

BACHELOR 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 BA Communication Arts program aims to produce graduates who shall be:

1. occupying supervisory posts in a wide variety of careers but mainly in the media and culture industry, the academe, and government;
2. pursuing graduate studies in communication arts or related fields in the humanities in reputable academic institutions;
3. participating in research and extension projects as communication and cultural studies experts;
4. contributing to the understanding and discourse on the rapid development of new media technologies and genres and their impact on culture, society, and daily life;
5. producing acclaimed creative outputs; and
6. upholding the university's honor and excellence through professionalism, excellent work ethic, and public service.

List of Courses

I. General Education (GE) Courses (27 units)

Required (18 units)

1. ARTS 1. Critical Perspectives in the Arts
2. COMM 10. Critical Perspectives in Communication
3. ETHICS 1. Ethics and Moral Reasoning in Everyday Life
4. KAS 1/HIST 1. Kasaysayan ng Pilipinas/Philippine History
5. STS 1. Science, Technology, and Society
6. PI 10. The Life and Works of José Rizal

GE Electives (9 units)

1. HUM 3. Reading Film, TV, and the Internet
2. KAS 4. Ang Kababaihan sa Kasaysayan ng Pilipinas
3. MATH 10. Mathematics, Culture, and Society
4. PHILARTS 1. Philippine Arts and Culture
5. PHLO 1. Understanding Philosophy
6. PS 21. Wika, Panitikan, at Kultura sa Ilalim ng Batas Militar sa Pilipinas
7. SAS 1. Self and Society
8. SCIENCE 10. Probing the Physical World
9. SCIENCE 11. Living Systems: Concepts and Dynamics
10. SOSOC 3 . Exploring Gender and Sexuality
11. WIKA 1. Wika, Kultura, at Lipunan

II. Core Courses (66 units)

1. COMA 101. Language and Communication (3 units, 3 hours class)
The nature and functions of language; the study of meaning; the communication process and the role of language in communication
Prerequisite/s: None
Semester/s Offered: 1, 2
2. COMA 102. Language and Culture (3 units, 3 hours class)

- The patterned covariation of language and society, recent developments in socio-linguistic theory; cultural barriers to communication
Prerequisite/s: COMA 101
Semester/s Offered: 2
3. COMA 103. Introduction to Discourse Analysis (3 units, 3 hours class)
Nature and applications of discourse analysis; approaches in analyzing discursive formation in interpersonal and institutional contexts
Prerequisite/s: COMA 102
Semester/s Offered: 1, 2
 4. COMA 105. Principles of Public Relations and Advertising (3 units, 3 hours class)
Concepts of public relations advertising as applied in business, industry, organizations and government
Prerequisite/s: COMA 101 or COI
Semester/s Offered: 1, 2
 5. COMA 150. Workplace Communication (3 units, 3 hours class)
Communication competencies in the workplace
Prerequisite/s: None
Semester/s Offered: 1, 2
 6. COMA 190. Special Problems (3 units, 3 hours class)
Prerequisite/s: COI
Semester/s Offered: 1, 2
 7. COMA 192. Introduction to Research (3 units, 3 hours class)
Introduction to research methods and principles
Prerequisite/s: COMA 101 or COI
Semester/s Offered: 1, 2
 8. COMA 193. Workshop (3 units, 3 hours class)
Prerequisite/s: COI
Semester/s Offered: 1, 2
 9. ENG 100. Rereading the Literary Canons (3 units, 3 hours class)
Critical analysis of literary masterpieces and of the aesthetic and non-aesthetic processes involved in literary canon formation
Prerequisite/s: None
Semester/s Offered: 1, 2
 10. ENG 101. English Prose Styles (3 units, 3 hours class)
Analysis of literary, philosophical, scientific and other styles of prose works written in English
Prerequisite/s: ENG 100
Semester/s Offered: 1
 11. ENG 104. Argumentative Writing (3 units, 3 hours class)
Application of principles and tools of argument in writing argumentative papers
Prerequisite/s: None
Semester/s Offered: 1, 2

