

BIBLIOGRAPHY

CALABSON, GEMMA DONA P. APRIL 2011. Content Analysis of Development Communication Page on Campus Publications of Baguio and Benguet. Benguet State University, La Trinidad, Benguet.

Adviser: Chamberlane P. Altatis, BSc

ABSTRACT

The study was conducted to analyze the articles in the DevCom page of the tertiary schools in Baguio and Benguet.

The study was conducted from December 2010 to February 2011.

There were 34 DevCom articles reviewed from the five campus publications. “The Mountain Collegian” had 15 articles; 11 are from “The Alternative,” four from “Flame,” and two from both “Loquitor” and “Cordillera Bulletin.”

Majority of the 34 articles focused on social issues. Most of the writers used secondary sources of information. The articles were technical in nature since many of them were only readable to college graduates.

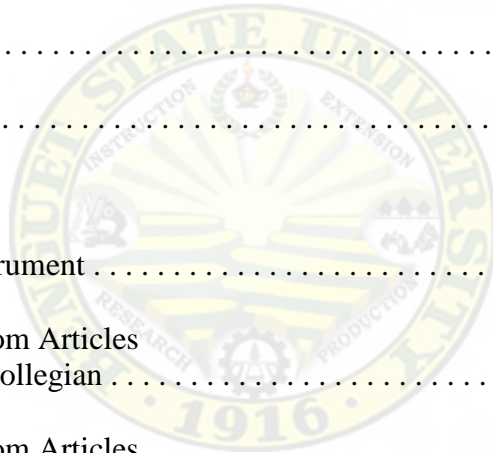
The Mountain Collegian should continue to publish DevCom articles and the other campus publications should increase the number of their DevCom articles. The writers of DevCom pages should not only focus on social issues. They should also consider getting information from multiple sources.

Campus publications such as The Alternative, Flame, Loquitor and The Cordillera Bulletin should be guided by the principles of development communication writing.

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INTRODUCTION

Rationale

The practice of campus publication is protected by Republic Act 7079 known as the Campus Journalism Act of 1991. This act shall uphold and protect the freedom of the press even in the campus level. Furthermore, it shall promote the development and growth of campus journalism as a means of strengthening ethical values, encouraging critical and creative thinking, and developing moral character and personal discipline of the Filipino youth that includes the students of various college schools either public or private.

Campus publication serves as the voice of students in the tertiary level to communicate their views and concerns to the school administration. It also serves as a vehicle for transmitting different kinds of information for the students' holistic development.

Furthermore, campus publication is an effective aid to the college students. It provides a venue for college students to enhance their writing skills. It develops the students' powers of observation and dissemination of information. It also develops the qualities of students like cooperation, tact, accuracy, responsibility and leadership.

In addition, campus publication assists both the school and the community. It informs the school of the issues and events that concern the school and the community. It also creates awareness among the students.

A campus publication has different kinds of pages such as feature, news, opinion, editorial, sports and the Development Communication (DevCom) page.



DevCom has the grassroots approach wherein its audience are commonly groups such as the community, sectors and organizations, among others.

DevCom page mainly focuses on the development of human life which presents several alternatives trying to point out the way for the receiver of the information to make a sound decision. It also seeks to bridge the gap between the information-rich and the information-poor. It is message-centric and receiver-oriented.

The need for DevCom page in a publication especially in the country is highly significant. DevCom stemmed out of the needs of a third-world country. It emerged as a result of studies that seek to address the third-world problems. Hence, DevCom is essentially needed in advancing development.

Statement of the Problem

The study answered the following questions:

1. What are the DevCom articles from the campus publications of Baguio and Benguet?
2. What are the classifications of the topics of the articles found in the DevCom pages?
3. What are the information sources of the DevCom writers of the campus publications?
4. What is the readability of the articles in DevCom page of the campus publications?



Objectives of the Study

The study had the following objectives:

1. to identify the DevCom articles in the campus publications of Baguio and Benguet;
2. to classify the topics of the articles found in the DevCom page into the following:
 - a. Social issues
 - b. Environment and agriculture issues
 - c. Indigenous practices issues
 - d. Economics issues;
3. to identify the information source/s of the DevCom writers of the campus publications; and
4. to determine the readability of the DevCom articles.

Importance of the Study

The results of the study will serve as a guide for other campus publications that do not have DevCom page in their publication that are planning to establish DevCom page. It will also provide insights and recommendations for the subjects to further strengthen their DevCom page as a means of reaching the grassroots for development.

Scope and Limitation of the Study

The study covered the articles in the Development Communication Page of the campus publications of tertiary schools in Baguio and Benguet which included: Baguio



Central University (BCU), Benguet State University (BSU), Cordillera Career Development College (CCDC), King's College of the Philippines (KCP) and the University of Cordilleras (UC).

The criteria in determining a DevCom article were based on Juan F. Jamias' characterization of a DevCom article.



REVIEW OF LITERATURE

Content Analysis Defined

Wilkinson and Birmingham (2003) put it that as a research technique, content analysis has been used in a variety of ways and within a number of contexts. It has been successfully used to analyze text and solve issues of disputed authorship of academic papers. Content analysis can be used as a powerful research tool to determine, from the content of the message, sound inferences concerning the attitudes of the speaker or writer. It has been usefully employed as a descriptor of diverse research techniques used for systematically collecting, analyzing and making inferences from message.

Development Communication

Development Communication is the art and science of human communication applied for the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater equality and the fulfillment of human potential (Quebral, 1997).

Boeren and Kees (1977) refer to development communication as “organized efforts to use communications processes and media to bring social and economic improvements, generally in developing countries. It becomes an important catalyst for change.

Hence, development communication provides people with information on change in their society and works at the local level to advocate change (Rogers, 1989).



Specifically, the print aspect of development communication is development journalism.

Characteristics of Development Journalism

The precepts of development journalism may be drawn from the writing of practitioners and those in academe. Development journalism is purposive, relevant, mass-oriented, scientific in outlook and technical subject matter-oriented (Jamias, 2007).

Jamias (2007) elaborated the characteristics of a DevCom article:

Purposive. It means the writer or broadcaster must have a conscious attitude to work for a goal or objective.

In his *A Manual of Development Journalism*, Allan B. Chalkley, as cited by Jamias, averred that development journalists have three tasks: to inform, interpret and do the promotion. They must get their reader, he said, to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions – to punch that hole in the vicious circle (of poverty).

Development journalism may then be defined as the purposeful use of the print and electronic media to bring about desirable change in groups as well as of individuals. Desirable means having as its goal the greatest good of the greatest number in a society, and for the individual, the fulfillment of the human potential. This vision is referred to as human development. It is concept that says more than the early model or paradigm of development emphasizing economic and material growth. Beyond material improvement, development writers now also give greater attention to social, political and cultural needs.



To gain human development, a country must struggle, first, to meet its people's basic needs, especially the poor who make up the vast majority of the population of developing countries. It must create the conditions for the equitable distribution of wealth, resources and social power, and promote people participation in the development process.

Relevant. Editors and reporters abhor sensationalism. They go for stories on economic trends, population, government services, agriculture, industry, science and technology and the environment. Development journalists should cultivate the ethos of in-depth and investigative reporting to counter the propensity for “sunshine journalism,” Romeo Abundo of the Press Foundation of Asia, has declared.

Mass-oriented. Majority of the Philippine daily newspapers are published in English and most of their coverage deal with the elite and elitist-oriented issues. The newspapers are circulated mainly in Metro Manila and a few provincial cities. The readers and the CD (lower) classes and those in the countryside are scarcely served by newspapers. Clearly, innovations to increase readership among the masses are called for. A new publishing venture, *The Pinoy Times*, has broken ground to get the masses to read about national issues and to understand the requirements of a truly and effective democratic society. Results of the nationwide survey in 1994 showed that exposure to newspapers, magazines, movies, radio and *komiks* has been declining. Radio was the most popular medium but television was fast catching up. In summary, Filipinos are reading less and relying more on television and radio for information and entertainment.

Scientific in outlook. If it has not yet become a hallmark, this scientific orientation will increasingly characterize development journalism as more of its practitioners get the



pre-requisite training. Development journalism, like its parent discipline, the modern study of human communication, is establishing close linkage with the social sciences particularly psychology, sociology, social psychology, economics, demography, research methods, as well as with the new information sciences. The training for development writers should get them to know selected concepts in the social sciences; their relationships to specific issues with which journalists in Asia are or ought to be concerned; and techniques of development writing and other forms of presentation. Chanchal Sarkar, executive director of the Press Institute, specified.

