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RESEARCH • INNOVATION • CREATIVITY

Questions



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We ask to

KNOW | ACT | CHANGE



Questions

We begin with questions–

to survive changes.
to understand our differences.
to empower people.
to make big ideas come to life.

QUESTIONS is a publication of De La Salle University featuring research projects and creative endeavors by its faculty.

QUESTIONS supports De La Salle University's vision-mission to be "a leading learner-centered and research university, attuned to a sustainable Earth, bridging faith and scholarship in the service of society, especially the poor and marginalized."

TV ads and cultural rituals

7

Car floatation device

14

Women and youth in parishes

20

Underwater robots

25

Daddy Days

32

Architecture of microprocessors

38

Gay nation in revolution

43

Intelligent stethoscope

50

Lasallian Filipino philosophers

56

In the margins of literature

62

WHAT'S INSIDE

WHAT DO TV ADS SAY ABOUT US?





A collaborative research by Communication faculty members of De La Salle University and National University of Singapore shows how mobile technology and service ads have become crucial in the maintenance of cultural rituals.

To explore the relationship between advertising and Filipino cultural rituals, DLSU Communication faculty member Dr. Cheryll Ruth Soriano and her colleague from National University of Singapore, Sun Sun Lim, sifted through hundreds of mobile technology and service ads shown in the Philippines.

They come from a premise chalked up by communication researchers Arjun Appadurai and Irene Costera Meijer, that advertising of goods necessarily requires a reflection of human culture and, consequently, advertisements need to be mediated by a culturally symbolic field in order to gain relevance in society.

Soriano raises the question: “Does advertising reflect our beliefs and practices, or does advertising shape our concepts of culture?”

To find out, the researchers conducted a YouTube search of mobile and television network commercials from the Philippines. They used a combination of hashtags to bring up commercial video samples that came from a particular time frame, which could be analyzed for changing patterns. They also looked at related videos on YouTube, found on the upper right corner of the screen.

From the pool, Soriano and Sun selected ads that were crafted specifically for the Philippine market, which featured stories or narratives. They then explored the social embeddedness of the product or service being marketed. In analyzing their data, the researchers sought a theoretical framework that is not Western, but Filipino. “Naturally, the social embeddedness that we were searching for could not be forced into a Western precept,” Soriano explains.

They found that existing collectivist logics of “kapwa” as reflected in familial ties, “bayanihan” as reflected in community ties, and “People Power” featuring solidarity and community, appeared essential in the narratives of the mobile ads.

“These relationship concepts were continually used by advertisers in their materials, and thus, the collectivist logics are further reaffirmed in our psyche,” Soriano says.

On how the ads affect the mobile technology, Soriano says: “We can argue that the concepts of ‘kapwa’ and ‘bayanihan’ have particular resonance in collective societies and may even be extended to understanding the logics of the internet with its sharing economy and culture of reciprocity. As well, it could be asserted that the concept of ‘kapwa’ has particular resonance because it accords requisite weight to the effective dimensions of mobile communication.”



Source: YouTube

She further notes, “The trope of ‘People Power’ is an interesting one that can be usefully applied to the framing and popular understanding of the perceptions, utility, and impact of the recent wave of technologically-facilitated revolutions, such as the ‘Arab Spring’, referring to the democratic uprisings that started in Tunisia in 2010 and then spread in the Arab world in 2011, and the Umbrella Movement, referring to the sit-in street protests in Hong Kong in 2014.”

The study forms a chapter in the book “*Emerging Phenomenon, Enduring Concepts—Understanding Digital Cultures through Asian Frameworks*” (Routledge, 2016), edited by Soriano and Sun, which explores similar communication phenomena in other Asian countries.



Soriano

IS THERE A WAY TO FLOAT A CAR WHEN FLOOD STRIKES?





A group of professors from the De La Salle University Gokongwei College of Engineering is developing a floatation device for vehicles, designed to adapt to the various conditions of typhoon-prone Philippines.

In the aftermath of Tropical Storm Ondoy that struck the Philippines in September 2009, the nation marked a new level of responsiveness to natural disasters. It was, after all, one of the worst natural disasters in the country that affected more than 4.9 million people and battered the country's infrastructure and agriculture, with losses reaching an estimated P11 billion, according to government reports.

Since that time, De La Salle University has initiated various long-term, sustainable programs as well as practicable projects on how to prepare in times of disaster. At the Gokongwei College of Engineering (GCOE), a team of faculty members

is currently developing a trailblazing project that stemmed from a challenge thrown to a professor by one of Ondoy's victims. DLSU Full Professor of Industrial Engineering and former Dean of the DLSU Gokongwei College of Engineering Dr. Rosemary Seva shares that a friend, whose car was swept by the intense flooding all over Metro Manila and nearby provinces, asked her if she could design something that would make vehicles float.

"That gave me the idea to embark on this project," she says. Seva teamed up with Dr. Alvin Chua of the Mechanical Engineering Department and sought the support of the Oscar M. Lopez Center (Science for Climate Resilient

Communities). The funding grant came easily, for it is in-line with OML Center's mission of creating a resilient Filipino society, able to cope and prosper in the midst of climate-related risks and disasters.

In their paper, the GCOE researchers shared interesting information provided by the Philippine Insurers and Reinsurers Association (PIRA), such as the significant increase of total premiums paid for motor vehicle insurance—P13.5 billion in 2010, up by 11.4 percent from 2009.

"These values show that owners of motor vehicles are afraid of the fate of their cars during typhoons," the study notes.

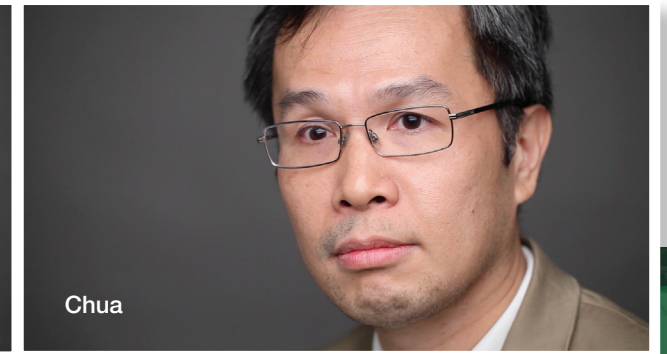
Seva points out, "The purpose of the study is to design a device that will allow cars to float when flood strikes. This will consequently reduce the risk of damage to vehicles in the midst of flooding in the Philippines."

