

Description of Courses to be offered for the 3rd Trimester AY 2020-2021

<p>Information and Communication Technology Planning and Development 14 Mondays 6:00 - 9:00 p.m. With synchronous and asynchronous sessions via ZOOM</p>	<p>The learner is introduced to the cyber environment driven by information communication technologies (ICT). It begins with an inventory of new and emerging technologies in mass media, telecommunications and information technology. It examines the impact of these technologies in today's work styles and lifestyles. The lessons do not aim to provide technical skills but takes a closer look at issues and processes affecting the planning and use of information and communication technologies. Other topics discussed are: communication planning, communication policies, applications of communication technology in development, communication management tools, and change management process.</p>
<p>Communication and Good Governance 14 Tuesdays 6:00 - 9:00 p.m. With synchronous and asynchronous sessions via ZOOM</p>	<p>Role and functions of communication in public and corporate governance. Includes formal and informal methods of communicating effective messages to diverse audiences; how to create open communication with stakeholders; and get inputs from them for effective policy and program formulation. Also covers communication and democracy, politics and media.</p>
<p>Communication Research Methods 14 Wednesdays 6:00-9:00 pm With synchronous and asynchronous sessions via ZOOM</p>	<p>Formulation of a research problem, development of research design and methods; application of qualitative and quantitative research; problems of measurement; and data collection, processing, analysis and interpretation. It also shows how to prepare research report – form, content, and style of presenting research to a particular audience. Lessons on online research, use of computer in conducting and processing research data are also included. Prerequisites: C201 and C203.</p>
<p>Civic Journalism 14 Thursdays 6:00-9:00 pm With synchronous and asynchronous sessions via ZOOM</p>	<p>Concept and practice of civic or public journalism, an interventionist model of journalism developed in the 1990s by American journalists who were disillusioned by the minimal impact of conventional journalism on public interest. Recognizing their responsibility to push the “national debate” on issues critical to the solution of social problems, they were dismayed to see that there was no such national debate and that half-baked palliatives to social problems were implemented without public involvement. Their decision to take responsibility led to the birth of public or civic journalism. This course also discusses models parallel to civic journalism, such as the Philippine-born development journalism, and participatory learning and action.</p>
<p>Craft of Communication 14 Fridays 6:00-9:00 pm With synchronous and asynchronous sessions via ZOOM</p>	<p>The course develops in the student the primary communication skills of writing and speaking. Effective writing and speaking are hallmarks of the superior communicator.</p>

<p>Communication Issues 14 Saturdays 9:00 a.m. to 12:00 noon With synchronous and asynchronous sessions via ZOOM</p>	<p>Communication Issues (204). Everything is communication. Hence, any phenomenon may be evaluated through the lens of a communication specialist. This course introduces students to milestones and trends in communication. Using tools of critical analysis, students will research on either a milestone or a current trend and present its evolution and its impact on Asia and on the Philippine Society.</p>
<p>Management of E-Learning 14 Saturdays 1:00-4:00 pm With synchronous and asynchronous sessions via ZOOM</p>	<p>Planning, implementation, monitoring, and evaluation of e-learning programs. Discusses institutional goal-setting, planning technology-pedagogy integration, infrastructure support, faculty and student support systems, organizational development, economics of e-learning, and evaluation of course delivery and quality control. Case studies of successful e-learning efforts are also presented.</p>