Technical subject matter-oriented. Reporters typically deal with data, information, knowledge and products generated or sourced from research. Publications and reporters from government agencies, research institutes, banks, industrial and commercial corporations, and even university theses and dissertations are source of development news. If the scientific level cannot be attained, development journalists at least should deal with rationally-based information.

The end goal of development communication is a higher quality of life. This is achieved through intermediate goals described as the expansion of opportunities. According to Dudley Seers, as cited by Jamias (2007), these intermediate goals mean getting enough food, more income, jobs, social quality, education and freedom.



METHODOLOGY

Locale and Time of the Study

The study was conducted in the tertiary schools of Baguio and Benguet (Figure 1). These schools were Baguio Central University (BCU), Benguet State University (BSU), Cordillera Career Development College (CCDC), King's College of the Philippines and the University of Cordilleras (UC).

An educational institution that started as a vocational school, Baguio Central University (BCU) was established in 1945 right after the Second World War II ended. The school continued to expand until in 1985, it opened its doors to students who are eager to have a degree in Hotel and Restaurant and Management. Bachelor of Science in Tourism, Bachelor of Science in Public Administration, Bachelor of Science in Nursing, Bachelor of Science in Computer Science and Bachelor of Science in Criminal Justice System are some of the undergraduate degree programs available at the university. Graduate students who want to have diverse degrees can also enroll in some of the school's graduate programs like Master in Business Administration and Doctor of Education.

Benguet State University (BSU) is a state university located in La Trinidad. Its name is originally La Trinidad Agricultural High School, which was later changed to La Trinidad National Agricultural School (LTNAS), then to Mountain National Agricultural School (MNAS). It was soon converted into the Mountain National College (MNAC); Mountain Agricultural College (MAC); and eventually, the Mountain State Agricultural



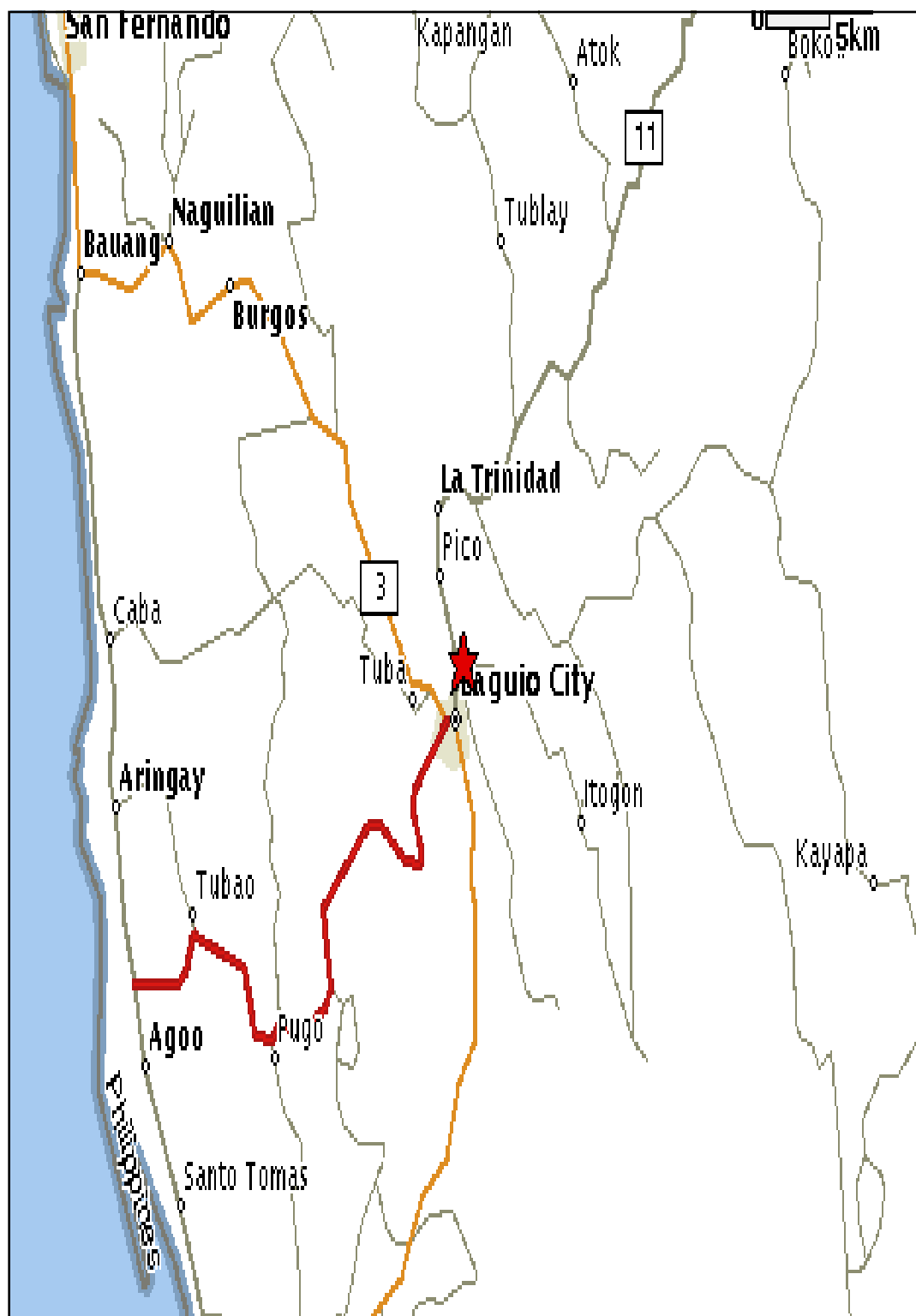


Figure 1. Map showing the locale of the study

College (MSAC) in 1969 through RA 5923. On January 12, 1986, the school was converted into a chartered state university by virtue of Presidential Decree 2010.

In October 2003, King's College of the Philippines, formerly Eastern Luzon Colleges-Benguet, was registered under the Securities and Exchange Commission (SEC). In 2010, its name was changed to King's College of the Philippines.

The University of the Cordilleras caters to more than 15,000 students coming from the Cordillera Administrative Region (CAR), Regions I and II, as well as from neighboring provinces in Luzon. Course offerings range from graduate studies, law, arts and sciences, nursing, engineering and architecture, commerce and secretarial, teacher education, computer science, technical courses, elementary and high school.

Subjects of the Study

Five campus publications in Baguio - Benguet namely: "Flame" (BCU), "The Mountain Collegian" (BSU), Cordillera Bulletin (CCDC), "The Loquitor" (King's College of the Philippines) and "The Alternative" (UC) were the sources of the DevCom articles. Issues of these campus publications from 2009 to 2010 were covered. The said publications were chosen since they are the papers that have DevCom page.

Data Collection

Survey and content analysis methods were used in generating the data. The specified issues were collected from the archives of the campus publications.



Data Gathered

The data gathered were the DevCom articles from the subjects including the sources of the information for the DevCom articles.

Data Analysis

Tables were used to illustrate the data gathered. Narratives were also used in the discussions.



RESULTS AND DISCUSSION

DevCom Articles from the Subjects

“*The Mountain Collegian.*” Table 1 shows the Dev Com articles from “The Mountain Collegian,” the official campus publication of Benguet State University. There were 13 DevCom articles that were published in 2009 and 2010. Seven DevCom articles were published in 2009 while seven were published in 2010.

Table 1. Dev Com articles in “The Mountain Collegian”

TITLE OF THE DEVCOM ARTICLE	WRITER/S	YEAR OF PUBLICATION
Defining Masculinity the Ibaloi and Kankana-ey way	Jordan Abad	2010
Chant for Development: The Cordillera Heritage	April Panganiban	2010
Fight Bacteria with Dandelion and Acapulco Leaves	Dina Leaño	2010
Original BSU Technology (OBT) Pine Tree + Arabica Coffee: Sustainable Agroforestry Technology	Romulo Bagacina Jr.	2010
Elders Still Consulted on Community Matters	Ronalyn Banaken	2010
‘Camote’: Potential Source of Natural dye	April Panganiban	2010
Have a Taste of Yacon Organic Vinegar	Crislyn Balangen	2010
Burial Traditions	Mary Cris Balancio	2009
‘Mata-on,’ Northern Benguet’s Indigenous Calendar	Sheenalyn Sao-an	2009
‘Muyong’ System: Ifugao’s way of Forrest Preservation	Sheenalyn Sao-an	2009
Study Says Ampalaya Eradicates Fleas	Ronalyn Banaken	2009
Garlic and Ginger: Antibiotic Agents	Joan Rose Lampac	2009
On Consumer’s preferences on Strawberry Jam, Wine and Cookies		



“*The Alternative*”. Table 2 shows the DevCom articles from “The Alternative,” the campus publication of the University of the Cordilleras. There are 11 total DevCom articles identified in the publication. Four articles were published in 2009 and seven were published in 2010.