The car floatation device project is broken down into two phases. The first phase involves the development of a miniature model while the second phase involves building a full prototype that they could test during actual flood.

For his part, Chua explains that during the first stage of the process, the team tested several designs to check the effectiveness of each model. "Right now, we have a concept design that we feel is very effective for floating a car in different situations," he says.



Seva



Chua



He also acknowledges the role of other faculty members who are actively engaged in the project. "Some are working with the mechanical design, some with the simulations, and others with the system design. We would really like to create a total package for the people," he adds.

Although there are now existing floatation devices in other countries, the DLSU project is unique because its design has been adapted to the Philippine situation.

"We are very hopeful that we would get further support for the development of a full-scale design. We believe this is truly an important step to help mitigate the effects of disasters here in the Philippines," Chua says.

Dr. Rosemary Seva is former dean of the Gokongwei College of Engineering and full professor of Industrial Engineering Department. Dr. Alvin Chua is associate professor of the Mechanical Engineering Department.

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HOW CAN PARISHES EMPOWER WOMEN AND YOUTH?





Non-formal education programs spearheaded by DLSU faculty pave the way to reduce the marginalized sectors' vulnerabilities arising from poverty.

In line with De La Salle University's research thrust on poverty alleviation, a team of faculty members from the Ramon V. del Rosario College of Business (RVR COB) embarked on an action research that looks into the plight of women and youth, not from the community level but at the parish level.

The research proponents, Dr. Divina Edralin and Dr. Maria Victoria Tibon of the Management and Organization Department, and Florenz Tugas of the Accountancy Department, conducted the action research as they sought to introduce change in their respective parishes.

"Each of us took care of the parish of our residence," says Edralin. These are the Parish of Our Lady of the Abandoned in Mandaluyong City, Our Lady of the Assumption Parish in Manila, and San Jose de Agudo Parish in Caloocan City.

The University Research Coordination Office-funded study identified the socio-economic situation of 100 women and 100 youth in each of the three parishes. In their face-to-face survey that took eight months, they looked in the areas of education, employment, health, and food.



Edralin

Based on the interviews, the women respondents narrated the following needs: First, they want to augment their income so that they will have budget for food, send their children to school, and buy medicine. Second, they want to learn and start home-based livelihood such as cosmetology, and *puto* and *bibinka*-making. And last, they want to have training to improve their self-confidence.

The youth, on the other hand, related their needs and aspirations: a great number want to continue their studies because they could not afford college education. At the same time, they want to find part-time employment to finance their education and to help out their family.

An interesting finding is the youth's interest to travel—to see and learn from the places they have not been to, in order to enrich their experience. Similar to the women, the young respondents also want to have training to improve their personal and leadership skills.

Based on the data gathered, the researchers developed and implemented non-education programs that aimed to improve their economic status and empower them. Included in these programs are training on microbusiness, parenting, values education, leadership, and character-building.

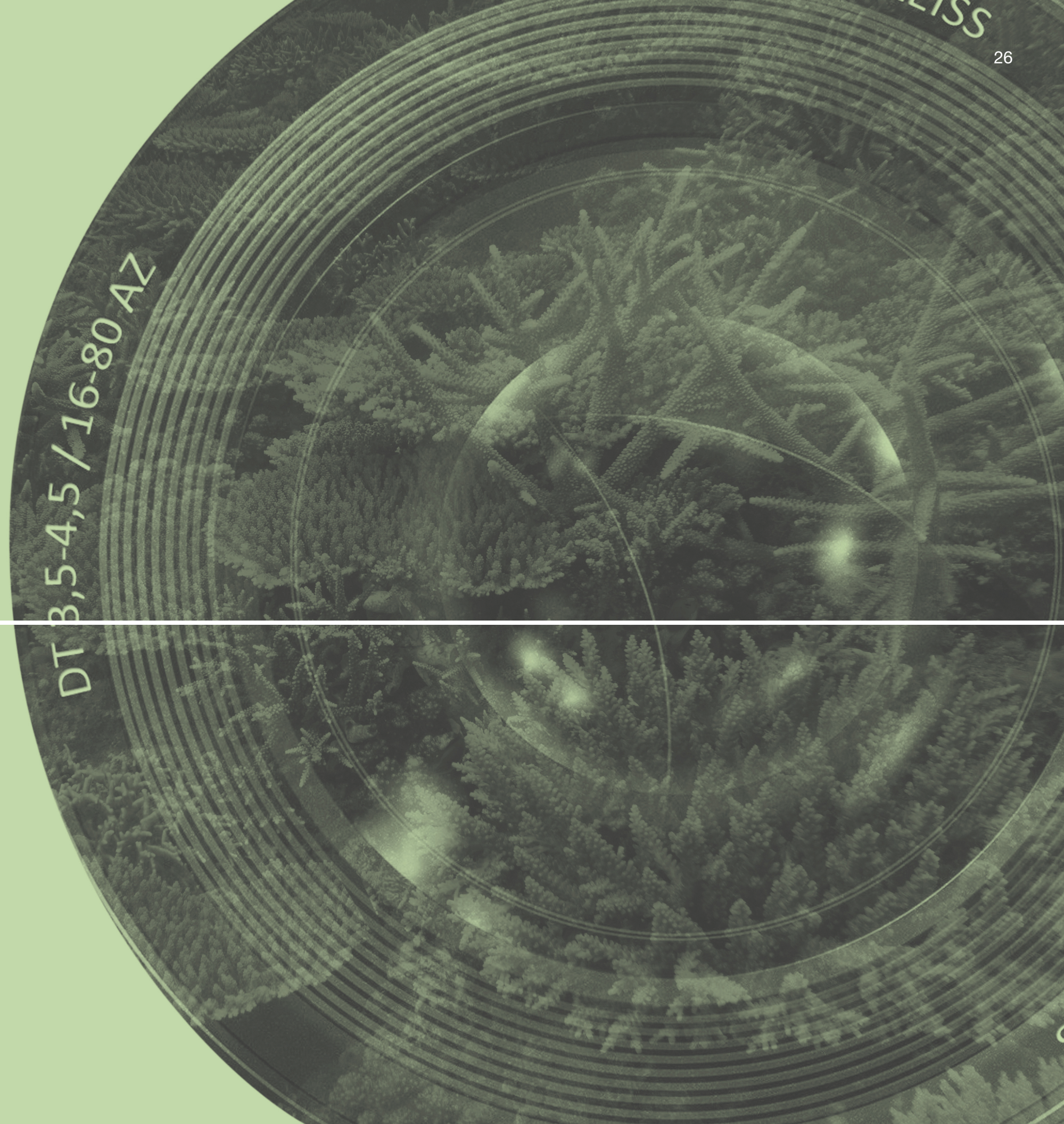
With the research, the DLSU team realized that the women and youth in the parishes need external assistance in capability building. She also adds that parish leaders should also continue what they have done in the areas.

