

**Program Handbook
Doctor of Communication
Version 5.0**

General Information

The Doctor of Communication (DComm) Program is designed to strengthen the capability of practitioners by bringing the academic rigors of research, critical analysis, intellectual advancement, and science skills into the profession of communication as it is practiced in knowledge industries and the academe in particular and in society in general. To obtain the Doctor of Communication degree, you have to complete all the program requirements as indicated in this Program Handbook.

Upon getting your Admissions Notice, you may proceed to enroll. The enrollment procedure is indicated in your admission slip. If you intend to defer your admission, you may do so for one year. Please contact us for deferment or other clarifications regarding your admission and enrollment.

The following are the DCOMM Program point persons:

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A Word about Open and Distance Learning

Before proceeding, I would like to share with you a few thoughts about open learning. UPOU adopts a specific type of open learning which we call Open and Distance Learning or ODeL. All courses under the DCOMM program are conducted online. However, there are certain activities in the program that requires face-to-face interaction and, thus, your physical presence. These instances are detailed in the section on Dissertation.

As you may know, open learning is based upon educational philosophies that are quite different from those of residential instruction. Open education believes that learning is a cooperative endeavor between the teacher and the learner. In fact, it may adopt circumstances attendant to lifelong learning wherein you can take the teacher out of the equation and the student learns nevertheless. It believes that the main actor in the teaching-learning process is the learner not the teacher. The learner takes the initiative and learns on his own terms. Thus, learning is not determined by a teacher but the learner himself. These philosophies make an open university, not just the adoption of distance and eLearning delivery systems. Without these philosophies embedded in its pedagogy and assessment, an open university becomes a poor substitute of a residential campus.

However, UPOU operates within policies and guidelines set out by the University of the Philippines, some of which may not be entirely consistent with open education. Thus we are guided by semestral calendars and prerequisites. Nevertheless, UPOU is an open university and this carries some implications for you, the learner.

Firstly, the responsibility for learning falls squarely upon your shoulders. If you succeed, the credit belongs to you exclusively. If you fail, you have no one to blame but yourself. However, this does not mean that learning should be an individual activity. You are fully encouraged to form support groups or online study groups among yourselves, using social media.

Secondly, it means that you require specific qualities in order to succeed. Paramount among these qualities are discipline, focus and determination. You should likewise possess an analytical or critical mind.

We realize that to many of you, this open learning style may pose a bit of a culture shock. Three decades of teacher-centered education at the primary, secondary and higher education levels have made us dependent on a teacher who decides for us and who dictates our learning preferences. Please note that here at UPOU, we recognize that learning decisions and preferences, including scheduling, pacing, sequencing and focus, reside primarily upon the learner within limits set by the UP system. Thus, take the initiative. There will be no “hand holding” from the dean, the secretary, the program chair nor your professors. Consider further that you are under a doctoral program where independent thought is the hallmark of progress. Celebrate your independence.

The Courses, Unit Load, and Schedule of Offering

COMM 310 (Communication Theory and Practice)

Contemporary communication theories and practices; communication models; approaches to theorizing in communication. 3, FS

COMM 320 (Management of Communication Media Resources & Systems),

Concept and structure of communication systems; application of contemporary management theories and practices in the effective operations of communication systems. 3, FS

COMM 330 (Communication Policy and Planning)

Current approaches to communication policy formulation and planning at the organizational, national, and global levels. 3, FS

COMM 340 (Organizational Communication)

Concepts, techniques, and contemporary thinking in organizing and managing corporate communication systems. 3, SS

COMM 350 (Information and Knowledge Management),

Theoretical foundations, principles, and development applications of Information and Knowledge Management design, organization, and management of information and knowledge systems. 3, SS

COMM 360 (Information & Communication Media Technologies)

Current and emerging information and communication technologies and their application to the generation, processing, storage, and utilization of information and other social messages. 3, SS

COMM 370 (Corporate Social Responsibility Communication)

Philosophical, social, and moral foundations of the corporate social responsibility of human organizations in a developing society. 3, SS

COMM 380 (Advocacy and Social Mobilization)

Contemporary principles in and approaches to advocacy and social mobilization in a changing social environment 3, FS

COMM 390 (Communication Research Paradigms)

Foundations of communication research. Basic assumptions, concepts and approaches to communication research. 3, SS

COMM 391 (Communication Research Methodologies)

Quantitative and qualitative approaches to communication research.

COMM 399 (Online Colloquium in Communication Research), 3, every semester

Student-managed online colloquium focused on selected topics related to or tools useful in the systematic study of communication phenomena and best practices in the profession 3, FS

COMM 400 (Doctoral Dissertation), 12, every semester

Comprehensive and exhaustive, directed independent study consisting of in-depth analysis of communication phenomena, synthesis of the communication scientific literature, or in-depth analysis of best practices in the field of communication.