12. HUM 100. Critical Theories (3 units, 3 hours class)
Critical theories in the analysis of cultural texts and practices
Prerequisite/s: None
Semester/s Offered: 1, 2
13. HUM 101. Visual Culture (3 units, 3 hours class)
Critical perspectives in analyzing the visuality of culture
Prerequisite/s: None
Semester/s Offered: 1, 2
14. HUM 102. New Media Art (3 units, 2 hours class 3 hours lab)
Digital, multimedia and interactive art in contemporary visual culture
Prerequisite/s: None
Semester/s Offered: 1, 2
15. HUM 104. Culture and Arts Management (3 units, 3 hours class)
Critical and interdisciplinary perspectives on cultural and creative industries with special focus on the role and sustainability of art and cultural organizations
Prerequisite/s: HUM 100 or SOC 100 or COI
Semester/s Offered: 1, 2
16. HUM 170. Philippine Art and Society (3 units, 3 hours class)
The nature and development of Philippine art in all major historical periods up to the present as it reflects Filipino culture and identity
Prerequisite/s: Junior standing
Semester/s Offered: 1, 2
17. SPCM 101. Rhetoric (3 units, 3 hours class)
Rhetorical theories in selected classical and modern works
Prerequisite/s: COMA 101
Semester/s Offered: 1, 2
18. SPCM 102. Voice and Diction (3 units, 3 hours class)
The voice as an aid in effective communication; production, articulation, inflexion, and stress
Prerequisite/s: None
Semester/s Offered: 1, 2
19. SPCM 104. Occasional Speeches (3 units, 3 hours class)
Speeches for special occasions
Prerequisite/s: SPCM 102 or COI
Semester/s Offered: 1, 2
20. THEA 101. History of the Theater (3 units, 3 hours class)
The origin and development of the theater and drama; a survey of theatrical architecture and stagecraft
Prerequisite/s: ENG 100 or COI
Semester/s Offered: 1, 2
21. THEA 102. Theater Communication (3 units, 3 hours class)

Theater as a composite of all the arts; analysis of the elements of theater and their multifarious components and how they contribute to form a medium of communication; an introduction to theater aesthetics

Prerequisite/s: ENG 100

Semester/s Offered: 1, 2

22. THEA 103. Philippine Theater (3 units, 3 hours class)

Theater forms in the Philippines from pre-colonial to contemporary times

Prerequisite/s: None

Semester/s Offered: 1, 2

III. UNDERGRADUATE SEMINAR (1 unit)

COMA 199. Undergraduate Seminar (1 unit)

Prerequisite/s: COMA 192

Semester/s Offered: 1, 2

IV. PRACTICUM (6 units)

COMA 200a. Practicum (6 units)

Prerequisite/s: COI

Semester/s Offered: 1, 2, M

V. UNDERGRADUATE THESIS (6 units)

COMA 200. Undergraduate Thesis (6 units)

Prerequisite/s: COI

Semester/s Offered: 1, 2, M

VI. MAJOR COURSES (21 units in one area only)

A. Speech Communication

1. SPCM 151. Oral Interpretation (3 units, 3 hours class)

Principles of oral interpretation and their application to different types of literature

