



THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

MERRY CHRISTMAS
AND A
HAPPY NEW YEAR!



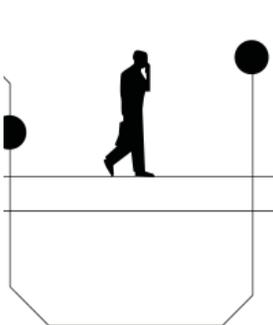
2401 (twen 'tse' fôr', σ, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

06 DECEMBER 2006. VOLUME 38. NUMBER 15. 8 PAGES



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In search of our real mission

Awarding ceremonies are a happy occasion, especially if we discover an affinity to some of the honorees. Awarding ceremonies can also be tiresome if we have to sit on our chair a little longer than we expected, listening to a list of names remotely, if at all, familiar or otherwise significant, to us.

And so it was that during the last CEO Excel Awards hosted by the International Association of Business Communicators-Philippine Chapter, the audience composed mostly of top business executives from sectors like banks and telecommunications—in their polite silence and formal suits—perked up when DLSU-Manila’s Jose Mari Magpayo—himself an awardee—mentioned, albeit in passing, the results of the 2006-2007 THES-QS Global Survey of Universities. People lightened up, exchanging banter with those who could possibly be affected by it.

Lasallians have a reason to be proud. In that survey of thousands of universities worldwide, DLSU-Manila was ranked 392nd, making it the Philippines’ No. 1 private university. The results came like some part of a winning streak, following CHED’s recent re-accreditation of the University’s 10 Centers of Excellence and PAASCU’s re-affirmation of La Salle’s Level 4 status, the highest accreditation ranking bestowed on an academic institution.

At the heels of these recent institutional achievements, however, came the basic question of whether the marks of excellence have any bearing at all on our

pursuit of the Lasallian mission. For what is excellence, for excellence’s sake?

DLSU-Manila’s mission has three major components, which are incidentally, similar to the core functions of the university as defined in *Democracy and Governance in Higher Education*, a book conceived for legislating higher education in Europe. The book notes these three core functions as: 1) scientific and scholarly research, 2) teaching and learning to the highest level, and 3) scientific and academic service and support to the community.

“To include service to the community as a third function over and above scholarly research and teaching appears suspiciously like a redundancy. Teaching and research are after all amongst the most fundamental services that society receives from higher education,” authors De Groof, Neave, and Svec noted.

Our mission as a university emphasizes our active participation in improving the quality of life in Philippine society. This is something that cannot be done without our passion to excel. Words like *leading*, *excellent*, *eminent*, *visionary*, *leaders*, and *excellence* appear on our mission statement precisely because as Lasallians, we will commit a disservice to the community if we define ourselves

with anything less. As we face external challenges and our own limitations, we are called to remain undaunted in our quest for excellence, through research and teaching.

Just as a lighted lamp is placed on the table, we strive to excel and celebrate our achievements in order that we may earn a name synonymous to the essence of light. We endeavor to gain the reputation and authority to lead so that our people who are suffering from poverty would know where to seek support and guidance, especially in these trying times. We strive to lead

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to strengthen our growing network of Filipinos and fellow Lasallians committed to serve our country based on the Christian ideals and values. In the fulfillment of our mission, we cannot take chances with our fate. We should instead do our best and pray for God’s grace that we may further discover pioneering ideas and educational innovations,

which will then define our service for God and Country.

To be excellent in all that we do and to be seen as excellent, and therefore a valuable partner by those who can make a difference in the lives of the poor and the marginalized, are necessary and should be a way of life at De La Salle University-Manila. It is not excellence for excellence’s sake, rather it is excellence that paves the way for the realization of our mission to be a resource for Church and Nation.

Institutional Christmas cards and calendar for sale!



FOR ORDERS, CALL 144 AND LOOK FOR VIRGIE.

OCCS pushes for proactive delivery of counseling services

With the University's diverse student population, the Office of Counseling and Career Services (OCCS) sought to empower members of the academic community in handling students with learning disabilities during a symposium recently held on campus.

