

Tackling Asian security, Mindanao conflict

TO PROVIDE AN UNDERSTANDING of the military programs of small and medium Asian states,



International Studies Department Full Professor
Dr. Renato Cruz De Castro gave a lecture to a group

of 35 leading defense analysts and specialists from the United States, Asia, and Western Europe.

His lecture was part of a workshop on "Asia-Pacific Security and Defense Policies" organized by the prestigious United Kingdom based-think tank the International Institute for Strategic Studies-Asia (IISS), last April 14 and 15 in Singapore.

In his presentation, De Castro argued that the current arms build-up in the region could not be considered as arms race but as a natural process leading to the formation of a regional security complex in East Asia.

Also, De Castro delivered another paper titled "Extending the War on Terror in Southeast Asia: a Focus on the Abu Sayyaf Group in Mindanao" last March at the Hedley Bull Center to 35 participants, mostly from the Australian Department of Defense, Australian Federal Police, and other federal departments in Canberra. The talk was organized and sponsored by the School of International, Political and Strategic Studies of the Australian National University.



Scholarship grant from United Board

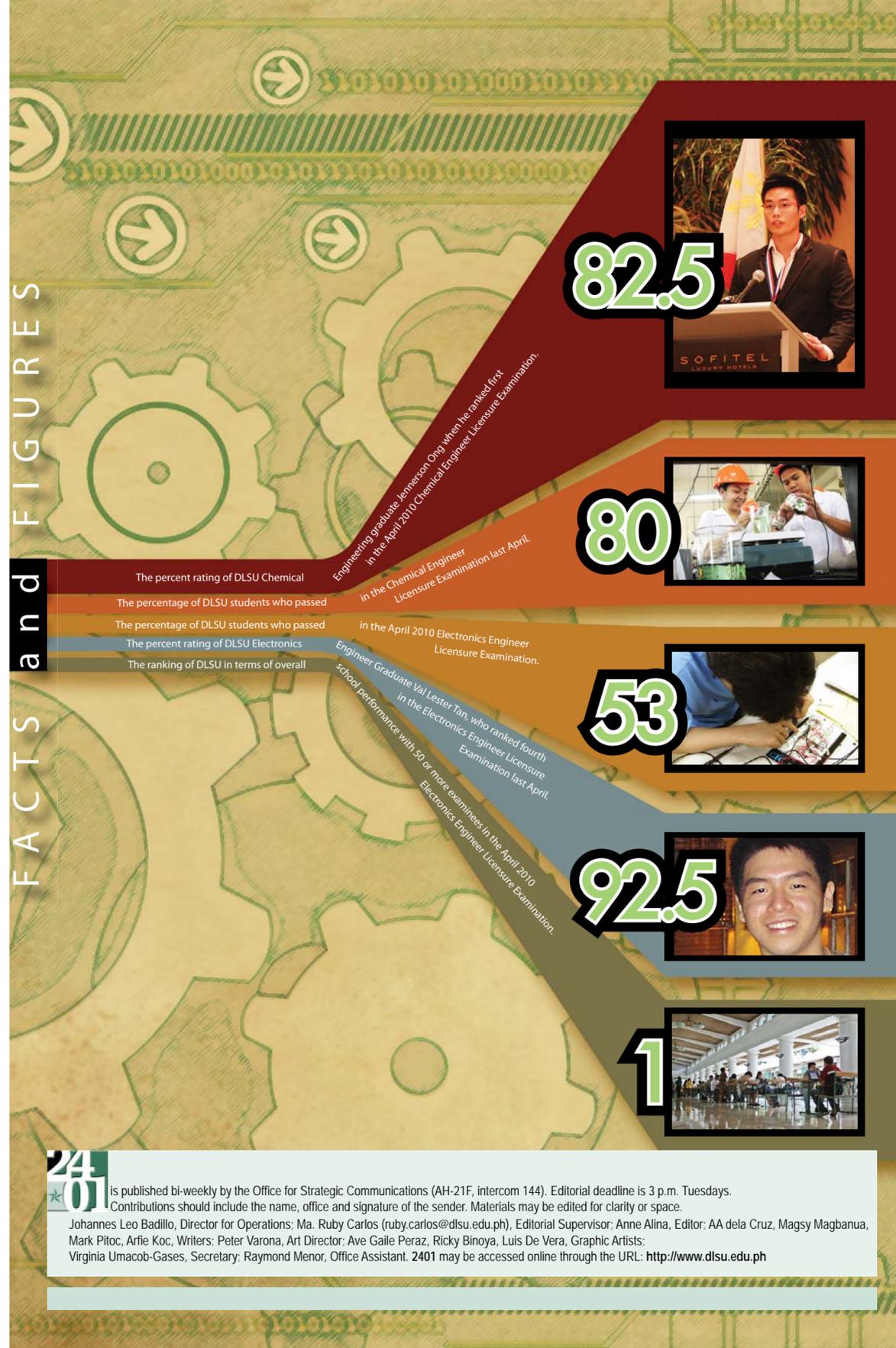
DE LA SALLE UNIVERSITY RECENTLY RECEIVED a grant of almost \$48,000 from the United Board for Christian Higher Education in Asia to fund four doctoral degree scholarships and three master's degree scholarships for this academic year.