NOTE: *The student should have taken COMM310, COMM390, and COMM391 during the 1st three semesters into the program*

Program Tracking

The DCOMM Program was primarily designed for part-time students. Thus, students are encouraged to register 6-units per term. Furthermore, the program adopts a highly structured course sequencing brought about by a system of prerequisites that has evolved in the course of the program's implementation.

To avoid hectic and demanding course loads, students are advised to follow this prescribed program:

First Year	
<i>First Semester</i>	<i>Second Semester</i>
COMM310	COMM330
COMM320	COMM390
Second Year	
COMM340	COMM350
COMM391	COMM360
Third Year	
COMM370	COMM380
COMM399	COMM400 (3 units)
Fourth Year	
COMM400 (3 units)	COMM400 (3 units)
Fifth Year	
COMM400 (3 units)	

The colloquium (Comm 399), worth 3 units, requires that the student enrolled shall serve as moderator and resource person in an online discussion where he/she shall present, discuss, and defend his/her research in a selected area or topic. Sample topics include, but not limited, to:

- Packaging research and communication evaluation study proposals;
- Research instrumentation;
- Data collection and construction approaches;
- Data analysis techniques;
- Software (statistical packages) applications;
- Data interpretation techniques;
- Ethical issues in communication practice;
- Analysis of communication programs in various agencies and institutions;
- Curricular issues and concerns in the field of communication;
- Impact of communication technologies on social institutions;
- Challenges in communication special social problems, etc.

Guidelines on the Conduct of Dissertation

The capstone requirement of the Doctor of Communication (DComm) program is the conduct and writing of a dissertation (12 units). Listed below are some points to guide you on the conduct of your dissertation.

1. **Enrolment.** You can start enrolling your dissertation after completing all your course work. If you are following the regular program tracking, you will start enrolling the first three (3) units on your 7th Semester into the program.

2. *Dissertation Milestones*

Stage	Expectations
Dissertation (1), 3 units	The minimum amount of work required of the student is that he/she must have presented his/her dissertation topic and constituted his advisory committee by the end of the semester.
Dissertation (2), 3 units	The minimum amount of work required of the student is that he/she must submit and defend a complete dissertation proposal by the end of the semester.
Dissertation (3), 3 units	The minimum amount of work required of the student is that he/she must have completed data collection and analysis by the end of the semester.
Dissertation (4), 3 units	The minimum amount of work required of the student is that he/she must have written his/her manuscript and defended his/her dissertation by the end of the semester.

Meeting these expectations will earn you a grade of “S” (Satisfactory) from your Adviser. Failure to comply with these expectations will result in a grade of “U” (Unsatisfactory) for the semester, which either the Adviser or the Program Chair will award in case the student has not formed his/her advisory committee. A numerical grade is only given when a student completes and successfully defends his/her dissertation. An acceptable numerical grade (1.75 or higher) signals the credit of the entire 12 units of dissertation.

After enrolling all 12 units and you have not yet completed your dissertation, you will have to enroll in residence. You have a total of six semesters to complete your dissertation.

3. **Dissertation Committee.** Upon enrollment of your first three units and the approval of your dissertation topic, accomplish the Nomination of Dissertation Committee form. The dissertation committee consists of three members coming from the ranks of duly appointed DCOMM faculty members. Upon approval of the dissertation topic

the DCOMM faculty who are sitting en banc for the presentation will assist the student in identifying the members of his panel.

4. ***Dissertation Examinations.*** As indicated in the matrix above, your dissertation defense will be in three (3) stages: topic presentation; proposal presentation; and final defense.

For the topic presentation, you are required to present one to three (3) topic(s) of your interest along the line of communication research. This implies that you are ready to undertake any of the topics that you will present upon approval of your Dissertation Committee. This also implies that you have read the literature related to the three topics that you will present and can fully discuss the rationale, the research problem and the research objectives for each topic to be presented.

There will be a regular schedule of the topic presentation for the DComm Program, approximately on the second month of the semester. The topic will be presented to the DCOMM faculty who will sit en banc for this purpose as well as to fellow DCOMM students who will be attending the topic presentation. The exact schedule will be announced through the UPOU and FICS websites. For proposal and final defense undertakings, however, the student and his advisory committee will determine the appropriate dates based on the progress of the dissertation. Thus, the need for individual schedules.

For the proposal presentation, you are to present, in addition to the rationale of the study, research problem, and research objectives, the detailed methodology of your research. This should include how the data will be gathered – if survey, who and how many will be your respondents and how will they be selected; if content analysis, what documents will be analyzed and how will the analysis be done; etc. You are also to present the research instruments if these will be part of your research methodology and discuss how you will analyze the data that you will gather.