Prerequisite/s: SPCM 102 or COI

Semester/s Offered: 2

2. SPCM 152. Philippine Public Address (3 units, 3 hours class)

Selected speeches on vital issues in their historical milieu

Prerequisite/s: SPCM 104 or COI

Semester/s Offered: 1, 2

3. SPCM 153. Group Discussion and Leadership (3 units, 3 hours class)

Principles of group discussion and their application

Prerequisite/s: SPCM 102 or COI

Semester/s Offered: 1

4. SPCM 154. Communication in Public Relations (3 units, 3 hours class)

Principles of communication as they apply to various publics

Prerequisite/s: SPCM 101

Semester/s Offered: 2

5. SPCM 155. Rhetorical Criticism (3 units, 3 hours class)

Theories and perspectives in the practice of rhetorical criticism

Prerequisite/s: SPCM 101

Semester/s Offered: 2

6. SPCM 156. Speech Communication Strategies for Classroom Instruction (3 units, 3 hours class)
Preparation, design and application of speech communication strategies for effective teaching
Prerequisite/s: None
Semester/s Offered: 1
7. SPCM 157. Speech Making and Evaluation (3 units, 3 hours class)
Process of speechmaking, delivery and evaluation
Prerequisite/s: SPCM 101
Semester/s Offered: 2
8. SPCM 158. Speech Communication in Conflict Resolution (3 units, 3 hours class)
Effective speech communication strategies in conflict resolution
Prerequisite/s: COMA 102
Semester/s Offered: 1
9. SPCM 159. Nonverbal Communication (3 units, 3 hours class)
Nature of nonverbal communication and its effective use in various contexts
Prerequisite/s: COMA 102
Semester/s Offered: 1

B. Theater Arts

1. THEA 151. Acting (3 units, 3 hours class)
Fundamental mechanics of mime and acting, studies in body movement and voice production for characterization; exercises in imagination, relaxation, concentration and improvisation
Prerequisite/s: THEA 102 or SPCM 151
Semester/s Offered: 1
2. THEA 152. Directing (3 units, 3 hours class)
Principles of directing, qualifications of a director, choosing the play, casting, reading, blocking, rehearsals and staging
Prerequisite/s: THEA 102
Semester/s Offered: 2
3. THEA 153. Asian Theater (3 units, 3 hours class)
Asian dramatic works and theatrical traditions
Prerequisite/s: THEA 101
Semester/s Offered: 1
4. THEA 154. Drama for Children (3 units, 3 hours class)
Creative drama and the fundamentals of theater production for children
Prerequisite/s: THEA 102 or COI
Semester/s Offered: 2
5. THEA 155. Theater Space and Stage Design (3 units, 3 hours class)
Principles and aesthetics of stage design
Prerequisite/s: THEA 101

Semester/s Offered: 1

6. THEA 156. The Dynamics and Aesthetics of Community Theater (3 units, 2 hours class 3 hours lab)

The theory and practice of community-based theater

Prerequisite/s: THEA 151 or THEA 152 or COI

Semester/s Offered: 2

7. THEA 157. Play Production (3 units, 3 hours class)

Concepts and practices in staging plays

Prerequisite/s: THEA 102

Semester/s Offered: 2

C. Writing

1. ENG 151. Critical Writing (3 units, 3 hours class)

Principles of writing applicable to the evaluative paper

Prerequisite/s: ENG 100

Semester/s Offered: 1, 2

2. ENG 152. Creative Writing (3 units, 3 hours class)

Composition of narrative and other literary forms

Prerequisite/s: ENG 100

Semester/s Offered: 1

3. ENG 153. Philippine Literature in English (3 units, 3 hours class)

Literature in English produced by Filipino writers since the Commonwealth up to contemporary period

Prerequisite/s: ENG 100

Semester/s Offered: 1

4. ENG 154. Science and Technology in Literature (3 units, 3 hours class)

A study of writers' perception of science and technology in selected literary pieces

Prerequisite/s: ENG 100 or COI

Semester/s Offered: 2

5. ENG 155. Writing Creative Nonfiction (3 units, 3 hours class)

Literary and extra-literary techniques in writing creative nonfiction

Prerequisite/s: ENG 101

Semester/s Offered: 2

6. ENG 156. Mythology and Folklore (3 units, 3 hours class)

Study of selected myths and legends from various cultures

Prerequisite/s: ENG 100

Semester/s Offered: 2

7. ENG 157. Reading Young Adult Narratives (3 units, 3 hours class)

Survey and criticism of emergent and trending literature for young adults

Prerequisite/s: None

Semester/s Offered: 2

8. ENG 158. Playwriting (3 units, 3 hours class)

Principles of dramaturgy; writing the one-act play; practice in writing adaptations