Other publications. Table 3 shows the DevCom articles from other publications which are “The Flame,” the campus publication of Baguio Central University;

Table 2. DevCom articles in “The Alternative”

TITLE OF THE DEVCOM ARTICLE	WRITER/S	YEAR OF PUBLICATION
Crossing Boundaries	Chris Paul Mongalini and Zenith Pattiyao	2010
Fighting Domestic Violence	Jeanene May Evangelista	2010
911 on Call	Virgo Lopez and Jeanene May Evangelista	2010
Cooling the World	Jeanene May Evangelista and Maricon Omas	2010
Girlfriends of the Earth	Jeanene May Evangelista	2010
How important are Looks?	Agel Malassab and Catherine Caluya	2009
Giving Birth to UC’s Unique Orchestra Band	Lorena Boteng and Khadya Luzano	2009
Towards a Society with an Empowered Youth Sector	Jeftee Ben Pinos-an	2009
‘Bayanihan’ Spirit Lives	Jeanene May Evangelista	2009



Table 3. DevCom articles in the other campus publications

TITLE OF THE DEVCOM ARTICLE	PUBLICATION	WRITER/S	YEAR OF PUBLICATION
'Sulyap sa mga Batang Lansangan'	Flame	Jill Grace B. Kinfia	2010
Book Worm's Corner	Flame	Jonalyn L. Juan and Rhea M. Pay-ong	2010
'Sa Panahon ng Sakuna, Pagtulong sa Kapwa ang Inuuna'	Flame	Delia B. Alumno and Rhea M. Pay-ong	2010
Exploring Mt. Sto. Tomas	Flame	Jocelyn K. Fayang Cao	2010
Teenage Pregnancy... So What?	Loquitor	Zonia Mae Quipot	2010
Pros and Cons of Being a Digital Native	Loquitor	Ian Jones Backian	2010
Bacteria for Life	Cordillera Bulletin	Chekhov Agayo	2010
Bacteria for Life	Cordillera Bulletin	Chekhov Agayo	2009

“Loquitor,” the campus publication of King’s College of the Philippines; and the “Cordillera Bulletin,” the campus publication of Cordillera Career Development College.

“Flame” published four DevCom articles in 2010, “Loquitor” published two in 2010 and “The Cordillera Bulletin” published two in 2009 and 2010.

Classifications of the Topics of DevCom Articles

The topics of the DevCom articles were classified into the following: social, environment and agriculture, indigenous practices, and economic issues.



The social issues refer to the stories about people's status in life, living and attitudes. Likewise, it relates to matters affecting human welfare.

Indigenous practices-related issues refer to the stories about cultural practices of the people in the Cordillera.

Environment and agriculture issues refer to the stories about researches in agriculture and environment. Meanwhile, economics-related issues refer to the stories about produced products and consumers. They also deal with the production, distribution and consumption of goods and services and with the theory and management of economies or economic systems.

Table 4 shows the classifications of the topics of DevCom articles. Majority (49%) of them focused on social issues; 23% focused on environment and agriculture; 20% on indigenous practices while and 9% focused on economics. Result shows that social issues are the mostly written topic by the DevCom writers of Baguio and Benguet campus publications. This is similar with the results of Acdang (2006) and Fortes (2009) wherein they identified the topics mostly covered by their respondents which were on social issues.

Table 4. Classifications of the topics of the DevCom articles

CLASSIFICATION	FREQUENCY (n)	PERCENTAGE (%)
Social	17	49
Environment and Agriculture	8	23
Indigenous Practices	7	20
Economics	3	9
TOTAL	34	100



DevCom articles on social issues. Table 5 shows the articles that focused on social issues. Most of these were from “The Alternative” which had nine articles; three were from the “Flame” and two from “Loquitor.” “The Mountain Collegian” published one social issue-related article.

This shows that the “The Alternative” was more focused on social issues since nine out of their 11 DevCom articles (refer to Table 2) focused on people and society. The same is true with the “Flame” that they had three topics on social issues out of their four DevCom articles (refer to Table 3). This is also significant to the “Loquitor” because all (two DevCom articles, refer to Table 3) of their DevCom articles focused on social issues. “The Mountain Collegian” however did not focus much on social issues since they had only one article on this topic out of their 15 DevCom articles (refer to Table 1).

A sample article that focused on social issue was “Towards a Society with an Empowered Youth Sector,” (Figure 2) an article published in “The Alternative.”

Below is the article is the following which shows the focus of the story:

“A young age, Judy suffered sexual and physical abuse. She grew up without the care and supervision of her parents. She had even taken the responsibility to work in order to support her younger siblings....”

Dev Com articles on indigenous practices. Table 6 shows the different DevCom articles that focused on indigenous practices wherein all were from “The Mountain Collegian.” This shows that “The Mountain Collegian” gave more attention to indigenous practices because seven out of their 15 DevCom articles (refer to Table 1) were on this topic. On the other hand, the four other campus publications did not give attention to any of the Cordillera indigenous practices.



Table 5. DevCom articles on social issues

TITLE OF THE DEVCOM ARTICLE	PUBLICATION	YEAR OF PUBLICATION
Fighting Domestic Violence	The Alternative	2010
Crossing Boundaries	The Alternative	2010
911 on Call	The Alternative	2010
‘Mabagal na Pag-usad ng Karapatang Pantao sa Cordilyera’	The Alternative	2010
‘Barya sa Kalsada’	The Alternative	2010
Fishers of Men: How Important are Looks?	The Alternative	2009
Giving Birth to UC’s Unique Orchestral Band	The Alternative	2009
Towards a Society with an Empowered Youth Sector	The Alternative	2009
‘Bayanihan’ Spirit Lives	The Alternative	2009
Exploring Mt. Sto. Tomas	Flame	2010
‘Sulyap sa mga Batang Lansangan’	Flame	2010
‘Sa Panahon ng Sakuna, Pagtulong sa Kapwa ang Inuuna’	Flame	2010
Teenage PregnancySo What?	Loquitor	2010
Pros and Cons of Being a Digital Native	Loquitor	2010
Defining Masculinity the Ibaloi and Kankana-ey Way	The Mountain Collegian	2010



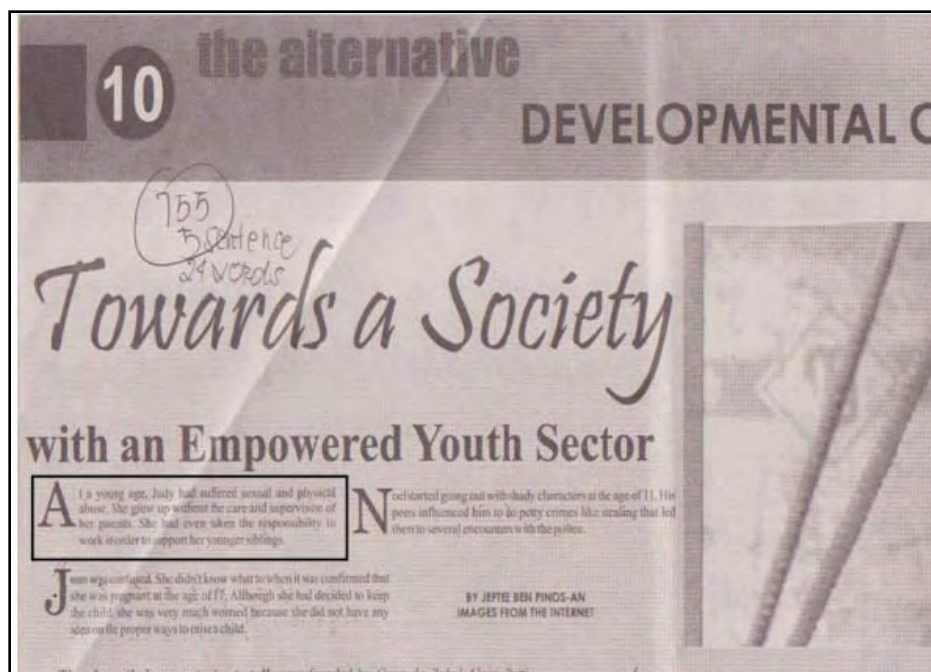


Figure 2. Sample article on social issues

Table 6. DevCom articles on indigenous practices

TITLE OF DEV COM ARTICLE	PUBLICATION	YEAR OF PUBLICATION
Chant for Development: The Cordillera Heritage	The Mountain Collegian	2010
Elders still Consulted on Community Matters	The Mountain Collegian	2010
Burial Traditions	The Mountain Collegian	2009
'Mata-on,' Northern Benguet's Indigenous Calendar	The Mountain Collegian	2009
'Muyong' System: Ifugao's Way of Forest Preservation	The Mountain Collegian	2009
Play the Native Games	The Mountain Collegian	2009
Celebrating Culture Through Community Dynamics	The Mountain Collegian	2009

A sample article that focused on indigenous practices issue is the article on ‘muyong.’ Below is an excerpt from the said article focusing on indigenous practice? (Figure 3).