You should also be prepared to describe measures that you will undertake to ensure that your research will adhere to the accepted Research Ethical Guidelines.

For the final defense, in addition to the parts already discussed in your proposal presentation, you should present the following components of your dissertation manuscript: Results and Discussion; Conclusion; and Recommendations.

Accomplish the Application for Doctoral Dissertation Defense form and tick which defense will you undertake (topic; proposal or final defense). You will be allotted one hour for the topic presentation and 1.5 hours for the proposal presentation: 30 minutes for the presentation; and 1 hour for the discussion with the members of the Dissertation Committee.

For the benefit of the student, it is highly recommended that presentations and defense examinations be done face to face not only to avoid technical difficulties but to avail of the opportunity to interact face-to-face with the DCOMM faculty. However, it may be conducted online ONLY if conditions merit such *but it will be done at your own risk of technical problems and coordination difficulties*. Note that the committee may opt to decide on an outcome inspite of these constraints and it may not be on your favor. If you will opt for the online defense, you will be advised on what tool will be used.

5. **Completion of the Dissertation and Graduation.** You shall be recommended for graduation by your Dissertation Committee upon completion of your dissertation. You may also be required to upload your dissertation report following the prescribed format/styleguide to a UPOU CMS as part of the university's advocacy to open educational resources. Your work will be registered under the Creative Commons. In addition, you will be required to produce at least two printed copies of your dissertation report for your copy and for the library.

The moment you enroll in COMM400, you are required to complete the dissertation within six semesters. If after six semesters the student has not completed the dissertation, you shall choose one of two options: (a) gather new set of data on the same topic, or (b) change topic altogether.

Note that you enroll in COMM400 in order to get your dissertation proposal approved and begin implementing your research, not to begin developing your ideas about your dissertation proposal.

●**Note:** The moment you enroll in COMM400, you must enroll every semester thereafter. You have a maximum of six semesters to finish your dissertation. Therefore, you'll have to decide which of the following schedules to go by:

- 3-3-3-3** (3 units per semester for four straight semesters), or
- 3-6-3** (three straight semesters), or
- 3-3-6** (three straight semesters).

●Naturally, the more units you enroll the more work you'll have to do, but the less units you enroll the longer time you'll take to finish the program.

●If you finish your dissertation under six semesters, you earn the 12 units automatically.

●You may need more time to work on your dissertation until you produce your dissertation manuscript and out of it the required journal article or conference paper. So, if you're not in a hurry, expect to cross over to the fifth up to the sixth year, which would be what it could take to complete your degree program.

●If after six semesters from the time you first enrolled in COMM400 you still have not finished your dissertation, you'll have two options: (a) gather new set of data on the same topic, or (b) change your dissertation topic. You will have to enroll in at least one unit per semester for "residential" purposes until you finish your dissertation.

Graduation Requirements

The following are the requirements for graduation:

- 33 units of course work
- 12 units of dissertation
- GWA of 1.75 or better

Graduation with Honors

At UPOU, graduate students can also graduate with honors as follows:

- Chancellor's List: GWA of 1.0-1.14
- Dean's List: GWA of 1.15-1.24

Specific for the Faculty of Information and Communication Studies (FICS), the year's top graduate of the program is also conferred the Excellence Award.

Retention Policy

The DComm Program shall abide by the retention rules of the University that are applicable to the doctorate program.

Residency Requirement

There is a "residency" requirement of eight semesters, which assumes a "normal load" of six units per semester. However, should a student complete all program requirements even before completing a residency of eight semesters, said student may be given the full 48 credits and recommended for graduation before the end of eight semesters.

There shall be no maximum residency requirement.

APPENDIX A

The DComm Faculty

Name of Faculty Member	Email Address	Research Interests
Alfonso, Grace J., PhD	gigipssp@yahoo.com	Media Studies, Postmodern
Bandalaria, Melinda dP., PhD	mbandalaria@upou.edu.ph	Advocacy & Social Mobilization CSR Communication
David, Clarissa C., PhD		Communication Research
Flor, Alexander G., PhD	alexander.flor@up.edu.ph	Environmental Communication Knowledge Management
Flor, Benjamina G., PhD	benjeflor59@yahoo.com bpgflor@devcom.edu.ph	Governance Communication Monitoring and Evaluation
Jamias, Serlie B., PhD	serliebjamias@gmail.com , serliej@yahoo.com	Network Analysis Qualitative Methods
Librero, Felix R., PhD	fibrero@upou.edu.ph	Instructional Technology Systems Theory
Lumanta, Melinda F., PhD	mflumanta@upou.edu.ph	Organizational Communication Knowledge Management
Pernia, Elena E., PhD	elena.pernia@up.edu.ph	Communication Research
Portus, Lourdes M., PhD	portuslourdes@yahoo.com	
Saludadez, Jean A., PhD	jsaludadez@upou.edu.ph	Use of Agency Framework in Organizational Communication Research
Santiago, Arminda V., PhD	armisan2009@gmail.com	Film Noir, Media Studies
Suva, Madeline M., PhD	mmsuva@devcom.edu.ph	Communication Research Quantitative Methods