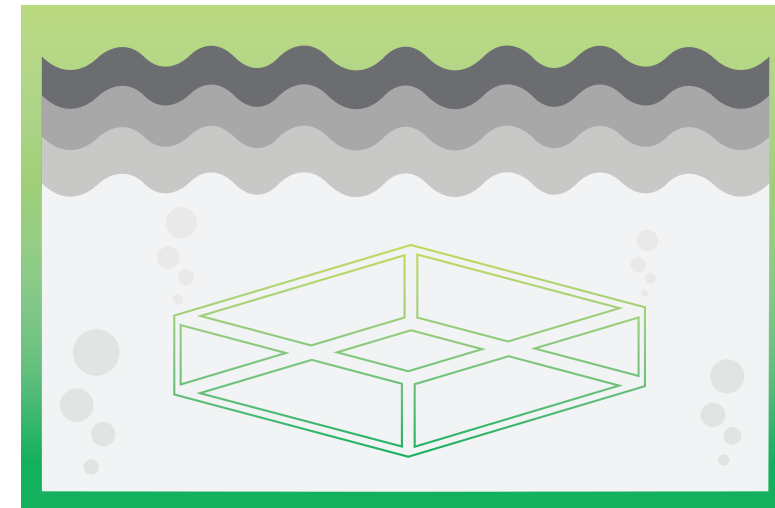
The training programs spearheaded by the faculty yielded optimistic results to the communities. After three months, the researchers went back to the parishes and noted

patterns of changes in their beneficiaries. Edralin says, "For many women, it seems that empowerment has begun when some of them put up their own micro business, got a job, learned to save, and improved their own livelihood." For the youth, the greater impact on the intervention was seen in the improved self-confidence and leadership competency. Some of them even joined parish organizations and shared their learnings with people their age.

Inspired by the positive feedback, the research is now on the next phase of the study with a new batch of action researchers, mostly MBA students. Taking cue from the findings of the initial study, they seek to continue to provide trainings and opportunities for sustainable growth in the involved communities.

WHAT CAN ROBOTS DO UNDERWATER?





De La Salle University faculty and students are developing underwater robots that can be used for scanning corals and marine life, as well as for surveillance and disaster response operations.



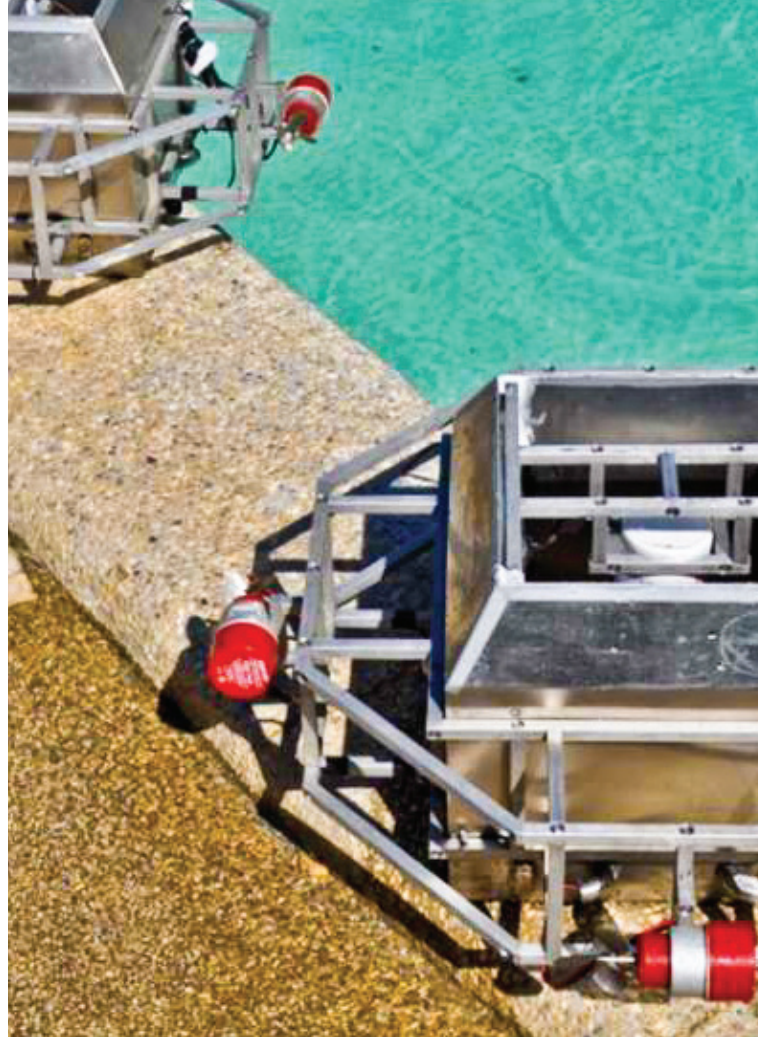
Dadios

Robots, initially created to ease the burden of labor on people, can now be used to replace humans in high-risk environments. A research project from De La Salle University Manufacturing Engineering Management (MEM) and Electronics Communication Engineering (ECE) Departments looks into the application of robotics in underwater locations.

The DLSU research on underwater robots began in 2009 when MEM Full Professor Dr. Elmer Dadios and a team of undergraduate students developed an autonomous underwater robot. The robot is controlled from a remote location on land. “This robot has the capability of looking below the surface of the water,” Dadios shares. “It has a camera. It can move and swim underwater.”