“It is an Ifugao term meaning forest or woodlot usually located on top of rice fields. ‘Muyon’g is traditionally inherited property passed on as part of an inheritance package that includes several fields or ‘payoh’ which are privately owned. The ‘muyong’ also plays an important role within the tribal economy in is the primary source of fuel, construction materials, food in medicines. Generally, descendants of the early settlers have wider ‘payoh’ and ‘muyong’ because their ancestors were able to choose spots that they improved.”

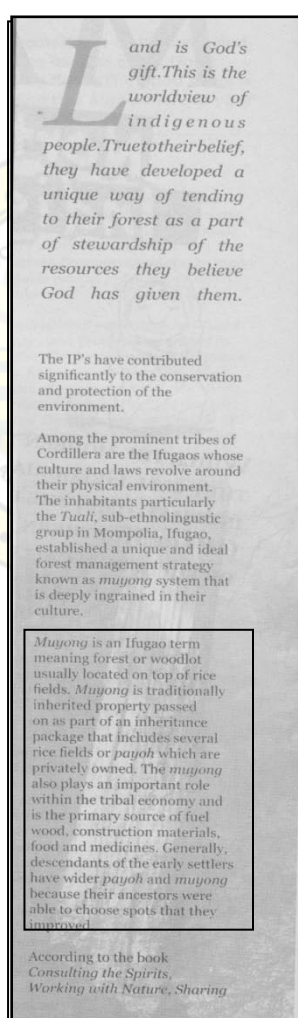


Figure 3. Sample article on indigenous practices

DevCom articles on environment and agriculture. Majority of the articles on environment and agriculture were published by “The Mountain Collegian” as shown in Table 7. This result shows that only the “The Mountain Collegian” is the publication that gave significant focus on this topic.

One of the DevCom articles that focused on environment and agriculture was the article of Sheenalyn Sao-an in “The Mountain Collegian” titled “Study Says Ampalaya Eradicates Fleas.” (Figure 4) She stated that:


Table 7. DevCom articles on environment and agriculture

TITLE OF THE DEVCOM ARTICLE	PUBLICATION	YEAR OF PUBLICATION
Fight Bacteria with Dandelion and Acapulco Leaves	The Mountain Collegian	2010
Pine Tree + Arabica: Sustainable Agroforestry Technology	The Mountain Collegian	2010
Have a Taste of Yacon Organic Vinegar	The Mountain Collegian	2010
‘Camote’: Potential Source of Natural Dye	The Mountain Collegian	2010
Cooling the World	The Alternative	2010
Girlfriends of the Earth	The Alternative	2010
Study Says Ampalaya Eradicates Fleas	The Mountain Collegian	2009
Garlic and Ginger: Antibiotic Agents	The Mountain Collegian	2009



“Fleas, also known as ‘pulgas’ or ‘timel’ in the vernacular are wingless insects that irritate animals and people as well. They are commonly parasites of domestic animals affecting their health including blood loss, reductions in weight and physical damage such as skin irritation....”

10
devcom: reserach



ave you ever wondered why your dog seems frantic sometimes as it crawls and rolls endlessly on the dirt and it looks as if it is gnawing its own skin? Don't panic. Your dog has not gone crazy, it is just infested by fleas. The good news is nature has provided flea-buster plants, and you can find this somewhere in your kitchen or backyard. The crop we are talking about is the ampalaya.

by Sheenalyn Sao-an

Ampalaya is not only grown for food. Despite its bitter taste, it has been processed as medicine because of its content that could be used as drug and herbal formulation. Aside from the popular notion that it can heal, ampalaya leaves and seed extracts are also both effective in killing fleas.

This was revealed in the study “Effectiveness of Ampalaya Leaves and Seed Extracts to Fleas,” conducted by Beatrice M. Banting, a graduate of BSU- College of Veterinary Medicine (CVM). Ampalaya (*Momordica charantia*) is a vegetable grown throughout the Philippines that has been recommended by the Department of Health (DOH) for certain ailments like liver problems, diabetes and HIV (Human Immunodeficiency Virus). It is a fleshy green fruit, ribbed and wrinkled and shaped oblong with pointed ends. It has anti-oxidants, anti-aging, anti-bacterial, anti-cancer properties, among others, that can be used to treat various diseases. The extracts from the seeds of ampalaya contain alkaloids, flavonoids (the gene codes for an enzyme) and saponins that are essential in producing natural-based beauty products and medicines. In addition, they have pesticidal activity that inhibits the growth of microorganisms such as bacteria and fungi.

Fleas, also known as *pulgas* or *timel* in the vernacular are wingless insects that irritate animals and people as well. They are commonly parasites of domestic animals affecting their health including

blood loss, reductions in weight and physical damage such as skin irritation. Initially, a flea bite is characterized by the appearance of red swelling mark that may persist for several days. Further, fleas transmit diseases and act as vectors of bacteria, protozoa and viruses.

In the study, leaves from young ampalaya and mature seeds were collected and pounded separately. The extract from the ampalaya leaves and seeds were collected and strained in separate clean spray bottles. On the other hand, the fleas regardless of species infesting dogs were collected and placed on separate containers covered with net.

During the treatment, 15 mL of ampalaya leaves and seed extract were sprayed on the fleas. Results showed that the efficacy of ampalaya leaf extract against fleas is 16% while ampalaya seed extract attained 31%.


As revealed, the fleas were effectively killed after spraying the extracts. It was observed that the fleas' movement gradually lessened until it disappeared as a sign of death.

The mortality after spraying the said extracts was due to

the pesticidal content of the ampalaya called *saponins*. *Saponin* has haemolytic properties which act as poison, cytotoxic and have a variety of medicinal applications. *Saponins* could also be used as a soluble powder herbicides or liquid herbicides.

The availability of pesticides to eradicate fleas may cause problems because of its toxic effects to the animals and the owner as well. And obviously, remedies based on plants often have minimal side effects and are much cheaper than the control products. Therefore, ampalaya leaves and seeds extract are the best tools for killing fleas.

So, the next time you cook *pinakbet* or *balatong*, don't throw the seeds and leaves away. Think of your restless dog pestered by those cunning fleas. It only takes a little strength to extract the leaves and seeds and voila, your pet dog will finally be able to relax.



STUDY SAYS
AMPALAYA
ERADICATES FLEAS

Figure 4. Sample article on environment and agriculture

DevCom articles on economics. Only three articles were on economic issues as presented in Table 8 wherein, two articles were just a repetition of the “The Cordillera Bulletin.” This shows that “The Cordillera Bulletin” focused on economics since all of their articles (refer to Table 3) were on this topic.

“On Consumer’s Preferences on Strawberry Jam, Wine and Cookies” (Figure 5) is one of the DevCom articles which are under this classification. It states that:

“For strawberry jams, buyers give the highest importance to the product brand....Shoppers give the highest value to product information and labels in choosing their strawberry cookies. Then, they consider that crispy texture, the price (P4.00 per pack of three prices), the attractive labeling and the popular/advertized brand.”

Information Source of the DevCom Writers

The information sources of the DevCom articles were classified as primary and secondary. Primary sources relates to the acquiring of first-hand information through either interviews with concerned person/s, direct observation or experience. On the other hand, secondary sources were in the form of publications like books, magazines and theses, as well as the Internet.

