJC. The exhibits were held at the Supreme Court, Philippine Senate, and Ateneo de Manila University.

Regarded by historians as the “mother of all Philippine maps,” the Murillo-Velarde Map is the first scientific map of the Philippines. It was prepared by Spanish Jesuit Friar Pedro Murillo Velarde with two Filipinos—Francisco Suarez, who drew the map, and Nicolas dela Cruz Bagay, who engraved it.

This large-format map (1120mm x 1200mm) shows the entire Philippine archipelago. It is flanked by two pasted-on side panels with twelve engravings. Among its features is a tiny island with the label “Panacot,” later named Bajo de Masinloc or Scarborough Shoal. Also shown are the rocks and island of Spratlys named in the map as “Los Bajos de Paragua.”

According to Chairman Velarde, the distribution of the replicas is part of a national public awareness campaign on the map and its significance to Philippine cultural heritage.

AIJC co-organizes AMIC 2017 Conference



The Asian Institute of Journalism and Communication (AIJC) co-sponsored the 2017 Annual Conference of the Asian Media Information and Communication Centre (AMIC) held on 26-28 September at Miriam College. The theme of the conference was Rethinking Communication in a Resurgent Asia.

AIJC Chairman Mel V. Velarde gave the welcome remarks while President Emeritus Dr. Florangel Rosario-Braida was one of the plenary speakers. Over 600 participants from 20 countries attended the event.

The Asian communication icons present included Dr. Shelton A. Gunaratne, Ronny Adhikarya, John Lent, Binod Agrawal, Dasho Kinley Dorji, Fr. Franz-Josef Eilers, and Ang Peng Hwa.

Vice President Maria Leonor “Leni” Robredo and UNESCO Assistant Director General Frank La Rue sent their welcome messages through video. One of the highlights was the presentation of the AMIC Asia Communication Awards 2016 and 2017 to Dr. Gunaratne and Mr. Wijayananda Jayaweera, respectively.

AIJC faculty and students participated in the annual conference as conveners (Ramon R. Tuazon and Anthony G. Roman), as session moderator (Dr. Paz H. Diaz), and as paper presenters (Ann Lourdes C. Lopez, Therese Patricia C. San Diego, Juanito “Johnny” F. Goloyugo, Sylvia T. Villalobos, and Roderick L. Cuevas).

AIJC senior consultant Dr. Crispin C. Maslog is chairman of the AMIC Board of Directors while Tuazon, AIJC president, is AMIC secretary general. AIJC became one of the consortium-hosts of AMIC after it transferred from Singapore to Manila in 2015. Philippine Women’s University forms the other half of the consortium.

Office of the Vice President receives official replica... from page 1

government officials and other entities as a means of preserving Philippine history.

We are thankful to Mr. Velarde, his family, and his colleagues for paying us a visit. Given its significance, this gift will surely hold a prominent place in our office.

Journalists receive training on covering the courts



The Journalism for Nation Building Foundation (JNBF) in partnership with the Asian Institute of Journalism and Communication (AIJC) organized one-day training sessions for journalists titled “Uncovering the Courts: Media Training on Monitoring the Judiciary.” Seven sessions were conducted in Manila, Baguio, Iloilo, Cebu, Davao, Cagayan de Oro, and Bacolod.

The training series is part of the Hustisya Natin project, “Empowered Civil Society Oversight

of Judicial and Quasi-Judicial Bodies Towards Enhanced Integrity of the Justice System,” implemented by a consortium supported by the European Union. The consortium is composed of JNBF, Alternative Law Groups (ALG), Lawyers’ League for Liberty (LIBERTAS), Philippine Alliance of Human Rights Advocates (PAHRA), Philippine Association of Law Schools (PALS), and Transparency and Accountability Network (TAN).



Trustee Ramos is ordained deacon

AIJC Trustee Lambert Ramos was ordained a deacon last Dec 7. His ordination to the priesthood is scheduled in June 2018.

According to Trustee Ramos, his forthcoming assignment after ordination will include management of church holdings and helping the church adapt and become relevant to the contemporary world.

The AIJC community is requested to pray for Trustee Ramos and his new vocation.

TRAINING

ANNOUNCEMENT

The AIJC Professional development Program will continue to offer regular short-term, non-degree courses in 2018 that will help professionals and organizations work more effectively and efficiently by enhancing communication competence among professionals. For the first quarter, the following courses will be open to the public:

- Effective Technical Writing and Editing (Jan. 8-9, Mar. 5-6)
- Effective Media Relations (Jan. 12, Mar. 16)
- Maximizing Online Presence Using Social Media (Jan. 16-17)
- Communication Planning (Jan. 22-23)
- Business Writing (Feb. 5)
- Customer Service Excellence for Government Workers (Feb. 9)
- Effective Public Speaking (Feb. 22)
- Change Management (Feb. 15)
- Corporate Communication (Feb. 27-28)
- Writing Winning Grant Proposals (Mar. 26)
- Crisis Communication (Mar. 20-21)

For inquiries and reservations, the AIJC Training Team can be reached through Tel. Nos.: (02) 7434321 and (02) 7400396 or email addresses pdp@aijc.com.ph and aijc.pdp@gmail.com.

AIJC Graduate School

Course Offerings for 3rd trimester AY 2017-2018

Day	Time	Course	Faculty
Saturday	9:00-12:00 NN	Communication Issues	Prof. Ramon R. Tuazon AIJC President, AMIC Secretary General
		Communication Research Methods	Dr. Jose Reuben Q. Alagaran II Former AIJC Vice President for Academics
Saturday	1:00-4:00 PM	Integrated Marketing Communication	Prof. Alma Tuason, L.L.B. AIJC
		Statistics Applied to Communication	Prof. Concepcion L. Madarang UP College of Economics
Saturday	4:00-7:00 PM	Corporate Communication	Prof. Maria Sophia B. Varlez, MCM Philhealth, Corporate Communication Manager
		Information and Communication Technology (ICT) Planning	Prof. Flordeliza S. Azarcon, MCM AIJC
TBD	TBD	Civic Journalism	Dr. Norberto D. Bana III
TBD	TBD	Online Journalism	Prof. Rian Jay Hernandez, MA