While the project sounds deceptively simple, the team had to face the complexity of robotics combined with the challenges of creating a machine that worked underwater. The dynamics of the machine’s motions was a very complicated aspect of the project.

He points out, “The robot needs to make omnidirectional motions. This means that it should be able to go up, down, straight, and so on. Controlling these motions is difficult and designing where the motors of the robot should be located is very important. The weight and center of gravity should also be right, in order



for the robot to function properly. And since there are electronic sparks in the mechanisms of such machines, you must make sure that they are well-contained.”

The first underwater robot developed by the team was used for marine observation. “We have researchers who study corals. The robot helps in identifying different types of corals and marine life. We are successful in this regard. The camera attached to the robot captures videos that are immediately transmitted to a remote site on the surface,” he says.

Aside from observing marine life, the underwater robots can be used for commercial purposes as well. Dadios explains, “An underwater robot can help in monitoring fish ponds. For example, a robot can monitor the best time for feeding fish. It can also help in computing how much feed is actually needed in order to limit wastage.”



Underwater photos courtesy of Dr. Al Licuanan

Since it started in 2009, the underwater robot project has taken a more ambitious direction. The project has since expanded: from monitoring marine life, the team is now looking into how underwater robots can replace human beings for underwater surveillance during natural disasters or rescue operations.

To date, his graduate research team composed of PhD and Master students from the ECE Department has developed a group of underwater robots that can mimic the behavior of a swarm. Swarm intelligence is based on the collective behavior of social insects and animals such as ants and bees. “We developed five robots that could swim underwater

together. They have intelligence that enables them to move and monitor each other.” A robot, which is part of the swarm, functions as a physical carrier of data. It then passes on the information to other members of the swarm.

Dadios and his team developed computational intelligence algorithms that enable the robots to behave in this manner. A particular algorithm that was used is based on the architecture of the human brain and how it comes up with learning processes.

A problem these robots can address is communication underwater. “I haven’t encountered literature in which humans

can directly communicate underwater aside from using sign language. Submarines use sonar. But there are problems in using sonar because a vast distance is needed in order for it to work. If we can develop machines that can communicate with each other even in short distances, that would be really helpful in many ways.”

He adds that this would be beneficial in surveillance and disaster response operations. “Our ultimate goal is to come up with an effective mechanism for communication underwater through the swarm behavior of these robots.”



SHOULD THERE BE
MORE 'DADDY DAYS'?



Focusing on gender equality in the workplace
in her legal research, a faculty member
of the DLSU Commercial Law Department
sees the need for a revision
of the Paternity Leave Act of 1996.

The recent approval by the Senate of a bill that allows 100 days of paid maternity leave for Filipino mothers shed light on the country's current childcare laws. While the move is a step forward to a more progressive policy on maternal childcare, Atty. Emily Sanchez-Salcedo of the Commercial Law Department of De La Salle University asks, "What about 'Daddy Days'?"

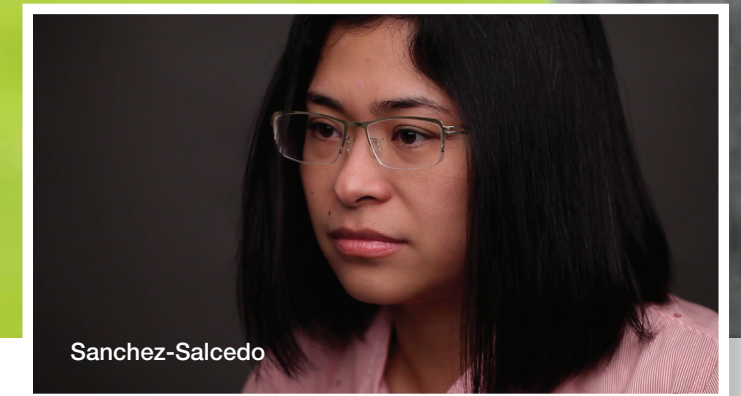
Salcedo's research on paternity leaves and parental leaves provides a closer look on why long-held stereotypes on the Filipino family—where fathers are providers and mothers are keepers of the household—may lead to gender discrimination in the workplace.



"Fathers are stereotyped as the providers of the economic needs of the family whereas the mothers have to take good care of the children at home. Translate that in a workplace setting and you'll see a lot of discrimination against women because in the workplace, women are treated as temporary workers, whereas men are preferred workers because of the pressure we give them to work harder whenever a child is born," Salcedo explains.

This predicament has led Salcedo to push for a better paternity leave policy. Currently, the Paternity Leave Act of 1996 grants married male employees the right to take seven days of paid leave. This law has not been revised or augmented in two decades.

"I am advocating that fathers ought to have the opportunity to take good care of their kids in the very early stage, immediately after childbirth...In my opinion, and this has scientific basis as well, first time parents are on equal footing," she says. "Give mommy 60 days after childbirth, and what do you have? An expert mommy. Give daddy seven days, and what would he have learned?"



Sanchez-Salcedo

Salcedo believes that if fathers and mothers are given equal opportunity to take care of their children, there will be a shift in the mindset of employers when choosing who to hire.

"If fathers, just like mothers, are given equal opportunity to take care of their children, employers will start thinking that a normal employee is one who has family responsibilities, and that a normal employee can be both a man and a woman. That way they will stop thinking of discriminating against women."

In one of her studies, she provides a comparative analysis of the childcare policies in five countries: the Philippines, United States, France, Canada, and Sweden. Among the five, Sweden has the most comprehensive benefits package for families, giving new parents up to 18 months of parental leave from the birth of a child, regardless of gender. This leave is customarily split between the parents thereby giving the father an equal opportunity to develop competence and confidence in childcare.

Salcedo hopes that even if the Philippines, in its current economic state, cannot approximate the childcare standards of Sweden, there is no reason to at least aspire for gender equality and improve on the country's childcare policies.