Prerequisite/s: ENG 100

Semester/s Offered: 2

9. FIL 150. Ang Pagsulat ng Kuwentong Popular (3 units, 3 hours class)
Ang estetikong pamantayan at mga kalakaran/kumbensiyon sa pagsulat ng kuwentong popular, tulad ng romansa, detektib, sayens piksyon, atbp.
Prerequisite/s: Junior standing
Semester/s Offered: 1, 2
10. FIL 155. Teorya at Praktika ng Pagsasalin (3 units, 3 hours class)
Pagsasalin ng mga teksto mula sa iba't ibang akademikong larangan
Prerequisite/s: None
Semester/s Offered: 2

VII. ELECTIVES (18 units)

A. Foreign Language (6 units in one language only)

1. FRCH 10. Elementary French I (3 units, 3 hours class)
Fundamental elements of the French language within a cultural context with emphasis on pronunciation, vocabulary building, and conversation
Prerequisite/s: None
Semester/s Offered: 1
2. FRCH 11. Elementary French II (3 units, 3 hours class)
Fundamental elements of the French language within a cultural context with emphasis on composition, reading, and conversation
Prerequisite/s: FRCH 10
Semester/s Offered: 2
3. JAP 10. Elementary Japanese I (3 units, 3 hours class)
Basic Japanese grammar and vocabulary
Prerequisite/s: None
Semester/s Offered: 1, 2
4. JAP 11. Elementary Japanese II (3 units, 3 hours class)
Basic Japanese grammar and vocabulary with emphasis on conversational Japanese
Prerequisite/s: JAP 10
Semester/s Offered: 2
5. SPAN 10. Elementary Spanish I (3 units, 3 hours class)
Fundamental elements of the Spanish language within a cultural context with emphasis on pronunciation, vocabulary building, and conversation
Prerequisite/s: None
Semester/s Offered: 1, 2
6. SPAN 11. Elementary Spanish II (3 units, 3 hours class)
Fundamental elements of the French language within a cultural context with emphasis on conversation, reading, and composition
Prerequisite/s: SPAN 10

Semester/s Offered: 2

B. Social Sciences and Philosophy (9 units in any of the disciplines below)

1. Anthropology (Department of Social Sciences, CAS)
2. Development Communication (College of Development Communication)
3. Economics (College of Economics and Management)
4. Education (College of Public Affairs and Development)
5. History (Department of Social Sciences, CAS)
6. Human Ecology (College of Human Ecology)
7. Management (College of Economics and Management)
8. Political Science (Department of Social Sciences, CAS)
9. Philosophy (Department of Humanities, CAS)
10. Psychology (Department of Social Sciences, CAS)
11. Sociology (Department of Social Sciences, CAS)

Note: Prerequisites should be checked with the college/institute/department offering the course.

C. Statistics (3 units) Note: See courses offered by the Institute of Statistics, CAS.

VIII. HUMAN KINETICS (8 units, non-credit courses with numerical grading)

Four courses (one HK 11 and three HK 12/13)

1. HK 11. Wellness and Basic Injury Management
2. HK 12/13. Human Kinetics Activities/Advanced Human Kinetics Activities

Note: See HK 12/13 courses offered by the Department of Human Kinetics, CAS.

IX. NATIONAL SERVICE TRAINING PROGRAM (6 units, non-credit courses with numerical grading)

Two courses (one NSTP 1 and one NSTP 2; for NSTP 2, students can choose from Literacy Training Service [LTS], Civil Welfare Training Service [CWTS], or Reserved Officers' Training Corps [ROTC])

1. NSTP 1. National Service Training Program I
2. NSTP 2. National Service Training Program II

TOTAL NUMBER OF UNITS: 145