In particular, two of the doctoral degree scholarships that the University will receive will be for the first term of Youfei Tan from Yunnan University in China, and Vanna Ly from the Royal University of Phnom Penh. The remaining two doctoral scholarships, as well as the three masters scholarships, are for new scholars for the second term.

The University is expected to expend the grant according to the submitted proposal, and to submit a report to the United Board upon completion of the projects.

The United Board for Christian Higher Education in Asia has been working closely with higher education institutions in Asia since 1922 to develop leadership, collaboration, and values such as justice, care for the environment, reconciliation and harmony among ethnic and religious communities, and civil society.

FACTS and FIGURES

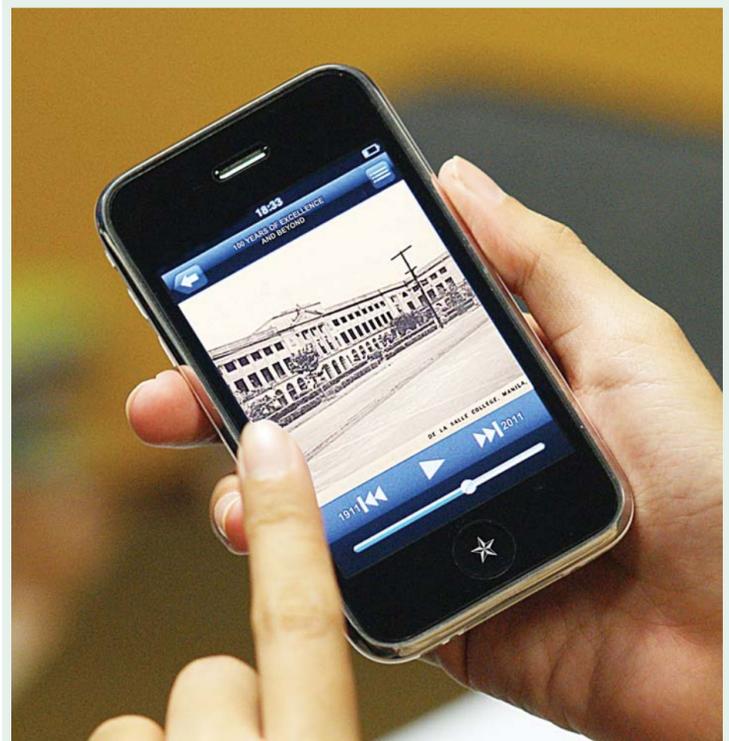


2401 is published bi-weekly by the Office for Strategic Communications (AH-21F, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.
 Johannes Leo Badillo, Director for Operations; Ma. Ruby Carlos (ruby.carlos@dlsu.edu.ph), Editorial Supervisor; Anne Alina, Editor; AA dela Cruz, Magsy Magbanua, Mark Piloc, Arfie Koc, Writers: Peter Varona, Art Director: Ave Galle Peraz, Ricky Binoya, Luis De Vera, Graphic Artists: Virginia Umacob-Gases, Secretary: Raymond Menor, Office Assistant. **2401** may be accessed online through the URL: <http://www.dlsu.edu.ph>



THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY

NUMBER 01
VOLUME 42
07 JUN 2010



INSIDE:

Tackling Asian security, Mindanao conflict

Text analysis and language teaching

APO launches two new books

Lasallians top 2010 Agora Youth Awards

Project Beyond 100 for AY 2010-2011



De La Salle University faculty and administrators came together last May 28 at the Most Blessed Sacrament Chapel for the Faculty General Assembly.