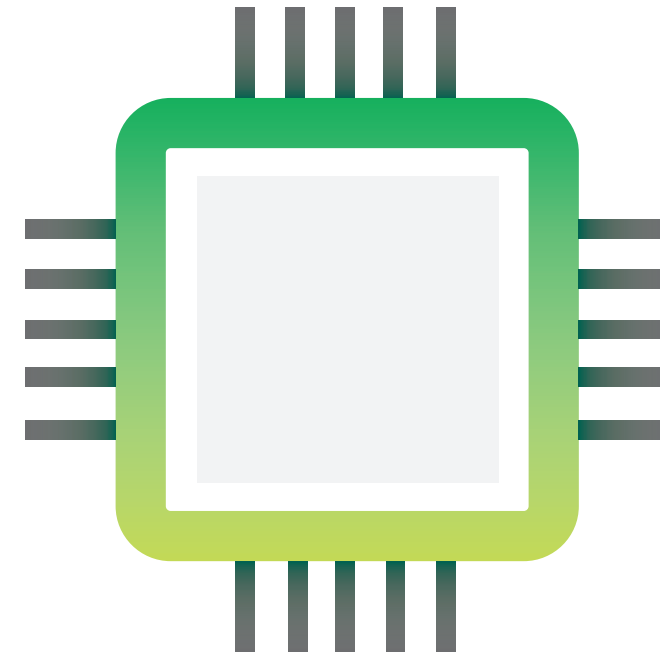
"I think the government can easily support both maternity leaves and paternity leaves. It's just a matter of re-computing how much premium we have to pay the SSS," she points out. "If we can boast right now that we can move the maternity leave benefit to 100 days, there's nothing that prevents us to do that for paternity leaves as well."

Atty. Emily Sanchez-Salcedo is a faculty member of the DLSU Commercial Law Department.

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WHAT POSSIBILITIES ARE
HOUSED IN THE ARCHITECTURE
OF MICROPROCESSORS?





Architectural innovation research projects from the DLSU Computer Technology Department offer support to a wide range of disciplines, from marketing and business development to biology and physics.

An assistant professor from the De La Salle University Computer Technology Department catalogued and surveyed different microprocessors in order to investigate how to maximize their application to various fields such as biology, physics, economics, or marketing, among many others.

PhD candidate and Assistant Professor Roger Luis Uy began his research project on the architecture of microprocessors in 2012. He notes that the general public has misconceptions about these tiny mechanisms. “They think it’s all marketing terms. People think that things like ‘dual core’ or ‘quad core’ automatically make these microprocessors good. They think the higher the number or the faster the processor, the better. But it isn’t at all like that. There are architectural innovations and strengths, aside from speed, in the processors that we have neglected.”

While Uy recognizes that speed is not the only important gauge of a microprocessor’s efficacy, his study has also led to understanding other functions that add to its usefulness and computing power. Some of these innovations are turbo boost, hyper-threading, and cache memory.

“The turbo boost function makes the processor work in a relaxed pace when speed isn’t a priority. But when speed is needed, it then performs that function or delivers that performance,” he explains.

He also points out that another function called hyper-threading is akin to having a single microprocessor act like two separate processors. “One process can be split into two threads. If we are to use fast food analogy, it can be likened to ordering food at a counter. But instead of waiting for your order in the same spot, the cashier would ask you to move to the side as you wait for what you bought. While you wait, the cashier can now process the order of the person after you. In one cash machine, there are two lanes.” The hyper-threading function of microprocessors can run demanding applications simultaneously while maintaining system responsiveness.

Another useful microprocessor feature is cache memory. “In fast food analogy, you’d notice that there’d be food warmers at the back of the cash registers. Cache memory is like the anticipation of common orders. If a certain type of burger is ‘fast moving,’ then there’d be a ready supply of it on the food warmers. The same principle can be applied to microprocessors. Commonly used data is processed or fetched ahead of time.”



He also shares that through his survey of microprocessors, he learned that devices such as a video card—also known as graphics processing unit (GPU)—though commonly used for graphics and games, can also work as a general purpose processing unit. “Some video cards are more powerful than the CPUs we are using, so now we’re working on something that attempts to combine the two.” This may form something more efficient, he adds.

Uy also posits that his study stems from the need to let more people know about these other microprocessor strengths, which could be the beginning of other possibilities. “We must keep in mind that hardware is useless if there’s no program that will take advantage of it. It’s like saying that a restaurant has this specific type of warmer, this equipment, but won’t make use of it. Now that we have this survey, we can encourage software developers to make use of these features. They wouldn’t fixate on speed. They’ll have more room to explore.”

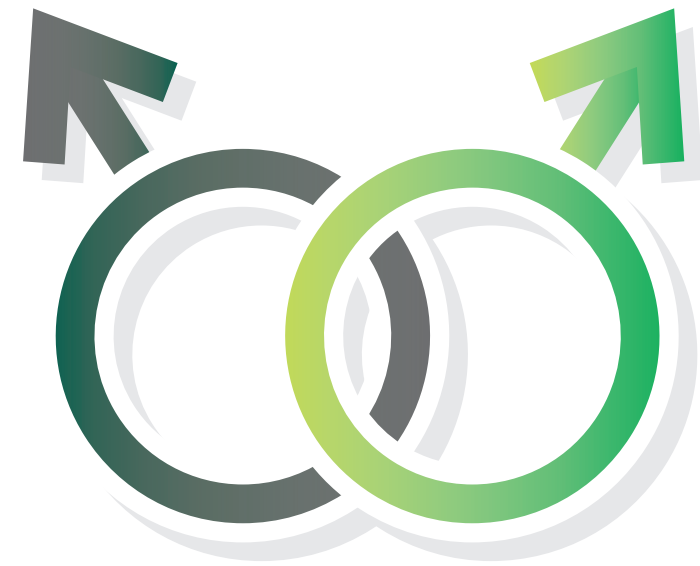
His hope is for people to realize that computer science projects can be used for collaboration. “A project remains dormant if there is no application,” he says. With microprocessor innovations, scientists, program developers and researchers from other fields can find more effective ways to manage their data, systems, and processes.



Uy

IS THERE A GAY NATION IN REVOLUTION?





A study from the Departamento ng Filipino of DLSU brings to light the presence of the gay community in the revolutionary movement.



In discussions about the Philippine revolution, most of the popular names and historical icons that come into focus are male members of the Katipunan. When the women's rights movement intensified in the 1970s, more radical women became recognized for their work in the political sphere.

But what about the role of the gay community over decades of political and revolutionary struggles in the country?