Table 8. DevCom articles on economic issues

TITLE OF THE DEVCOM ARTICLE	PUBLICATION	YEAR OF PUBLICATION
Bacteria for Life	Cordillera Bulletin	2010
Bacteria for Life	Cordillera Bulletin	2009
On Consumers’ Preferences on Strawberry Jam, Wines and Cookies	The Mountain Collegian	2009





Figure 5. Sample article on economic issues

Table 9 shows the information sources used by the DevCom writers. Most (59%) of them used secondary sources in writing the articles. Forty-one percent used primary sources. This shows that the writers of DevCom articles of Baguio and Benguet are more of taking information from publications than interviewing person/s. This is an indication that writers of the five campus publications reviewed in this study did not conform to the basic principles of presenting and making articles by Brooks *et al* (2005).

DevCom articles that used primary source. Examples of DevCom articles that used a primary source were "Crossing Boundaries" (Figure 6) by Chris Paul Mongalini wherein he interviewed Teresita Alimbias. And "Barya sa Kalsada" by Sheela Khrystyn

Lee, Virgo Lopez and Bleessie Ngeteg in “The Alternative” also used primary source through an interview with Corallie Dulnuan of City Social Welfare and Development Office (CSWD).

Table 9. Information sources of the DevCom writers

TYPE OF SOURCE	FREQUENCY (n=34)	PERCENTAGE (%)
Primary	14	41
Secondary	20	59
TOTAL	34	100



Figure 6. Sample article which used primary source

DevCom articles that used secondary source. There were two examples of *DevCom* articles that used secondary source (Figure 7). These were found in “The Mountain Collegian.” These are “Mata-on, Northern Benguet’s Indigenous Calendar” by Sheenalyn Sao-an who used the book of Wasing Sacla, *Treasury and of Beliefs and Home Rituals of Benguet*. Mary Cris Balancio also used the secondary source which is a book by Nid Anima in her article, “Burial Traditions.”



Figure 7. Sample article which used secondary source

Readability of the DevCom Articles

The researcher selected 100 words starting from the second paragraph of the articles then inputted it at http://www.online-utility.org/english/readability_test_and_improve.jsp. The Gunning Fog Index site then generated the results of the readability of the articles. The researcher categorized the years needed in formal education into three categories. These were 7 – 10 years (high school student), 11 – 14 years (college student) and 15 years and above (post-graduate individuals).

Table 10 shows the appropriate years a reader should attain in formal education in order to understand the articles in the DevCom pages. Result shows that many (42%) of the DevCom articles were technical in nature since they were just readable to readers who are at least college graduate.

Table 10. Readability of the DevCom articles

YEARS NEEDED	FREQUENCY (n)	PERCENTAGE (%)
7 – 10 years	9	25
11 – 14 years	12	33
15 years and above	15	42
TOTAL	36	100



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to analyze the articles in the Devcom pages of the tertiary schools in Baguio and Benguet. Specifically, it aimed to: identify the DevCom articles in the campus publications of Baguio and Benguet; to classify the topics of the articles into social, environment and agriculture issues, indigenous practices issues and economics issues; identify the information source/s of the DevCom writers of the campus publications; determine if the DevCom articles conformed to the characteristics of a DevCom article by Juan F. Jamias; and determine the readability of the DevCom articles. The study was conducted in December 2010 to January 2011.

There were 34 DevCom articles reviewed from the five campus publications. “The Mountain Collegian” had 15 articles, 11 are from “The Alternative”, four from “Flame”, and both “Loquitor and “Cordillera Bulletin” had two.

Majority of the articles were on social issues followed by the environment and agriculture issues. Most of the writers used secondary sources of information. Moreover, the articles were technical in nature since many of them are only readable to college graduates.

Conclusions

Based on the results, the following conclusions were derived:

1. “The Mountain Collegian” published most of the DevCom articles among the Baguio and Benguet campus publications in year 2009 and 2010.



2. Articles found in the DevCom page of the campus publications in Baguio and Benguet usually covered social issues.
3. Secondary sources were mostly utilized by the writers in their articles.
4. Many of the DevCom articles were technical in nature and that they were only readable to college graduates.

Recommendations

Based on the conclusions, the following recommendations were formulated:

1. “The Mountain Collegian” should continue to publish DevCom articles and the other campus publications should increase the number of their DevCom articles.
2. The writers of DevCom articles should not only focus on social issues. They should also write more articles about the other topics.
3. Writers should also consider getting information from multiple sources in order to cross-check the information’s accuracy.
4. The technical aspect of information in the DevCom articles should be simplified for them to be readable to wider audience.



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APPENDIX A

Coding Sheet

Benguet State University
College of Agriculture
DEPARTMENT OF DEVELOPMENT COMMUNICATION

Content Analysis of Development Communication Page of
Campus Publications in Baguio and Benguet

A. GENERAL DESCRIPTION OF THE ARTICLE

Article Title: _____

Writer/s: _____

Publication: _____

B. WRITER'S INFORMATION SOURCE/S

() Primary

() Secondary

C. CLASSIFICATION OF THE ARTICLE

() Social issue

() Environment and agriculture

() Indigenous practices

() Economics

D. READABILITY OF THE ARTICLE

() 7 – 10 years

() 11 – 14 years

() 15 years and above



APPENDIX B

DevCom articles in the Mountain Collegian

DEVCOM: RESEARCH

With recent researches and experiments done by the Northern Philippines Root Crops Research Training Center (NPRCRTC), yacon, aside from being processed to wine could also be made into vinegar.

Discovered as one of the most nutritious root crops in the province, yacon has continuously been studied for its potential uses. NPRCRTC recently arrived with their new product – the yacon vinegar which has been researched since 2007.

Ms. Esther Botangen of the NPRTRC said that they started to process the yacon vinegar in 2008. But, it was just now that they marketed it since the yacon vinegar takes a year or more to be totally fermented.

Accordingly, the steps on how to make a yacon vinegar are as follows: Slice the yacon into cubes. Boil it for 30 minutes then extract the juice after. After straining, add sugar and boil the yacon broth for another five minutes. Then, cool it to luke warm. After which, add yeast and ferment it for two weeks. Add mother vinegar (unpasteurized cane vinegar) and ferment it for a year or more.

"We need to add the mother vinegar to speed up the fermentation," explained Botangen.

Botangen said that the product is organic except that the sugar used is a commercial brown sugar. However, she said that they will be using *muscovado* to totally make it hundred percent organic.

Moreover, further studies regarding the contents are still being conducted to identify the nutritional value of the organically-based vinegar.

Originally from Peru, yacon is a root crop organically grown in the Cordillera. It is popularly known for its various health benefits.

Studies show that from roots to tips, yacon is edible and every part of it contains nutritional value. Yacon is rich in *fructooligosaccharide* (FOS), also known as *oligofructose*. FOS is a dietary sugar that the human body is unable to metabolize, much like fibers. Since it cannot be digested by the body, it harmlessly passes through the digestive tract preventing the further deposition of fats and accumulation of excess sugars. FOS is associated with the management and control of chronic diseases like cardiovascular diseases, diabetes, cancer and weight control.

Yacon has nutritional contents that have medicinal benefits to those who suffer from obesity, constipation, insomnia, arthritis, hypertension, and kidney diseases, among others. Compared to local root crops, yacon has the lowest calorie content (54 cal) or twice lower than sweet potato (123 cal), potato (77cal) and taro (60 cal).

With these nutritional values, yacon has been continuously studied and experimented for more possible yacon-based products. Who knows, yacon toothpaste might just be the next!

**MAY ASIM
KA BA?**



**Have a taste
of Yacon
organic
vinegar**

by Crislyn Balangen

Through out the years, vinegar has been known to have been made from sugar cane. As for commercial vinegars, however, they are mostly chemical-based products that do not ensure health and safety when taken in excess.

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Pintig at Pantig 2

Your works such as :

The Mountain Collegian
is now accepting contributions
for its literary folio.



KALALENG

Poetry, Short Stories, Essays
Photos, and Literary Graphics

are greatly welcome. Submit your
entries at our office located at the first
floor of the Student Center Building.

The certificates of those who joined
the Mountain Collegian Literary Awards
dubbed as **Pintig at Pantig 2** is now
available at the Office of the Mountain Collegian.
Spread the News!

BURIAL TRADITIONS

second of two parts

by Mary Cris Balancio

(Editor's Note: The first part was published in the October-January 2009 issue. The province featured last time was Benguet.)

