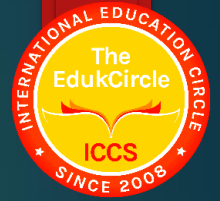


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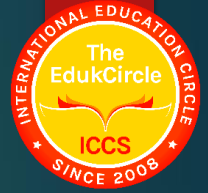
PROGRAM

- 07:30 – 8:00am Opening
Introduction of speaker
- 08:00 – 08:30am From Mass to Micro Persuasion in the Age of Big Data
Dr. Rebecca Lemov, Professor, Harvard University
- 08:30 – 08:45am Panel Interaction
Dr. Divina T. Pasumbal Dean, College of Communication
Polytechnic University of the Philippines
Mr. Artin G. Umali, Chair, Communication and Journalism
Department, De La Salle University Dasmariñas
Ms. Fatima Clarinda M. Dela Cruz, Chair, AB Communication
Program, Columban College
Ms. Rachele Lopez, Faculty Member, College of Arts and Sciences,
Our Lady of Fatima University - Pampanga
- 08:45 - 09:00am Acknowledgment of partners
Introduction of speaker
- 09:00 – 09:30am Heavy Processing with Digital Materials: Breaking Up with
Compulsory Dispossession
Dr. TL Cowan and Dr. Jasmine Rault
Assistant Professors, University of Toronto
- 09:30 – 09:45am Panel Interaction
Ms. Yolanda L. Pasia, Chair, College of Arts and Sciences, Batangas
State University, Lipa Campus
Mr. John Paul Seno, Lecturer, Department of Communication,
Lyceum of the Philippines University, Laguna
Prof. Maria Cecilia H. Ranola- Villegas, Program Head, Journalism,
University of Rizal System, Angono
- 09:45 - 10:00am Acknowledgment of partners
Introduction of speakers
- 10:00 – 10:15am SMART Giga Life (Branded Breakout)
- 10:15 - 10:30am BREAK
- 10:30 – 10:45am Paper Presentation
Dynamics of Computer- Mediated- Communication (CMC) as an
Organization's Network
Dr. Flora D. Canare, Associate Professor V/ Director, Office of Public
Affairs, Bataan Peninsula State University

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PROGRAM

- 11:00 – 11:30am Public Identity: From Authorship to Microcelebrity
Dr. Chris Chesher
Senior Lecturer, The University of Sydney
- 11:30 – 11:45am Panel Interaction
Dr. Jade Snow C. Dionzon, Chair, Communication Department,
University of St. La Salle, Bacolod
Ms. Ma. Cezanne D. Dimaculangan, Program Head, AB
Broadcasting/ College of Arts and Sciences
Laguna State Polytechnic University, Santa Cruz
Mr. Ryan G. Rosales, Government Employee Instructor
Prof. Anne Lorraine Sitoy, Director for Strategic Communication,
University of Science and Technology of Southern Philippines
- 12:00 – 01:30pm BREAK
- 01:30 – 02:00pm Program resumes
Acknowledgment of Universities
Playing of TVCs
Announcement of raffle winners
Introduction of speaker
- 02:00 – 02:30pm Through Their eyes: Standpoint and The Ethics of
Immersion in Journalism
Dr. Buntly Avieson
Lecturer, The University of Sydney
- 02:30 – 02:45pm Panel Interaction
Dr. August R. Dela Cruz, VP for Academic Affairs,
Dominican College of Tarlac
Ms. Dame B. Avelino, Chair, Communication Department,
Angeles University Foundation
Dr. Flora D. Canare, Director, Office of Public Affairs,
Bataan Peninsula State University
- 02:45 – 03:00pm Acknowledgment of partners
Introduction of guest speaker
- 03:00 – 03:30pm Covering Conflict: The Importance of Situational Awareness and
Emotional Intelligence
Ms. Jamieson Lesko
Lecturer, Harvard University

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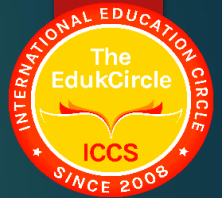
PROGRAM

- 03:30 – 03:45pm Panel Interaction
Ms. Esperanza Aduna Beresford, President, BTECH Faculty Association, Baliwag Polytechnic College
Mr. Amor Jude Thadeus F. Soriano, MA, Head, AB Communication Program, Imus Institute of Science and Technology
Ms. Emmelyn R. Carilla, Faculty, Communication, Lyceum of the Philippines University, Cavite
Mr. Rhyndl Nephi-Z Telic Luczon, Faculty, Media Communication Department, Liceo de Cagayan University
- 04:00pm End of Session

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Dir. Alexander Baltazar
Chairman, The EdukCircle
Moderator / Host

AN ONLINE EVENT



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Lecturer
Harvard University



Dr. Chris Chesher
Associate Professor
The University of Sydney



Dr. Jamine Rault
Assistant Professor
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Dr. Rebecca Lemov
Professor
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Dr. Bunty Avieson
Associate Professor
The University of Sydney



Dr. T. L. Cowan
Assistant Professor
University of Toronto

October 17, 2020 | Saturday | 8AM Manila | 8PM Boston | 10AM Sydney

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