De La Salle University's associate professor of the Departamento ng Filipino, Dr. Rowell Madula, saw the lack of credit for this particular sector for their essential role in the Philippine revolution, and thus embarked on a study entitled "*Mga Kwentong Buhay ng mga Rebolusyunaryong Bakla ng Southern Mindanao.*" ("Life Stories of Gay Revolutionaries in Southern Mindanao")

The study seeks to create an avenue across a historical void, in the context of gay literature in the country. With practically no artifacts on this particular sector during the 1890s, he focuses his study on the contemporary radical struggle for civil rights.

In his research, he centers on three political groups: the Communist Party of the Philippines (CPP), the National Democratic Front of the Philippines (NDFP) and the New People's Army (NPA). His study is a collection of stories from their gay members as well as an exploration of the impact of their sexuality on their families, friends, co-workers, and fellow party members.

"If you read the collection of life stories that I have documented, there are parts that shed light on their individual upbringing, the families they belong to, as well as the initial recognition of their own sexual identities," Madula says.



He shares that aside from the discussions on the subjects' discoveries and experiences regarding their sexual orientation, the interviews also sought the reasons why they felt the need to join the revolutionary movement. He points out the two kinds of struggles they pursue: the parliamentary revolution and the armed revolution. The first, he explains, encourages members to join organizations, different advocacies, and legal discussions. The second, on the other hand, involves actively wielding arms and serving as members of the underground armed group.

"I chose the Southern Mindanao Region as the base of my study because of the particularly strong discourse surrounding sexual orientation there," he explains.

The region oversaw CPP's amendment of its own rule on same sex marriage in 1998, which eventually led to the first publicized same sex marriage between two gay members of the New People's Army in 2005.

These events piqued his interest and inspired him to conduct the study so that he could offer a different take on the issues

concerning the gay community vis-à-vis their fight for equality and civil rights. "It is particularly challenging to interview people about their sexuality, and it adds another layer of difficulty if that person is part of an underground organization." He notes the difficulty for a person to open up his or her sexuality with an ever present fear of rejection and persecution. "There's a difference between freeing one's self, and freeing one's country."



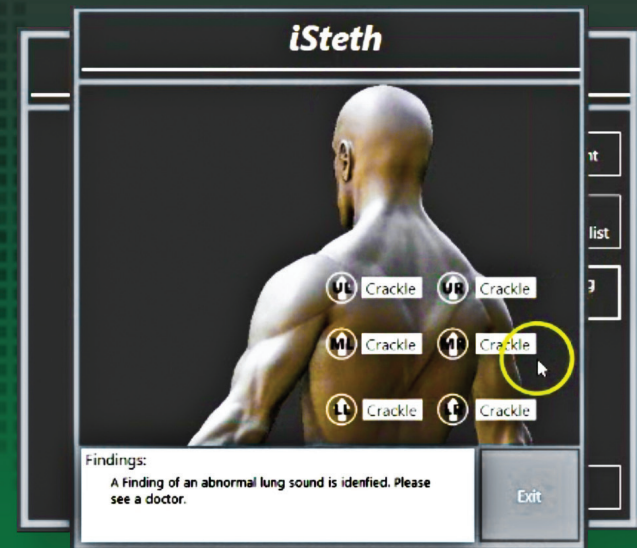
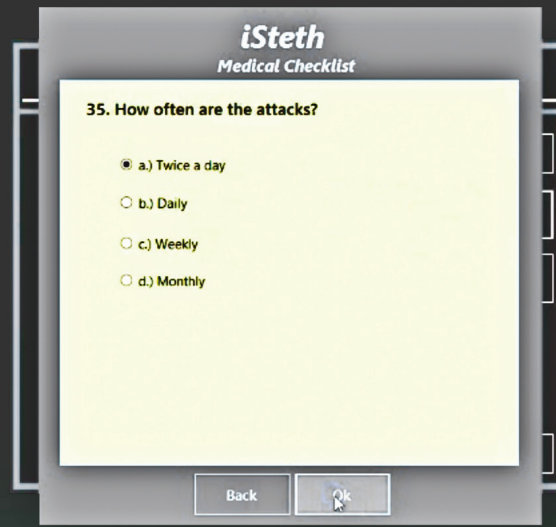
Madula



HOW CAN A STETHOSCOPE
HELP RURAL FOLK MONITOR
THEIR HEALTH?



An intelligent stethoscope being developed by a faculty member of the DLSU College of Computer Studies seeks to bring technology and medical services to rural areas across the country.



Cordel

According to the Department of Health (DOH), pulmonary and cardiac ailments are among the deadliest diseases among Filipinos. These diseases can be prevented through early detection of their symptoms. However, many people from poor communities, especially in far-flung areas in the provinces, often do not get any medical checkup until their health conditions have worsened, for they often cannot afford to pay for the doctor or to travel to health clinics.

This situation has prompted a faculty member from the College of Computer

Studies of De La Salle University to offer a technological solution that will address poor, rural patients' need to monitor early abnormalities, particularly in the condition of their lungs.

The project, called Intelligent Stethoscope or iSTETH, is being developed by Computer Technology Assistant Professor Macario Cordel II in collaboration with doctors from the Philippine General Hospital and the Lung Center of the Philippines. He explains that iSTETH is a tool which

can collect lung sounds. It processes the lungs sounds by removing the ambient noise, extracting the attributes, and then performing automatic detection of possible abnormal patterns. This tool can determine if a specific lung sound requires immediate medical attention.

“There is a tremendous lack of medical doctors in the Philippines,” he notes. “At the same time, barangay health workers and medical allied professionals are not properly trained to diagnose patients of a specific disease, using a standard medical device, such as a stethoscope.”



iSTETH thus offers a much-needed health services support for community members at the barangay level. It means the doctor need not visit a site more frequently, because the health workers and barangay officials themselves can collect the lung sounds from patients. The recorded lung sounds can then be processed for pattern recognition using the previously trained lung sound model.

For the project, he cites Dr. Thendrex Estrella and Dr. Adrian Rabe of PGH for providing him assistance in determining lung sound patterns and possible diseases which are derivatives of lung sound abnormalities. Meanwhile, doctors from the Lung Center of the Philippines helped in data collection and data labeling.

He shares that the current system using a standard stethoscope can perform 90-95% accuracy classification of normal lung sounds versus abnormal lung sounds. For identifying specific lung sound abnormality, i.e., crackles, wheezes, and ronchi, the maximum accuracy is 85%.