Mt. Province

According to the book *Childbirth and Burial Practices* among Philippine Tribe by Nid Anima, a death is a house-cleaning among the Bontoc Igorots. The corpse is covered in a blanket preferably before it is carried out. Objects on elevated places are removed to prevent it from falling for it will signify another death in the family. Then, the family construct the *Sangachil* or death chair made of pine branch and they offer a pig to the *anito* or spirit of the deceased before he is seated in the *Sangachil*. Meanwhile, *an-anako* the mourning song is started by the old women. Then the singing becomes *achog*, a lyrical narrative of the deeds, romantic exploits and other creditable activities of the deceased. This lasts until dawn.

The next day at 8:00 am, another pig is butchered as an offering. Then the corpse is bathed and dressed. The attire of the dead reflects his marital status. A married man

is dressed in *chinagta*, a clean white loin cloth coupled with *tochong*, a handkerchief tied around the head. If dressed in *kayin* dark navy blue woven cloth with *tochong*, she is a married woman. Meanwhile, bachelors, single women, spinsters and children are just clad in coarse white cloth. If a dead happens to be wrapped in *fachala*, a special blanket of the dead, its pieces are distributed to some of the dead's grandchildren to make them strong.

They also believe that the dead have corresponding *anito*. If one dies by natural cause, his *anito* is known as *a-way* while that of a beheaded man is called *pinteg*. *Pinteg* is more cherished than the other for the belief that his anger and vengeance will be towards the enemy and his kindness and protectiveness will be to his tribesmen.

The Bontocs bury their dead in their burial grounds called *faangan* (premises). For the beheaded and those who died of drowning and violent nature, they are buried at the borders of the community facing the

enemy while children are buried within the *faangan* under a tree.

The sunset signals the moving of the cadaver from the *sangachil* to the coffin then hurriedly brought to hole in the ground. While lowering the dead into it, the immediate relatives should turn their backs at it so that they will not be possessed by the spirit of the deceased.

Kalinga

A death in Kalinga calls for impromptu gathering of all villagers where there is endless chanting. They place their dead on a chair at a spot in the house and the wake usually lasts from three to four days.

The guests contribute in the form of rice, tobacco, camote or *tapuey* (rice wine). The family, in return, butchers animals for them. If someone catches a flu or hears an owl during the wake, it is believed that another death in the family will occur. Another tradition is that the bereaved manifest their sorrow by knocking a wall in their house. Nine days later, the wall



Fight bacteria with dandelion and acapulco leaves

By Dina Leano

Experts say that bacteria, good or bad, are everywhere unnoticed by our naked eyes. In fact, the human body is a perfect habitat for millions of bacteria. However, the bad bacteria tend to outshine the good ones in making their presence felt. They are lurking to bring unwanted diseases that imperil the human body. Worst is the fact that most of these bacteria have already developed resistance to common antibiotics even the expensive ones. But this is no longer a problem. Nature provides us with plants that we can use to fight bacteria. Among these are the acapulco and dandelion.

Acapulco and dandelion leaves, when combined with liquid soap, can be used to fight bacteria. This is based on the study "Anti-Microbial Property of Dandelion Leaves" (*Taraxacum officinale weber*) and Acapulco Leaves (*Cassia alata linn*) Liquid Soap" conducted by Kirk Soriano, a graduate of Benguet State University-College of Veterinary Medicine (BSU-CVM).

Acapulco, locally known as *katanda*, *andadasi* or *palochina*, has thick branches and leaves. It is commonly used as medicinal plant even in the past centuries as fungicide and laxative that is



useful in expelling intestinal parasites and cure for scabies and insect bites.

Meanwhile, according to past studies, dandelion is a popular remedy for liver and blood disorders. It also fights rheumatism, anemia and hepatitis and stimulates metabolism aside from being a rich source of vitamins.

In the study, fresh acapulco and dandelion leaves were collected and prepared for

decoction. They were washed and air-dried then cut into smaller pieces and boiled. After that, the decoction was cooled and transferred into a sterilized vial or container before being stored in a refrigerator. Finally, the decoction was mixed with the pre-manufactured liquid soap.

Results of the study showed that acapulco and dandelion leaves with liquid soap have strong antimicrobial property against *staphylococcus aureus* and *bacillus subtilis*.

Staphylococcus aureus is a bacterium normally found in human skin while *bacillus subtilis* is known as a laboratory contaminant.

Based on the phytochemical analysis, dandelion and acapulco leaves contain tannin, saponin and polyphenolic compounds which are antimicrobial agents.

So, you might as well take a second look at the acapulco and dandelion plants the next time you pass them by. Not only do they share the same color of flowers, they are effective plants in combating bacteria with their antimicrobial powers.



APPENDIX C

DevCom articles in The ALTERNATIVE

Development Communication
By Jeanene May Evangelista and Maricon Omas

078

4 sentences
95 words




The world is overheating. We are all affected by climate change in more ways that we can observe. A number of countries are presently rushing to discover permanent solutions to global warming. We hope they're not too late.



addressing it/ Scientists are trying to give kangaroo-style stomachs to cattle and sheep in a bid to cut the emission of green house gases. Kangaroos' stomach contains a special bacteria. Its digestion has no methane. Scientists want to transfer those bacteria to cattle and sheep that emit large quantities of the harmful gas. While the common picture of greenhouse gas pollution is a suffing smoke stack bringing out carbon dioxide, livestock passing wind contribute high total emissions in other countries. Fourteen percent of emission caused by cattle and sheep all over Australia are from enteric methane. This was admitted by Queensland Government Senior Research Scientist Athol Klieve. The researchers who worked in this particular remedy claimed that bacteria makes the digestive process more efficient and could potentially save millions of dollars in feed costs for farmers.

In the Philippines, Caloocan Bishop Deogracias Iniguez Jr. commended the Langaray market vendors for heeding the call for ecological stewardship by encour-

aging consumers to drop the plastic bags. They added that switching to bayong will help in attaining the safe limit of carbon dioxide in the atmosphere, which is set at 350 parts per million (the current level being 390 ppm). In the Philippines, the data indicate that plastic comprises 15 percent of Metro Manila's solid waste.

According to the Department of Environment and Natural Resources, 756,986 kilos of garbage were collected during the coastal cleanup operations in 2009, with plastic bags constituting almost half of the retrieved garbage from shorelines and waterways. In relation, the DENR and Earth Day Network Philippines, Inc. launched "Pagbabag ko, Pagbabago!" a reusable bag campaign.

Another famous strategy of saving our precious mother nature is everyone's favorite - treeplanting.

Muhammed Yousuf Jamil, a Lance Naik (Lance Corporal) in the Pakistani Army, has set a Guinness World Record by planting 20,101 tree saplings in just 18 hours and 40 minutes. Jamil started

planting tree saplings on a 12-acre site in the city of Gujranwala. He received a prize of \$7000 along with a promotion by his commander for his initiative.

Some developed countries consume water with out realizing its effects. Third world countries' water dilemma range from its scarcity to moldy, bacteria-infested water. This has always been a major problem yet less support is coming from progressive communities. To check this tendency, UNICEF has launched a fund raising campaign called UNICEF's Dirty Water, in downtown Manhattan, New York City. The campaign aims to fight the eight water diseases (malaria, cholera, typhoid, dengue, hepatitis, dysentery, salmonella, and yellow fever) that commonly affect the people in the developing countries to quench thirst. Donations are ranging from \$1 to higher denominations.

With the deadly effects of climate change, people are beginning to realize that they are greatly affected. Even Osama Bin Laden agrees that climate change is a bigger threat to humanity than war. He held climate change responsible for the catastrophic floods in Pakistan. While the Al Qaeda chief appears only to be belittling the horrors their violence have spurred, he is correct in saying that climate change is "causing great catastrophes throughout the Islamic world."

Cooling the world

Sources: treehugger, yahoo news, greendiary.com, greenauze, New York Times

• 4TH QUARTER 2010



*Of women beyond the home...
discovering and creating fresh
ways to fulfill their dreams,
celebrate their womanhood, and
change our world.*

Girlfriends OF THE EARTH

By Jeanene May Evangelista

ELETTRA WIEDEMANN vowed to help save mother earth without sacrificing her lifestyle by starting small eco-savvy habits like taking shorter showers, turning off lights and computer when not in use. She indefatigably promotes causes like Save the Elephants and the Solar Electric Life Fund (SELF), a group promoting solar energy in developing nations. Lancôme's eco program of making all their stores carbon-free is believed to have started from Elettra.

In an interview with Eva Chen of Teen Vogue, Elettra shares, "When I became a Lancôme model, I realized I could help make a greater change. I was traveling often for shoots and was concerned about emissions from the planes, so I asked Lancôme to start a carbon-offsetting program." Together with Elettra Wiedemann, are other earth-saving women like Daria Werbowy, Shalom Harlow and Selena Breed who pledged to live a carbon-neutral lifestyle.