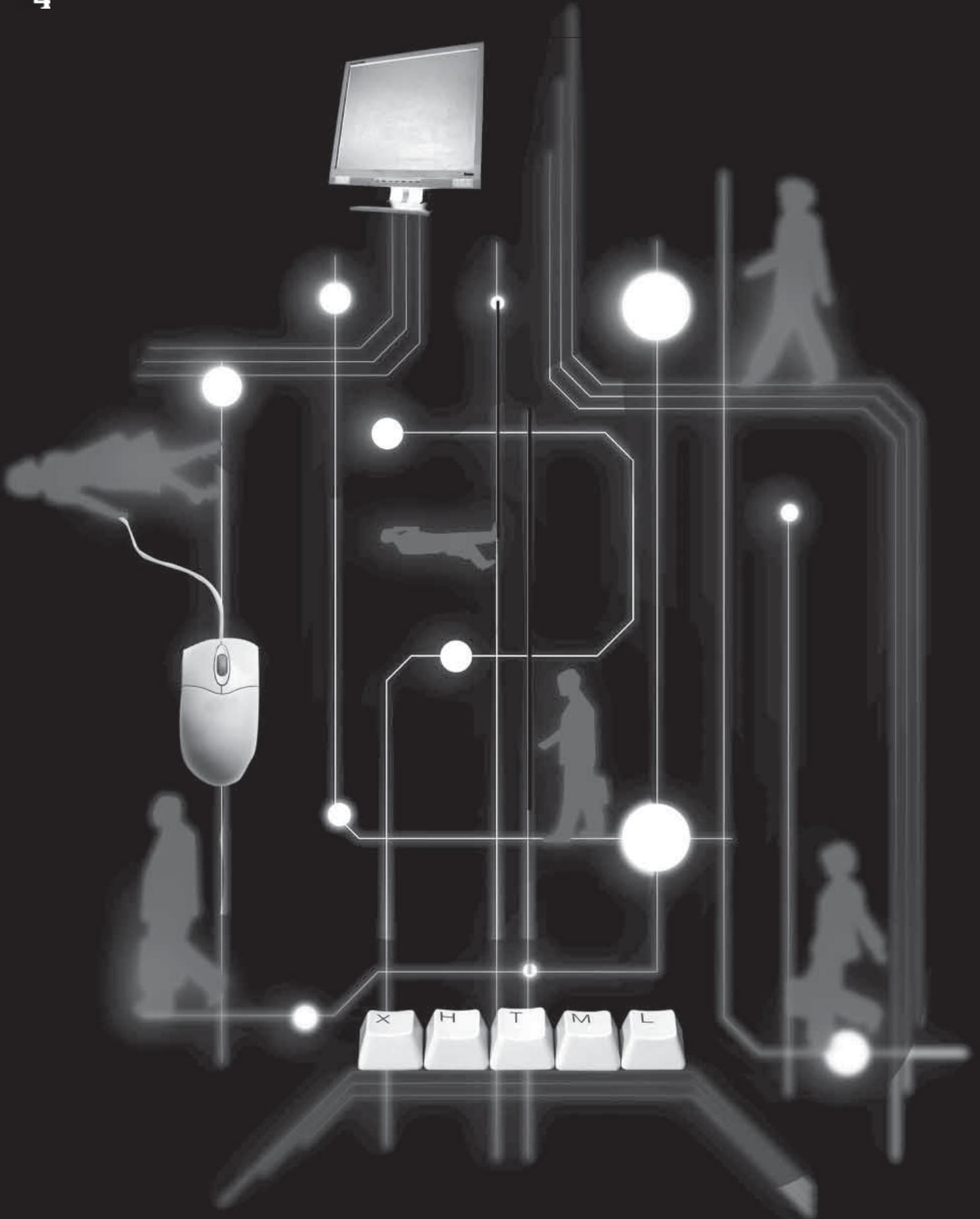
Titled "Understanding and Initial Handling of College Students with Learning Disabilities," the lecture was given by University of the Philippines Professor Dr. Leticia Peñano-Ho. Sixty-one administrators, faculty members, parents, and personnel across all colleges and offices of De La Salle University-Manila attended the activity.