“Our CCS team thought of integrating the iSTETH system, particularly the noise reduction portion, with a larger project on telemedicine system,” he says. The next stage of the project is to improve on the tool’s noise removal capability. Upon suggestion of some doctors, he is also looking into the possibility of developing an alert system that warns a patient of the probability of a problem.

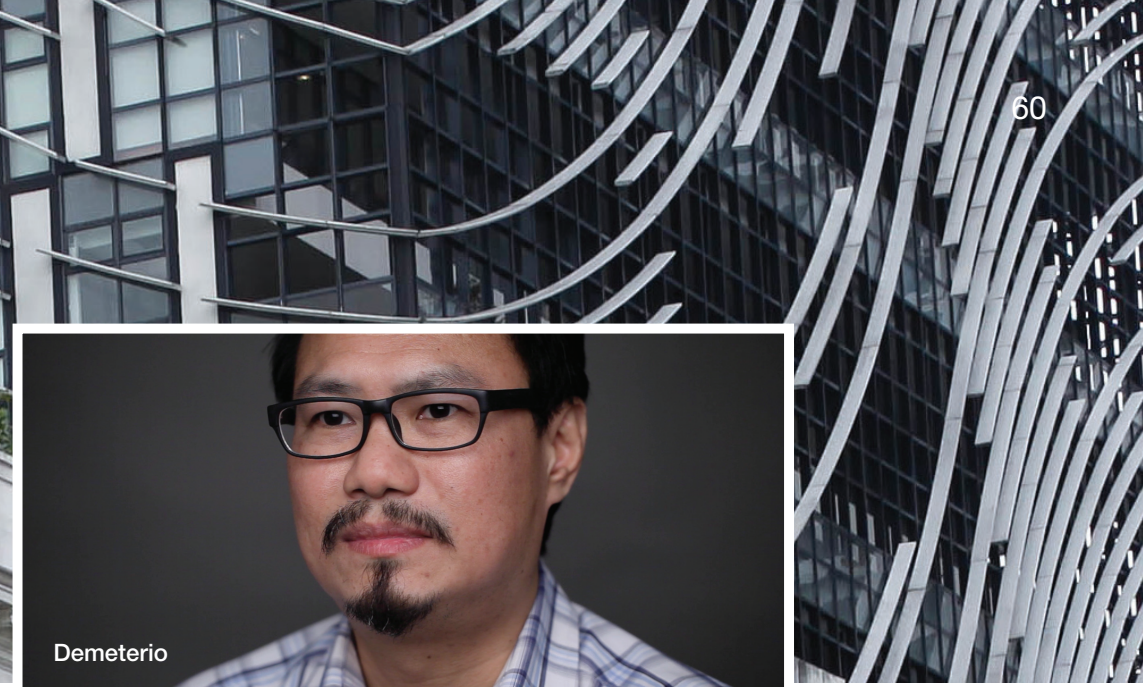
Cordel says, “This project requires the concerted efforts from many sectors of our society, including the academe. Once we develop it to its full potential, we can give a much needed medical assistance to our rural areas.”



WHO WILL CONTINUE
THE LEGACY OF FILIPINO
PHILOSOPHERS?



A professor from the Departamento ng Filipino of De La Salle University seeks to provide a springboard for students and professors of philosophy, especially the ones at DLSU, to continue and expand the works of five philosophers recognized as pioneers in the field of Filipino philosophy, and who happened to be from La Salle.



Demeterio

In his research project, *The Intellectual Heritage of the Pioneering Lasallian Filipino Philosophers*, Dr. Feorillo Petronillo Demeterio III, Full Professor from the Departmento ng Filipino and current director of the University Research Coordination Office, sought to provide a springboard where students and professors of philosophy—especially the ones at DLSU—can continue or expand the works of five philosophers recognized as pioneers in their field

and who happened to be from DLSU. Demeterio shares that DLSU's Philosophy Department has acquired the reputation of being eclectic in terms of systems of thought researched and taught by its faculty. However, he points out that the work of its faculty dating back to the 1970s also reflects a solid tradition of enrichment and development of Filipino philosophy led by five of its professors.

These luminaries are Dr. Emerita Quito, Br. Romualdo Abulad, Dr. Claro Ceniza, Dr. Florentino Timbreza, and Dr. Rolando Gripaldo. All of these five philosophy professors have worked as full-time faculty members at DLSU and have extensively published their philosophical musings and labors. Except for Abulad, who retired early from DLSU, all of them were conferred with the rank of full professor prior to their retirement.

In his book manuscript, Demeterio explores and assesses the contributions of these Filipino philosophers towards the enrichment and development of Filipino philosophy.

He notes that these thinkers have diverse ways of positioning themselves as Filipino philosophers. Quito's goal was to demolish the dominance of Thomism and Scholasticism in the country; Abulad subscribed to the multiplicity of philosophical systems

but also worked on to be the foremost Filipino expert of Kantian philosophy; Ceniza used linguistic philosophies and logical analysis on problems and concerns beyond the scope of other Filipino philosophers; Timbreza insisted on a formulaic methodology that he intended for production of definitive interpretations of Filipino values and ethics as well as descriptions of Filipino identity and world view; and Gripaldo worked on to prove that there is philosophy concealed in the writings of Filipino intellectuals who are

not necessarily specializing in philosophical discourses.

The study, which provides an in-depth and critical look at the works of these Filipino philosophers, is a first of its kind in the Philippines. Demeterio trusts that this project would jumpstart similar projects in other universities. He is currently directing a dissertation at the University of Santo Tomas that aims to undertake a similar project for that university's own luminaries in philosophy.



Claro Ceniza



Emerita Quito



Florentino Timbreza



Rolando Gripaldo



Romualdo Abulad

Dr. Feorillo Petronillo Demeterio III is full professor of the DLSU Departmento ng Filipino and current director of the University Research Coordination Office.

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WHAT ARE IN THE MARGINS OF LITERATURE?





DLSU Publishing House Executive Publisher
and Literature Associate Professor Dr. David Jonathan Bayot
undertakes a book series project that seeks to enrich
local intellectual discussions with renowned international
literary critics, as well as put the Philippines
on the world map of literary theory.



In the 34th National Book Awards, sponsored by the National Book Development Board and the Manila Critics Circle in December 2015 at the National Museum, a book series published by the De La Salle University Publishing House received a special citation.