It's remarkable how women are devoted to saving mother earth but young girls

drawn to businesses are much more impressive.

Teen fashion-phenom **KIRA PLASTININA** started fashion designing at a tender age of 15. Her impressed father helped open 30 stores in Russia. Now at 18, Kira has more than 120 stores scattered all over the world.

Liberian teen **LOVETTA CONTO**, 17, whose jewelry line, Akawelle, depicts Africa's brutal civil war. Lovetta was inspired to transform bullet casings found all over Africa into pendants, linking them with leaves inscribed with the word LIFE to symbolize a fresh start.

Women are also involved in life changing projects. They can't help helping other people and extending their hands to poor communities. Charities work but living with the people you serve and adapting their culture is uniquely heroic.

MAGGIE BETTS who traveled to Zambia together with people from UNICEF made a documentary about the hidden hope of Prevention of Mother-to-Child Transmission; the valiant medical effort so many young, pregnant, and HIV-positive women go



through to try to protect their unborn children from their disease is one life-changing founder.

One third of Cambodians survive on less than \$1 a day, and children often have little access to basic education. Upon learning this, 20 year old **MARIE MASON** began raising money for the Cambodian Children's Education Fund through series of food fundraisers. After raising \$7,000, Marie received the Girl Scouts Gold Award in 2007. The Award recognizes scouts involved in long-term community service projects. To set up a Marie Mason School in Battambang, a rural village in desperate need of a free educational facility, Marie held more fund-raising dinners.

She was able to raise \$6,000, enough to finance the school's operation in its inaugural year. On June 2008, Marie traveled to Cambodia and spent a month refining courses and assisting the two teachers at the school. She also taught for a while before returning home to enter college.

It's amazing how women are able to equally nurture their work and their communities.

Our society can no longer afford to deny women their chance to do what they could, to give them proper education, to respect their rights. The alternative is just too bleak.

Sources: Teen Vogue April 2008, September 2008, November 2009, and April 2010. Vogue February 2010





APPENDIX D

DevCom articles in the Flame

24 Developmental Communication THE FLAME

Sa Panahon ng Sakuna, Pagtulong Sa Kapwa ang Inuuna
 Photos and Texts By: Delia B. Alumno and Rhea M. Pay-ong

"The purpose of human life is to serve and to show compassion and the will to help others."
 Albert Schweitzer

Sa kabila ng kahirapan ang pagtulong sa kapwa ay isa pa rin sa mga katangian ng mga Pilipino na hindi nakakaligtaan.

Sa gitna ng mga kalamidad at trahedya na dulot ng mga hindi inaasahang sakuna tayo pa rin ay nagkakaisa sa pagbibigay kalinga sa mga biktima. Isinasantabi natin ang anumang hidwaan o sama ng loob sa ating kapwa.

Noong nakaraang Oktubre, tayo ay nasalanta ng bagyong Pepeng na nagdulot ng malaking pinsala sa ating rehiyon. Maraming nagbuwis ng buhay, nasira/ang mga kabuhayan lalong—lalo na ang mga pananim, gumuho ang mga lupa, at iba pa.

Dito sa ating unibersidad, tayo ay nakalikom ng mga damit, pagkain, gamot, sabon at iba pang pangunahing pangangailangan sa araw-araw.



Ang mga ito ay naipamahagi sa mga nasalanta ng bagyong Pepeng sa pakikipagtulungan ng Student Parliament, Student Affairs Office, NSTP and Extension Services Office, Guidance at ng buong BCU.

Unang nagtungo ang grupo sa Itogon kung saan matagumpay na naipamudmud sa mga residenteng apektado ang mga relief goods.

Sumunod na tinungo ang Tublay kung saan maraming mamamayan ng barangay Daclan ang nabigyan. Ang mga ito ay lubusang nagpapasalamat dahil ito daw ay isang napakalaking tulong sa kanila.

Ang mga aktibidad na ito ay isa lamang sa mga proyektong ipinapatupad ng ating paaralan taon-taon.

"Sa mga estudyanteng taos-pusong nagbigay at tumulong para maging matagumpay ang proyektong ito, maraming salamat", mensahe mula kay Bb. Jonalyn Juan (SP Prime Minister). 42


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Developmental Communication THE FLAME

Exploring Mt. Sto. Tomas

Jocelyn K. Fayangcao

Hiking has already been a well-known recreation for a very long time due to the benefits that it provides—not only physically but also emotionally. It is indeed a very interesting and relaxing activity. Like, when you are at its summit, the thrill it would give you is astoundingly great—allowing you to experience to be at the top of the world and making you gasp for your breath for the freshness of its air and its panoramic scenery that is filled with beauty.



Out of 45 members of the Mixed Performing Artist Club (MPAC), only six of us were able to go, yet we still pursued with our plan to have an eco-walk at Mount Santo Tomas after it had been postponed for almost three times due to the bad weather. When we dismounted from the PUJ vehicle, we strode right away at exactly 10:08 am.

Along our journey, we had seen a lot of big houses, landslides, and fallen huge rocks along the road which was caused by typhoon Pepeng. We also noticed that almost three fourth of the road was already cemented while the rest was still rough.

After climbing a breath taking slope of the mountain for more than two hours and consuming many bottles of water, we had successfully reached the mountain's peak. However, we were already exhausted when



we were at its summit.

Being at the top of the mountain provides a full view of Baguio City, though we were not able to view La Union, Lingayen Gulf, as well as South China Sea, because the views were covered with fog. I can even remember someone whom we met along the way told us that if we had hiked the mountain earlier, we could have seen how startling the sun as it kisses the land and reveals its lavish beauty.

Finally, we decided to leave the place after an hour of relaxation. As we walked down the narrow slope of the mountain, our leg started to tremble and feel the pain, which eventually weaken us and made our trip a little bit slower.

Indeed, our eyes had been satisfied with the beauty that Mount Sto. Tomas offers. A virgin place away from nature's enemy—pollution. The journey was tiresome, but the effort we had given and the perseverance to pursue our plan was all worthwhile.


Well, this is just the beginning of many more hiking expeditions in the mountains of Benguet before conquering the Cordillera region.



THE FLAME

Book Worms' Corner :)

By: Jonalyn L. Juan and Rhea M. Pay-ong



Discovering John Grisham

If you are into legal thriller you'll surely knew him.

He's one of the most successful American novelists ever. A lawyer by profession but abandoned it to concentrate on writing. In his genre, commonly the main character/s is caught into threatening conspiracy that dominantly involves lawyers and courtroom proceedings.

As for me I've discovered him out of curiosity. Actually that was just months ago when I was at a friends' place. I was just then lying down and there I saw a book authored by Grisham entitled *The Partner*. So, to prove my friends' statement that he was good I started reading it. That was a great choice because when I've began I couldn't stop it. It was really exciting and had awakened my nerves.

The *Partner* triggered my interest in exploring more about Grisham specially his novels. Now I've already read many of his masterpieces.

Who is Ann Rule?

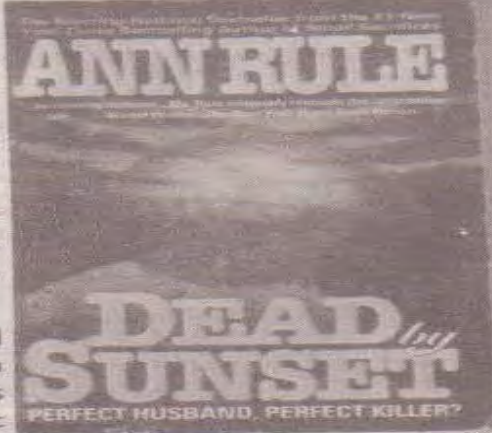
A woman with a solid background in law enforcement and the criminal justice system, she is regarded as the "True Crime Writer in America".

Her narrations of true crime stories are full of tension: intriguing, startling, chilling, frightening, and shivering.

Rules' novels reveal the true essence of justice. In her works, you'll find out how is Forensic Science and Forensic Linguistics are utilized in solving crimes. Her stories also proved that nobody can predict someone else's thinking ability and that nothing is permanent in this world, except change.

Almost all of her stories portray that "the love of money is the root of all evil," because it is the common reason why people commit crimes.

Some issues depicted in her works concern adultery, incest, arson, psychopaths in action, maitreatment of kids, murder, kidnapping, jealousy, and the like.