OCCS organized the program to equip the participants about Attention-Deficit Hyperactivity Disorder (ADHD), Attention-Deficit Disorder (ADD), and other forms of learning disabilities and to give tips on how to handle students suffering from them. Students who are easily distracted, rowdy, loud, passive, and annoying in the classroom have the symptoms of these disabilities.

When confronted with such students, the participants were encouraged by Peñano-Ho to do the following: project an attitude of acceptance, respect, and warmth; highlight the student's strengths both publicly and privately; provide frequent feedback and individual attention; keep routines predictable and post an outline of the day's activity; and give specific directions for every group activity.

OCCS is the product of the merger of the Center for Counseling and Development and the Office of Career Services in May 2006. It envisions itself as a leader in providing DLSU-Manila students responsive counseling and career services.





Ang Tatlong Paradaym ng Teknolohiya: Ilang Obserbasyon sa Paggamit ng Kompyuter

ni Dr. Rhoderick Nuncio

Buhat sa malawakang paggamit ng kompyuter at internet sa kasalukuyang panahon nagkakaroon ng mabilis na pagbabago sa ating pamumuhay at lipunan. Magandang usisain ang tatlong paradaym na bumabalot sa ating relasyon sa kompyuter at kung paano nito binabago ang ating gawi't pananaw.

Paradaym ng makina

Sa ganitong pananaw magkahiwalay pa o may distansiya pa ang tao at kompyuter. Tinitingnan ang kompyuter bilang kagamitan (device) o bilang makina sa modernong panahon. Ayon nga kay Borgman (1984) sa aklat niyang *Technology and the Character of Contemporary Life*, ito ang “device paradigm”. Naiisip lamang gamitin ang kompyuter upang gawin ang mga bagay sa mabilis at maayos na paraan. Kadalasan ang paradaym na ito ang humuhusga sa lumang teknolohiya. Pinapalitan ng makina ang lumang kagamitan o kagamitang hindi na nakapagbibigay ng akmang output sa ninanais na task o gawain. Halimbawa, ang pagpalit sa makinilya ng kompyuter. Kahit na may silbi pa rin naman ang makinilya, nagiging artifact na lamang ito o pananda sa panahong lumipas. Halos lahat ng ofisina ay mga kompyuter na ang ginagamit, habang ang makinilya’y nasa sulok, naghihintay ng panahong magagamit muli. Ang halina ng kompyuter ay ang pagiging mabilis nito kumpara sa pinalitan nitong makina o device, gayundin ang napakaraming nagagawa pa nito bukod sa pag-type lamang o word processing.

Dalawa ang pangunahing usapin tungkol sa paradaym na ito. Una, ang distansiya o espasyo sa pagitan ng tao at kompyuter. Samutsari pa ang atensyon at obligasyon ng tao sa kanyang panlipunang partisipasyon. Makabuluhan pa ang kanyang pananatili sa paligid niyang nangangailangan ng kanyang pisikal na presensiya: sa bahay, paaralan, simbahan, ofisina, palaruan,

