

MASTER OF ARTS IN COMMUNICATION ARTS

COURSE CATALOG



Department of Humanities
College of Arts and Sciences
University of the Philippines Los Baños

Program Educational Outcomes

The MA Communication Arts program aims to produce graduates who can:

1. advance theoretical grounding through the study of contemporary critical theories in language, literature, and cultural studies that may apply to communication;
2. exhibit application of principles in oral and written communication to various specific publics;
3. plan, conduct, and evaluate research with proficiency from a literary and linguistic critical perspective; and
4. uphold the university's honor and excellence through professionalism, excellent work ethic, and public service.

List of Courses

I. CORE COURSES (6 units)

1. COMA 201. Critical Perspectives to Communication Studies (3 units, 3-hour class)
A survey of literary and linguistic critical theories and their application to analysis of texts and to communication research
Prerequisite/s: COMA 192 or COI
Semester/s Offered: 1
2. COMA 202. Discourse Analysis in Communication (3 units, 3-hour class)
The study of language and its extensions through communications technology using discourse analysis
Prerequisite/s: COMA 102/104 or COI
Semester/s Offered: 2

II. MAJOR COURSES (9 units, preferably in one area)

A. Speech Communication

1. COMA 211. Rhetoric (3 units, 3-hour class)
Theories of Rhetoric from ancient to modern times
Prerequisite/s: COI
Semester/s Offered: 1, 2
2. COMA 212. Phonology (3 units, 3-hour class)
Theories and principles of speech communication, the physiology of speech production, and transcriptions of sounds in the International Phonetic Alphabet (IPA).
Prerequisite/s: COI
Semester/s Offered: 1, 2
3. COMA 213. Advanced Oral Interpretation (3 units, 3-hour class)
Principles, concepts, and techniques of oral interpretation applied to a variety of literary genres
Prerequisite/s: COMA212
Semester/s Offered: 1, 2
4. COMA 214. Varieties of Public Speaking (3 units, 3-hour class)
Preparation, presentation, and critical evaluation of different kinds of individual and group-speaking performances in professional and off-the-job situations
Prerequisite/s: COMA212

Semester/s Offered: 1, 2

5. COMA 215. Speech Communication Strategies for Instruction (3 units, 3-hour class)
Preparation, design, and application, of speech communication tools and strategies for effective teaching
Prerequisite/s: COI
Semester/s Offered: 1, 2

B. Writing

1. COMA 220. Grammar and Stylistics (3 units, 3-hour class)
Interactive relationship among grammar, semantics, and style
Prerequisite/s: COI
Semester/s Offered: 1, 2
2. COMA 224. Writing for Corporate Communication (3 units, 3-hour class)
Strategies in the design and preparation of communication forms to meet corporate objectives
Prerequisite/s: COI
Semester/s Offered: 1, 2
3. COMA 226. Writing Children's Literature (3 units, 3-hour class)
Writing in context, fiction, and non-fiction for children
Prerequisite/s: ENG 106/154 or COI
Semester/s Offered: 1, 2
4. COMA 290. Special Problems (3 units, 3 hours class; for both Speech Communication and Writing)
Prerequisite/s: COI
Semester/s Offered: 1, 2

III. COGNATE/MINOR COURSES (9 units in one area)

1. Development Communication (College of Development Communication)
2. Education (College of Public Affairs and Development)
3. Human Ecology (College of Human Ecology)
4. Management (College of Economics and Management)
5. Sociology (Department of Social Sciences, CAS)
6. Linguistics (College of Social Sciences and Philosophy, UP Diliman)
7. Mass Communication (College of Mass Communication, UP Diliman)
8. Literature and Creative Writing (College of Arts and Letters, UP Diliman)
9. Speech Communication (College of Arts and Letters, UP Diliman)

IV. GRADUATE SEMINAR (1 unit)

COMA 299. Graduate Seminar (1 unit)
Prerequisite/s: COI
Semester/s Offered: 1, 2, M

V. GRADUATE THESIS (6 units)

COMA 300. Graduate Thesis (6 units)
Prerequisite/s: COI
Semester/s Offered: 1, 2, M

VI. COMPREHENSIVE EXAMINATION

To be taken during the midyear before or during the enrollment of the first 3 units of graduate thesis, covering COMA201, COMA202, and a course taken in the cognate area

TOTAL NUMBER OF UNITS: 31