APPENDIX B

RELEVANT FORMS

DComm Form 1

Doctor of Communication Program

Faculty of Information and Communication Studies
UNIVERSITY OF THE PHILIPPINES OPEN UNIVERSITY
Los Baños, Laguna, Philippines

NOMINATION OF DISSERTATION COMMITTEE CHAIR AND MEMBERS

Name of Student: _____

Student Number: _____ Email Address: _____

I would like to nominate the following to compose my Dissertation Committee:

Chair: _____

Members:

1. _____

2. _____

(Note: Please communicate/email the professors you are nominating to seek their conforme to be chair/members of your dissertation committee prior to sending this form)

RECOMMENDING APPROVAL:

Program Chair

Date: _____

APPROVED:

MELINDA dP. BANDALARIA, PhD
Dean

Date: _____

DComm Form 2

Doctor of Communication Program

Faculty of Information and Communication Studies
UNIVERSITY OF THE PHILIPPINES OPEN UNIVERSITY
Los Baños, Laguna, Philippines

APPLICATION FOR PROPOSAL PRESENTATION OR DISSERTATION DEFENSE

Name of Student _____

Type: _____ Proposal Presentation
_____ Dissertation Defense

(For Proposal and Dissertation Defense Only)

Date: _____ Time: _____

Title of Dissertation: _____

The undersigned certify that the student is ready to defend his/her dissertation; that the undersigned shall serve as dissertation defense panel of examiners.

(Member) _____ (Member)
Date: _____ Date: _____

(Chair and Adviser)
Date: _____

Noted: _____

Program Chair

Date: _____

Approved: _____

MELINDA dP. BANDALARIA, PhD
Dean

Date: _____

Notes:

- 1. Attach to this application form the relevant document (e.g. Proposal for the proposal presentation; and dissertation manuscript for the dissertation/final defense)*
- 2. Schedule: The period for the dissertation defense is two months after the start of the semester. Please provide three options for the schedule.*
- 3. Wait for the approval of your Defense Application which will be sent through email along with additional and detailed instructions.*

DComm Form 3

Doctor of Communication Program

Faculty of Information and Communication Studies
UNIVERSITY OF THE PHILIPPINES OPEN UNIVERSITY
Los Baños, Laguna, Philippines

REPORT ON CONDUCT OF PROPOSAL PRESENTATION OR DISSERTATION DEFENSE

Dr. Melinda dP. Bandalaria
Dean, FICS, UPOU
Los Baños, Laguna

Dear Dean Bandalaria:

The undersigned, having served as examining panel for the proposal presentation/
dissertation defense of _____, DComm
Candidate, have the honor to report that said DComm Candidate has satisfactorily
presented the proposal/ defended the dissertation titled _____

_____.

We are, therefore, pleased to recommend approval of the attached proposal/dissertation
as part of the requirements for the degree Doctor of Communication.

Thank you.

Member
Date:

Member
Date:

Chair & Adviser
Date:

Program Chair
Date:

Action of the Dean: ___ Approval
___ Disapproval

MELINDA dP. BANDALARIA, PhD
Dean

Dcomm Form 4

Doctor of Communication Program

Faculty of Information and Communication Studies
UNIVERSITY OF THE PHILIPPINES OPEN UNIVERSITY
Los Baños, Laguna, Philippines

**RECOMMENDATION TO THE FACULTY COUNCIL FOR GRADUATION
WITH THE DEGREE DOCTOR OF COMMUNICATION**

The Faculty Council
Faculty of Information and Communication Studies
U.P. Open University
Los Baños, Laguna

Dear Members of the FICS Faculty Council,

The Dissertation Committee of _____,
DComm Candidate, hereby certifies that said Candidate has successfully defended his/her
doctoral dissertation as well as satisfied all the other requirements of his/her academic
program, including certification of acceptance for publication in a refereed journal of said
dissertation (or acceptance for presentation of the same in a communication conference).
We are, therefore, honored to recommend to the FICS Faculty Council the graduation of
said student with the degree Doctor of Communication.

Thank you.

For and in-behalf of the
Academic Advisory Committee:

Chair & Adviser

Noted By:

Program Chair

Endorsed to the Faculty Council:

MELINDA dP. BANDALARIA, PhD
Dean