DE LA SALLE UNIVERSITY will undergo a multisectoral-wide consultation process this academic year

to identify thrusts and strategic targets towards becoming a better resource for God and Country.

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

Project, from page 1

This initiative was revealed by DLSU President and Chancellor Br. Armin Luistro FSC in his address to the Faculty Assembly last May 28.

Identifying the planning process as "Project Beyond 100," Br. Armin expressed hope that the project "will move the University forward in the context of evolving new models of education and the changing economic-political-cultural-religious landscape, both in the domestic and international scenes."



Under the leadership of Br. Ricardo Laguda FSC as the chair of Project Beyond 100, the project will undergo three phases—the convening of multisectoral college assemblies; the involvement of specific

groups for specific core competence areas of the University; and the articulation of strategic plans consistent with the Vision-Mission, core values and competencies, and specific action plans of all units in the University.

With this initiative in place, Br. Armin said that the programmatic review of the University's progress would chart new directions and key intents beyond the commemoration of the centennial.

Text analysis and language teaching

THE DEPARTMENT OF ENGLISH AND APPLIED LINGUISTICS (DEAL),

together with the Center for English for Specific Purposes and Applied Linguistics, organized the "Text Analysis and the Teaching of Functional Grammar: Principles and Application in the Contemporary Language Classroom" seminar-workshop held last April 26-28 in De La Salle University.

The seminar-workshop invited guest resource speakers from Hong Kong Polytechnic University, namely Prof.

Christian Matthiessen, chair professor and head of the Department of English as well as the associate dean of the Faculty of Humanities, and Marvin Lam, a teaching fellow in the Department of English. Matthiessen and Lam discussed the topic, "Learning Language and Learning through Language."

Also discussed in the workshop were the phases of learning language, texts in secondary and tertiary education, and text, text type, and education. DEAL Chair Dr. Danilo Dayag was the director of this year's workshop.



APO launches two new books

THE ACADEMIC PUBLICATION OFFICE (APO) ANNOUNCES

the release of two new books, *Inter/Sections* by Dr. Isagani Cruz and Friends, and *Ninoy at Cory: Magkabiya na Bayani* by Domingo Landicho.

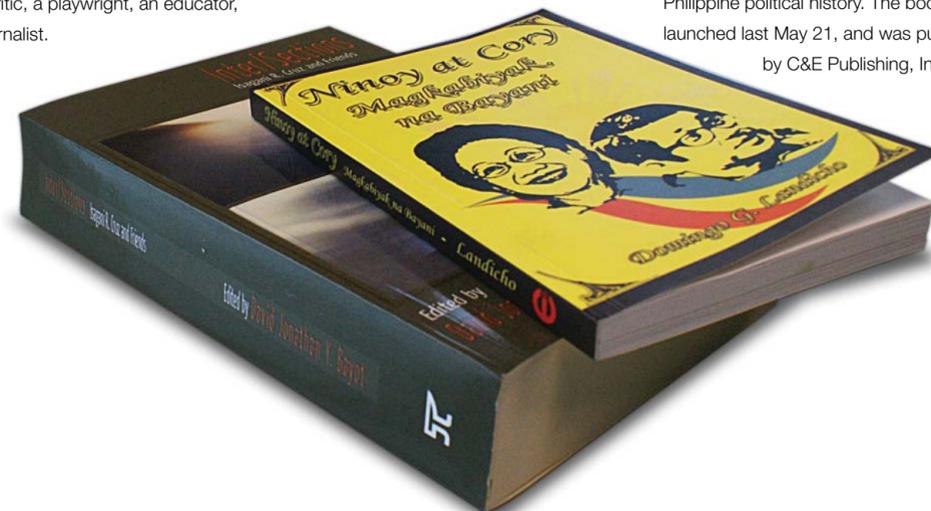
Edited by Dr. David Jonathan Bayot, *Inter/Sections* is a festschrift in honor of Cruz on his 65th birthday. The book is a feast as well as a festival of genres of writings by Cruz's mentors, colleagues, friends, and students to acknowledge the "real presence" of an exemplary man of ideas and praxis: a former Philippine Undersecretary of Education, a literary and cultural critic, a playwright, an educator, and a journalist.