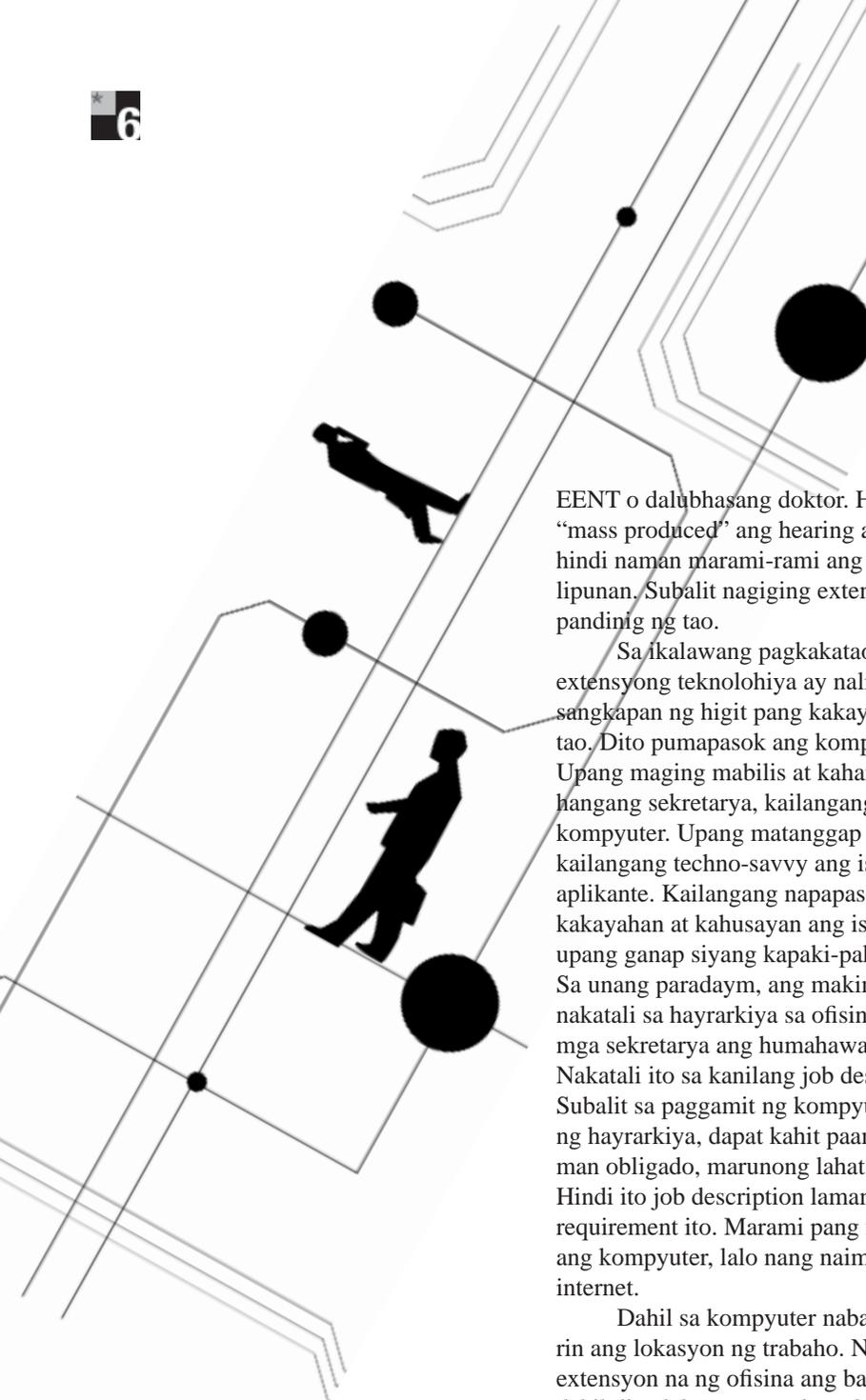
palengke, parke, at iba pa. Nahuhulma pa ng mga institusyon o lokasyong ito ang pagkatao ng isang tao. Ang kompyuter ay isa sa mga kasangkapan sa buhay at hanapbuhay. Hindi ito ang tanging kailangan lamang. Saka lamang lalapit sa kompyuter kung mayroong kailangang gawin gamit nito. Kung wala ang kompyuter madaling makaisip ng ibang kapalit o alternatibo para matupad ang gawain.

Ikalawa, ang panahon ng paggamit ay mabibilang lamang sa daliri. Kapinggot na oras lang ang inalalaan sa paggamit ng kompyuter—para magprint, magtype ng sulat, gumawa ng balance sheet at iba pa. Kinakasangkapan lamang ang kompyuter sa panahong may pangangailagan. Wala pang continuum ng espasyo at panahon sa paggamit nito.

Paradaym ng extensyon

Ang isang kagamitang teknolohikal ay nagiging extensyon ng tao kung ang kapasidad ng huli’y kailangang pag-ibayuhin gamit ng nasabing teknolohiya. Ang mahalagang marka nito’y tao ang naghahanap ng extensyon, tao ang nauuna at hindi ang makina. Nagkakaroon ng buhay ang gamit dahil sa tao, hindi ang kabaligtaran nito.