APPENDIX E

DevCom articles in the Loquitor

DEV.COM. 9
 SEPTEMBER - OCTOBER ISSUE

Pros & Cons of being a Digital Native

by Ian Jones Backian

When we attended the Philippine Youth congress in Information Technology (Y4it) at UP Diliman, I had realized some of the pros and cons of the gadgets and other technology in communication to the youth.

We are now increasingly dependent on computers and other gadgets. Having known some of their bad effects yet, they are taking a doubtful step toward the future. They are used in businesses, hospitals, crime detections and even to fly planes. Day after day, working dependently with computer gadgets is now suspicious in terms of communication, technological devices and other gadgets. Going back to the basic question, why is it computer machines are being made? Is it simply for us to work easier and communicate in a distance?

Cell phones & its effects

Machines and other gadgets are now vastly developed, specifically cell

youngsters that they would steal from others just to have a cell phone.

Moreover, because SMS has become such a trend, the youth would text everywhere. There have even been some accounts of youths having the ability of texting in their sleep. The American Academy of Sleep Medicine found out that excessive use of cell phones causes the people to experience restlessness, difficulty falling and staying asleep and increased susceptibility to stress and fatigue.

Today, there are more than two billion cell phone users being exposed every day to the dangers of electromagnetic radiation (EMR), which danger Government Regulator and Cell phone industries refuse to admit exist. Some of the effects are genetic damage, brain dysfunction, brain tumors, and other conditions such as sleep disorders and headaches.

The amount of time spent on the

bodies are not aware of. They resonate our body's cells and cause adverse reactions leading to cell proliferation which a precursor of cancer. And the worst thing is that these effects happen in the brain barrier.

(NIOSH), eyestrain, headaches, general malaise, and other visual and musculoskeletal problems as the rationale for imposing workplace standards, to be phased in over the next four years, relates to suspected radiation hazards including miscarriage and cancer. A special concern with radiation is that nearby colleagues could be affected as well, since radiation is emitted from the backs and sides of some terminals. The most recent NIOSH study is

When you text or email, there's no vocal tone and you can't see facial expressions. As such, it is easy to misread a message that is intended to be sarcastic or not understand the severity of a situation. This can lead to major misunderstandings.

Lack of communication and family interaction are being observed. By merely looking in today's generation, texting helps us to communicate with our family and friends everywhere however the benefit may now cause misunderstanding and lessens the family bonding as well with their friends.

So what then?

Everyone needs to take time from work sometimes and just do something fun online and make use of the computer or other gadgets chatting with family and friends far away from you or out of the country. Although there are things to be considered, each of us should be focusing on what is happening in today's



APPENDIX F

DevCom articles in the Cordillera Bulletin

ERIA BACTERI

With health consciousness now influencing the consumers' market, new products began to arise and spread. Products such as nutraceutical drugs, herbal supplements, probiotic foods and the most talk about organic product by diet consciuos people is yogurt.

By CHEKHOV AGAYO

This revolutionary high protein food is now presently available and massively produced and consumed by yogurt addicts and figure conscious society. We notice that yogurt has penetrated the market and being sold in stores, groceries and along sidewalks and parks. Moreover, home-made yogurts became an earning opportunity of some entrepreneurs and some made their own versions.

Today, people are more concerned about their health", says Mrs. Padua, owner of Dieta Verde Yogurt. For these reason, yogurt business can do quite well. However, Padua added that with yogurt industries going mainstream, a buyer is confused to choose which brand is best.

Aside from being delicious, yummy, tasty and refreshing, what is in it, which makes yogurt marketable. It is the bacteria present in this food. Are there really bacteria in yogurt?

Yes you heard it right but don't worry. These are good bacteria called Probiotics and several health benefits of it are contained in Yogurt. Kits, one of the first 15 distributors of Jeri's yogurt in Trinidad, was asked who are eating yogurt. He said, "almost everyone".

According to some speculations, a Japanese citizen introduced how to make yogurt in La Trinidad. Though yogurt is already known worldwide, it is within this year that it starts to

be industrialized in Benguet. Geraldine Mendoza (Jeri), owner of Jeri Yogurt, has pioneered in producing drinkable frozen yogurts. She capitalized on the most famous fruit of our town; the strawberry then followed by other flavors such as ube, pandan, blueberry, pineapple, cookies and cream, mango, melon.

Probiotic
Today yogurt is strictly defined as a milk product produced by the action of two bacteria streptococcus thermophilus and lactobacillus bulgaricus. How did yogurt get a healthful image? It is the probiotic qualities found in yogurt, containing the two most live microorganisms called lactobacilli and bifido bacteria which are primarily used to ferment dairy foods and yogurt and later the two are being purposely added because of their health promoting properties. Make sure the good bacteria are alive upon intake. To assure this, proper production, packaging, storage, shipping and refrigeration of manufactures are necessary. This now give us a thought to make sure and check labels or ingredients of yogurt we buy. Instead of "pasteurized" place on products' labels, look for "live bacteria" or "live culture". The pasteurizing process kills off the good bacteria and minimizes the health benefits of yogurt.



Origin and its History
Yogurt's original maker is uncertain. Although most ancient documents mentioned this food, like in the Bible

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With health consciousness now influencing the consumers' market, new products begun to arise and spread.

Products such as neutraceutical drugs, herbal supplements, probiotic foods and the most organic product by diet conscious people is yogurt. This revolutionary high protein food is now presently available and massively produced and consumed by yogurt addicts and figure conscious society. We notice that notice yogurt has penetrated the market and being sold in stores, groceries and along sidewalks and parks. Moreover, home-made yogurts became an earning opportunity of some entrepreneurs and some made their own versions. "Today, people are more concerned about their health", says Mrs. Padua, owner of Dieta Verde Yogurt. For these reason, yogurt business can do quite well. However, Padua added that with yogurt industries going mainstream, a buyer is confused to choose which brand is best.

Aside from being delicious, yummy, tasty and refreshing, what is in it, which makes yogurt marketable. It is the bacteria present in this food. Are there really bacteria in yogurt?

Yes you heard it right but don't worry. These are good bacteria called Probiotics and several health benefits of it are contained in Yogurt. Kits, one of the first 15 Distributors of Jeri's yogurt in Trinidad, was asked who are eating yogurt. He said, "almost everyone".

According to some speculations, a Japanese citizen introduced how to make yogurt to...

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in 8th century claimed that a Turk nomad tracking in the middle east was carrying a goatskin containing milk and because of the hot temperature bacteria was produced and the milk contained in the goatskin transformed into a creamy beverage. Yougurt or joggurt in Turk language means "thick milk". Since then "yogurt", or joggurt was consumed until the ninth century when the name was changed into the term which we know today.

Advantages and Disadvantage

The benefits and its use are almost limitless. Yogurt serves as an appetizer, a dessert, and a snack. It is also used for cooking as a replacement for cream but is more beneficial if eaten. Some use it as an excellent facial cleanser and moisturizer. Perhaps the most advantage is its health benefits for humans. Yogurt is a best substitute of ice cream. Associated everywhere with long life, yogurt is nutritionally superior to ordinary milk in many ways. It is very surprising to know the longevity of Arab people living in the dessert as well as Bulgarian people shepherds who eat yogurt in order to purify blood, as well for improving sleep.

Other benefits of yogurt are: weight loss, reverse glucose and intolerance, boosts immune system, combats candida (yeast) infections, reduces osteoporosis, improves colon health, heals skin disorders, acts as anti-inflammation, helps in eating disorders, increases bioavailability of nutrients, cures many disorders and imbalances in our body system, reduces plaque and gingivitis, freshens your breath and overcomes diarrhea.

I did not find any disadvantage of yogurt to human health because it is a probiotic food. Probiotic literally means "for life". In order to maintain balance in our body and keep it healthy, the good bacteria may need to be replaced. Do not depend only on probiotic food but take also some prebiotic food like fruits and vegetables. Traditionally yogurt is thick and creamy not like what we see today. Plain yogurt is more nutritious more than any preparations. Plain yogurt contains one-half of the calories of the same amount fruit added yogurt, contains twice amount of proteins, fewer fillers, more calcium and no add sugars. There is one disadvantage of yogurt

FOR LIFE!



minimizes the health benefits of yogurt.

Origin and its History

Yogurt's original maker is uncertain. Although most ancient documents mentioned this food, like in the Bible (2nd Sam.17:28-29), it says that during the earliest days of the Israelites, sour or curdled milk (or curds) was mixed