A collection of interviews with seven internationally distinguished and influential literary critics, it consists of *Catherine Belsey in Conversation*, *Jonathan Dollimore in Conversation*, *Kenneth Goldsmith in Conversation*, *Derek Attridge in Conversation* (copublished with Sussex Academic Press), *Susan Stewart in Conversation*, *John Schad in Conversation*, and *Rachel Bowlby in Conversation*.

Conceptualized and edited by DLSU Publishing House Executive Publisher and Literature Associate Professor Dr. David Jonathan Bayot, the series was cited for putting the Philippines “on the world map of literary theory.”

Bayot says that with this project,

he seeks to bring the Philippines closer to the intellectual discussions transpiring in the literary and critical world today and, at the same time, build on De La Salle University’s reputation as a center of intellectual dissemination recognized by the international academic community.



The conversations cover a wide range of topics and issues that are of interest to literature students and academics alike, such as feminism, post structuralism, and psychoanalytic criticism. This particular initiative is a first of its kind locally and has garnered attention abroad, as DLSU has copublished with Sussex Academic Press.

The books’ conversational or dialogic format makes them accessible to people who do not have a wide background on literary theories. The series combines professional and personal insights in an attempt to shed light on the nature of literary criticism in the twenty-first

century and to expand the knowledge of theory for a new generation of Filipino theorists and critics.

“I want to ask, on behalf of the readers, specifically Filipino readers, questions to these leading minds in critical theory, in the hope that their responses could open up critical spaces for education in the latter term’s etymological sense of “leading out,” in the field of literary and cultural theory,” says Bayot.

Regarding the ticklish nature of this project in relation to “Philippine Studies,” he says: “The empiricism of some national colleagues could suggest that my editing

this series is a culpable act of indifference to my own community; that it ignores, marginalizes, or totally derails the crucial issue of national, ethnic, or socio-cultural formation. I would say, in response, that while this project revolves around a “Western” plot and is filled with non-Filipino characters, it is in a very significant sense a Philippine project (and that doesn’t diminish its rigor as a scholarly undertaking in critical theory at large.) The project foregrounds many critical issues that Philippine Studies cannot afford to ignore issues that, on an epistemic level, would allow a more dynamic and ‘trans-active’ dissemination of the Philippine nation.”

Dr. David Jonathan Bayot is associate professor of Literature and executive publisher of the De La Salle University Publishing House.

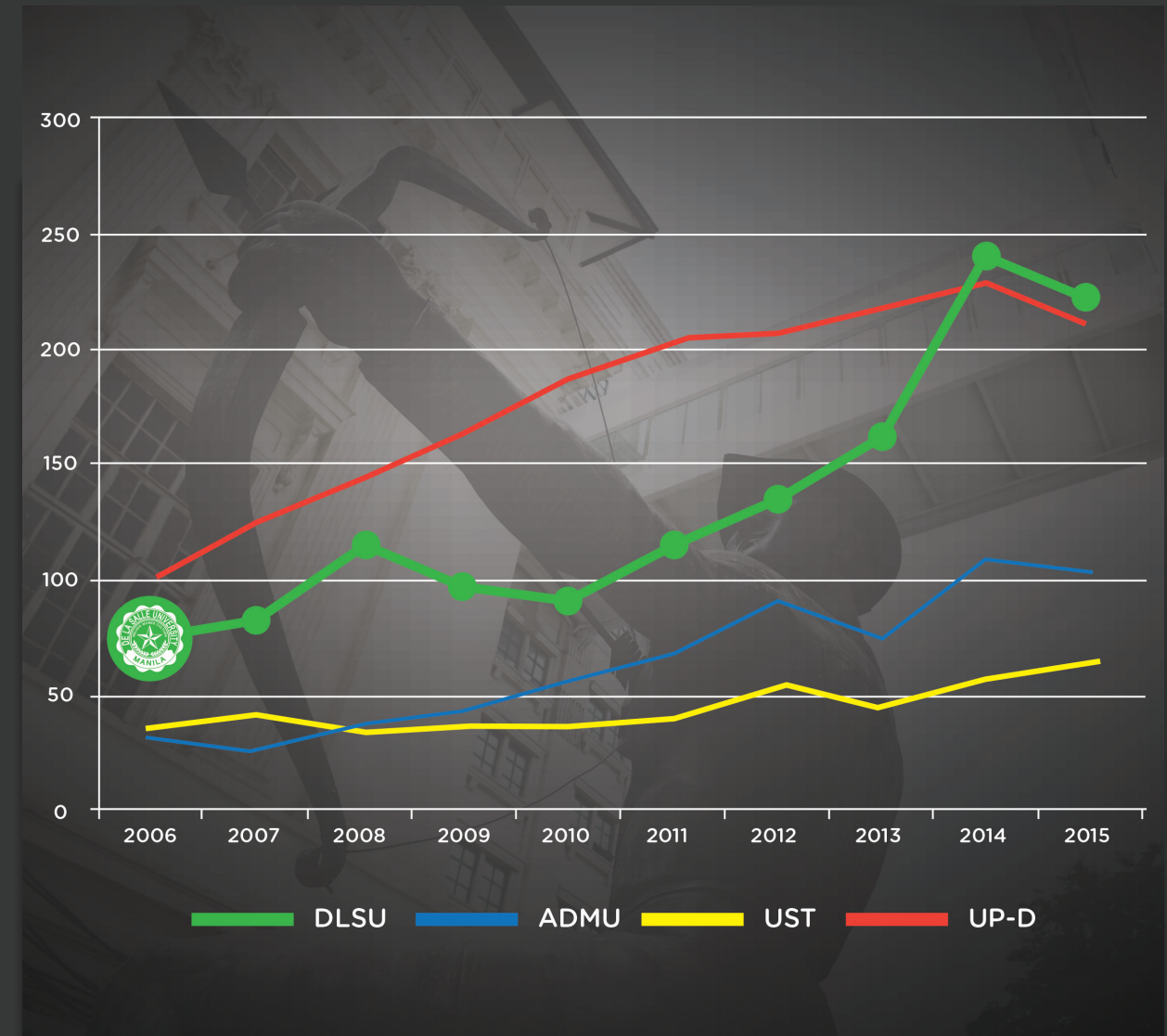
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