The volume brings together some of the most famous names in the current field of literary and cultural studies, and among them: Gayatri Spivak, Marjorie Perloff, Catherine Belsey, Christopher Norris, E. San Juan, Jr., and Virgilio S. Almario. The book is edited by David Jonathan Y. Bayot and published by Anvil Publishing Inc. for De La Salle University.

The festschrift was launched at Powerbooks, Greenbelt 4, last April 15. Guests of honor included DLSU President and Chancellor Br. Armin Luistro FSC, who gave the opening remarks,

and Don Jaime Zobel de Ayala whose photography artwork is the centerpiece of the book cover.

Meanwhile, Landicho's *Ninoy at Cory: Magkabiya na Bayani* is a 230-page book in Filipino that details the exemplary lives of Senator Benigno S. Aquino, Jr. and President Corazon C. Aquino in narrative and verse forms. Part I revolves around Ninoy's early life and career as a journalist, his rise in politics, and eventual martyrdom for democracy. Part II is a poetical rendition of Cory's life, specifically as a wife and mother, and as the embodiment of the spirit of freedom in the darkest hour of Philippine political history. The book was launched last May 21, and was published by C&E Publishing, Inc.



MCO adopts the name Office for Strategic Communications (STRATCOM)

STARTING ACADEMIC YEAR 2010-2011, the DLSU Marketing Communication Office will adopt the name Office for Strategic Communications (STRATCOM) to acknowledge the growing responsibility of the office in the University.

A change of name was recommended to fit the realigned role of MCO, with its increasing engagement in policy-making, formulation of strategies, and implementation of integrated marketing communication programs.

STRATCOM will be an integral component in developing

programs, initiatives, and strategies in pursuit of the University's vision-mission. It will formulate, execute, and supervise the overall marketing and imaging efforts of the institution.

STRATCOM will also explore relevant communication processes and leverage technology to serve as a resource of best communication practices and to raise awareness of the value of communication in the academic setting.



The Agora Youth Awardees together with Marketing Department faculty members Dr. Jaime Ong (far left) and Jose Luis Liongson (far right).

Lasallians top 2010 Agora Youth Awards

THREE DLSU MARKETING STUDENTS EARNED TOP SPOTS

in the 2010 Agora Youth Awards held last March, with Advertising Management student Ana Katrina Recto taking the Valedictorian slot for this year's batch.

Bagging the second place was Sarah Marie Santos (PSM-MMG), while garnering the fifth place was Eli Malicdem (BSC-MMG).

Sponsored by Mang Inasal, this year's challenge for students was to market the restaurant to kids and teens by

promoting their current Bullit and Merienda meals.

The Agora Youth Awards, annually organized by the Philippine Marketing Association in cooperation with the Association of Marketing Educators and the Philippine Junior Marketing Association, is a nationwide campaign in search of the most outstanding marketing students in the country. The award challenges students to develop and present marketing plans for a case provided, using theories they have learned in school.

AY 2009-2010's Best Economics Student

THIRD YEAR DLSU STUDENT

Francis Roque, taking up BS in Applied Economics and BS in Commerce major in Management of Financial Institutions, was awarded as the Best Economics Student for Academic Year 2009-2010 by the Junior Philippine Economics Society.

The Best Economics Student Award is given to a student who has significantly contributed to the organization and to his or her respective school. Finalists for the award were chosen based on the assessment of an initial screening, and the winner was chosen through a final screening process based on the student's academic excellence, leadership, service-orientedness, economic awareness, and the presentation given to the panel.



The chief aim to be realized by our faith is the practice of what we believe.

---St. John Baptist de La Salle