Naaayon ang extensyong teknolohiya sa taong may kakulangan at kapansanan, o ikalawa, naaayon din ito kung gustong maging higit ang gustong maging kakayahan ng isang tao. Sa unang pagkakataon, ang isang halimbawa nito’y hearing aid. Hindi ready-made ito. Kailangang ipasuri ang tenga sa isang



EENT o dalubhasang doktor. Hindi rin “mass produced” ang hearing aid dahil hindi naman marami-rami ang bingi sa lipunan. Subalit nagiging ekstensyon ito ng pandinig ng tao.

Sa ikalawang pagkakataon, ang ekstensyong teknolohiya ay nalikha upang sangkapan ng higit pang kakayahan ang tao. Dito pumapasok ang kompyuter. Upang maging mabilis at kahanga-hangang sekretarya, kailangang matuto ng kompyuter. Upang matanggap sa trabaho, kailangang techno-savvy ang isang aplikante. Kailangang napapasobrahan ng kakayahan at kahusayan ang isang tao, upang ganap siyang kapaki-pakinabang. Sa unang paradaym, ang makinilya ay nakatali sa hayrarkiya sa opisina. Tanging mga sekretarya ang humahawak nito. Nakatali ito sa kanilang job description. Subalit sa paggamit ng kompyuter, wala ng hayrarkiya, dapat kahit paano, kundi man obligado, marunong lahat nito. Hindi ito job description lamang, job requirement ito. Marami pang function ang kompyuter, lalo nang naimbento ang internet.

Dahil sa kompyuter nababago na rin ang lokasyon ng trabaho. Nagiging ekstensyon na ng opisina ang bahay, dahil dinadala ang gawain sa bahay sa pamamagitan ng kompyuter. Nasa kompyuter ang ginagawang proyekto na kayang i-save sa diskette, memory disk, o i-burn sa cd. Dahil sa imbensyon ng laptop, at personal digital assistant (PDA), ang trabaho’y kasamang naglalakbay din. Sa pagdating ng internet, lalong na-extend ang trabaho saan man, kailanman, anuman ang iba pang ginagawa, Hindi lang ekstensyon, kundi koneksyon. Konektado

na ang lahat ng may kompyuter at internet sa global na infrastruktura ng komunikasyon at impormasyon sa pamamagitan ng email, egroup, chat, at marami pang gamit nito.

Paradaym ng Cybernetic

Ang huling paradaym ay tungkol sa cybernetic na relasyon sa pagitan ng kompyuter at tao. Ano ang cybernetic? “Coined from the Greek word for “steersman,” cybernetics signalled that three powerful actors—information, control, and communication—were now operating jointly to bring about an unprecedented synthesis of the organic and the mechanical” (Hayles, 1999:8). Sa pag-aaral na ito ni Katherine Hayles ipinaliwanag niya ang iba’t ibang yugto ng kasaysayan ng relasyon ng tao’t kompyuter mula sa unang mga experimento ng artificial intelligence (AI) at ang posibilidad ng pagkakaroon ng cyborg (kalahating tao, kalahating makina).

Sa kasalukuyan dahil sa paglitaw ng internet, lalong nahumaling ang mga tao sa paggamit ng kompyuter. Hindi na lamang isang makina o ekstensyon ang kompyuter, nagluluwal na ito ng isang mundo o realidad na tinatawag ngayong “cyberspace” (Benedikt, 2000) Ito ang virtual na mundo na nagpapaliwanag sa konteksto at lokasyon ng makapit na relasyon ng tao’t kompyuter sa madalas na paggamit ng search engine, websites, email, chat, online game at marami pang iba

Sa mga darating na panahon dala na rin ng mga experimentasyon at mga pananaliksik sa teknolohiya ng impormasyon at komunikasyon, susulpot pa ang ilang gawi at paradaym na patuloy na babago sa ating pagkatao at realidad.

