

MEDIA AND COMMUNICATIONS

TRACKING NO.	AUTHOR	TITLE	E-MAIL
MCO 01	Agnes Jacob Nepomuceno, Ed.D.	Research-Based Industry Demand Analysis for the Offering of Bachelor of Arts in Broadcasting in Bicol University College of Arts and Letters	agnesjnepo@yahoo.com
MCO 02	Agnes Jacob Nepomuceno, Ed.D.	Training Needs Analysis of Media Practitioners in the Province of Albay	agnesjnepo@yahoo.com
MCO 03	Vincent Tao-Hsun Chang	Advertising Literature as Emergent Genre: A Cognitive Linguistic Approach	94555001@ncuu.edu.tw
MCO 04	Marciano A . Paroy Jr., MSRD Jovito E. Saguibo, Ph.D. Perfelía Buen	Rural Communication Channels Utilized by Kalinga-Apayao State College for the Promotion of Technologies	kascrnd@yahoo.com and kastatecollege@yahoo.com
MCO 05	Mihyar Hesson Hayder Al-Ameed Shaikha Ketbi	An Online School Management System	m.hesson@alainuniversity.ac.ae
MCO 06	Jia-rong Wen	The Value of Digital Repository in Creating Campus Digital Environment	jerome@mail.stu.edu.tw
MCO 07	Avelino L. Reyes	Rationalization of the Information System Strategic Plan of the University of Rizal System	
MCO 08	Verena Caetano da Silveira, Arch. Ph.D. Arch. Sarita Batra	Communicative Strategies for Informal Education: Architectural Education for All	verena.caetanodasilveira@polito.it
MCO 09	Ramir Philip Jons V. Sonsona	Academic Performance of Freshmen College Communication Students of Private Higher Institutions (HEIs) in Cagayan De Oro in Relation to their Mass Media Exposure	
MCO 10	Ma. Cecilia P. Alimen, Ph.D.	Linguistic Contexts of Women Voice in Philippine Soap	ceciliaalimuen@yahoo.com.ph
MCO 11	Carmencita Y. Robles	Production and Evaluation of Radio Production Instructional Material	
MCO 12	Walter Yudelmo	Globalization and Popular Media in the Digital Era: Geopolitical Paradoxes in the Philippines	wjudelmofaculty@teu.edu.ph
MCO 13	Carmela Edel Subong Shalimar Francisco Juhn Evans Silda	Campaign Materials Production and Evaluation for Safe Water Project	ecarmsz_ssubong@yahoo.com

Day 1 February 27, 2008

Time	MEDIA AND COMMUNICATIONS PAPER/AUTHORS/SCHOOL
3:20-3:40	The Value of Digital Repository in Creating Campus Digital Environment Jia-rong Wen
3:40-4:00	An Online School Management System Mihyar Hesson Hayder Al-Ameed Shaikha Ketbi
4:00-4:20	Rationalization of the Information System Strategic Plan of the University of Rizal System Avelino L. Reyes
4:20:4:40	Communicative Strategies for Informal Education: Architectural Education for All Verena Caetano da Silveira, Arch. Ph.D. Arch. Sarita Batra
4:40-5:00	Research-Based Industry Demand Analysis for the Offering of Bachelor of Arts in Broadcasting in Bicol University College of Arts and Letters Agnes Jacob Nepomuceno, Ed.D
5:20-5:40	Academic Performance of Freshmen College Communication Students of Private Higher Institutions (HEIs) in Cagayan De Oro in Relation to their Mass Media Exposure Ramir Philip Jons V. Sonsona

Day 2, 2008 – February 28, 2008

Time	MEDIA AND COMMUNICATIONS PAPER/AUTHORS/SCHOOL
3:00-3:20	Globalization and Popular Media in the Digital Eon: Geopolitical Paradoxes in the Philippines Walter Yudelmo
3:20-3:40	Advertising Literature as Emergent Genre: A Cognitive Linguistic Approach Vincent Tao-Hsun Chang
3:40-4:00	Linguistic Contexts of Women Voice in Philippine Soap Ma. Cecilia P. Alimen, Ph.D.
4:00-4:20	Training Needs Analysis of Media Practitioners in the Province of Albay Agnes Jacob Nepomuceno, Ed.D
4:20-4:40	Rural Communication Channels Utilized by Kalinga-Apayao State College for the Promotion of Technologies Marciano A . Paroy Jr., MSRD/Jovito E. Saguibo, Ph.D./Perfelia Buen
4:40-5:00	Production and Evaluation of Radio Production Instructional Material Carmencita Y. Robles
5:00-5:20	Campaign Materials Production and Evaluation for Safe Water Project Carmela Edel Subong/Shalimar Francisco/Juhn Evans Silda

International Research Conference

**February 27-29, 2008
Amigo Terrace Hotel**

Theme: research: A response to the Challenge of Globalization

Organized by: West Visayas State University, La Paz, Iloilo City

**Media and Communication
Cluster Convenor: Prof. Ricky G. Abaleña III**

Date/Time/ Day	Documentation-Textual	Documentation- Video/Skills	Equipment/Timer
Day 1 – PM Feb. 27, 2008 Wednesday	Ms. Shiela Mae S. Coronado	Mr. Ricky P. Becodo Mr. David Arthur M. Quimpo	Ms. Winnie Grace L. Causing
Day 2 – PM Feb. 28, 2008 Thursday	Ms. Shiela Mae S. Coronado	Mr. Ricky P. Becodo Mr. David Arthur M. Quimpo	Ms. Winnie Grace L. Causing