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DLSU-Manila hosts top ASEAN University leaders' meeting

De La Salle University-Manila President Br. Armin Luistro FSC welcomed the leaders of top educational institutions in the ASEAN region for the 20th Meeting of the ASEAN University Network (AUN) Board of Trustees from November 27 to 28. The assembly was only the second AUN BOT Meeting to be hosted in the Philippines.

The AUN is composed of 19 academic institutions, mostly state universities, from 10 ASEAN countries. Its members include the National University of Singapore, Universiti Brunei Darussalam (Brunei), Royal University of Phnom Penh (Cambodia), Universitas Gadjah Mada (Indonesia), National University of Laos, University of Malaya, Vietnam National University, among others.

In the Philippines, the only private university invited to be part of the AUN is De La Salle University-Manila. The other Philippine AUN member is the University of Philippines-Diliman. Br. Armin is the Philippine representative to the AUN BOT.

The AUN was established in 1995 to strengthen the existing network of co-operation among leading universities in ASEAN. AUN

activities range from student and faculty exchange to collaborative research, information sharing and others.

A major focus of the international meeting was the progress report on the implementation of the AUN activities all over the region.

Among the key programs of the AUN is the AUN/Southeast Asia Engineering Education Development Network (SEED)-Net Project, a five-year venture aimed at promoting human resources development in engineering in the ASEAN.

DLSU-Manila's Chemical Engineering Department was selected by AUN as a regional hub. Being a regional hub, DLSU-Manila is tasked to host the Chemical Engineering students from AUN member countries who are taking their masteral and doctorate programs. There are currently 28 students coming from Vietnam, Indonesia, Myanmar, and Kampuchea.



Attendees of the 20th Meeting of the ASEAN University Network (AUN) Board of Trustees. Among the leaders present were Universiti Brunei Darussalam Vice-Chancellor Dato Paduka Dr. Haji Ismail bin Duraman, Royal University of Phnom Penh Rector Lav Chhiv Eav, Universitas Gadjah Mada Vice Rector for Cooperation & Business Development Dr. Agus Dwiyanto, National University of Laos Vice-President Dr. Phetsamone Khounsavath, University of Malaya Deputy Vice-Chancellor Dr. Mohd. Amin Jalaludin, Department of Higher Education (Lower Myanmar) Director General U Zaw Htay, De La Salle University-Manila President Br. Armin Luistro FSC, National University of Singapore Vice Provost Prof. LAI Choy Heng, Vietnam National University Vice President Dr. Vu Minh Giang, AUN Executive Director Dr. Piniti Ratananukul, and Special Assistant to Secretary General of ASEAN Dr. Azmi Mat Akhir.

Lasallians mark Christmas with unity and service

Administrators, faculty, students, staff, and employees of De La Salle University-Manila will be one in celebrating the coming of Christ on December 19 at the Central Plaza. This year's institutional Christmas celebration is centered on the theme "Nagkakaisang Lasalyano sa Mapagkalingang Pasko." It invites all members of the academic community to share their blessings with and make their caring felt by those who have less in life.

The University ushered in the Advent Season on December 4 with a Eucharistic Celebration at the Chapel of the Most Blessed Sacrament. The traditional lighting of the Advent wreath was held during the Mass. Beginning this date until December 19, there will be collections during the daily masses to help raise funds for the Lasallian-Gawad Kalinga (GK) Village Project.

The entries to the annual University-wide lantern-making contest will be on exhibit at the Central Plaza starting December 4. Winners will be announced during the Institutional Christmas celebration.

The traditional *Misa de Gallo* will be held on December 16 and 18, 5:30 a.m. at the Amphitheater.

On December 19, a Thanksgiving Mass will be offered at 10 a.m. at the Chapel of the Most Blessed Sacrament. This will be followed by a program featuring the different sectors of the Lasallian community as well as the various cultural groups on campus.



Nagkakaisang Lasalyano sa Mapagkalingang Pasko

The distribution of course cards will be suspended from 10-11 a.m. to allow all community members to participate in the celebration. The festivities will end with a *salo-salo* of food shared by various University offices and units at the Yuchengco Lobby. For food pledges, please contact Ms. Malou Barzaga (local 256) or Edith Morales (local 101) not later than December 12.