



COLLAB

breaking walls • bridging gaps

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Philippine Christian University

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Research is...

a humanistic and scientific problem – solving process driven by passion, curiosity and necessity for knowledge.

-J.G. Ang, PCU



a systematic inquiry that does not necessarily solve a problem but it provides you with information to solve it.

-M.C. Alcantara, DLSU



a scientific application or methodology for discovering new things and other phenomena.

-R. Alano, DLSU



applying scientific thinking to real-life problems in order to reach feasible solutions.

-C. Tadena, DLSU



Research is just like waking up each morning – it takes a little struggle at the beginning.

-K.S. Fernandez, DLSU

The University Research Agenda



“University Research as the harbinger of innovative learning platforms, novel discoveries and engaged social development through local, national and international linkages. collaboration and community partnerships.”

Philippine Christian University envisions a strong research agenda which aims to forge a closer bond between the academe and the stakeholders, specifically with that of the business and industry supported by education, culture and arts as well as science and information technology sectors toward sustainable development of the country. Juxtapose to this is the University’s vision and mission where research is an integral part of one’s academic life.

Research Roadmap

2020-2024

Revving Up Humanities and Scientific Research for Social and Sustainable Development





READS



RESEARCH GLOSSARY

Research Program

A research program is the “umbrella activity” that covers a range of interrelated or complimentary research projects to tackle a broad spectrum of issues. Interdisciplinary and multidisciplinary approaches are required for the fuller undertakings of scientific knowledge to meet the established goal of research within a specified time frame.

Research Project

A research project is an undertaking designed to tackle a single specific research problem or proposal, issue or phenomenon which is within the context of University Research Agenda. Examples are applied researches like action researches, developmental, experimental, quasi-experimental, exploratory commissioned researches; collaborative researches; and other similar research undertakings directed to production and development of useful materials, and projects like Herbarium, Culture collection, devices, systems and methods including project designs, prototypes, scientific processes and among others.

Research Development

A research development is by – product of research in support of instruction or community extension services. Instructional Material Development and Revision of Existing Instructional Materials like modules, textbooks, and the like are examples or research development vis-à-vis the transformation of research outputs to their commercial worth. Examples: Manual Development; Module Development, others.

The aforementioned types of research program, project and development should be within the scope of the University Research Agenda and in line with the faculty proponents’ expertise/s and interest/s to qualify for award of unit equivalency.

Meet Your New Director for Research and Publications



Dr. Jaime Gutierrez – Ang is a Filipino academician, media critic and performance artist whose 35 years of beautiful life paved the way for his everlasting journey of teaching minds, touching hearts and transforming lives. A known film critic, he is the President Emeritus and Chairman of Gawad TANGLAW, an honorary member of the Speech Communication Organization of the Philippines - Philippine Association of Teachers for Culture and Arts, Linguistics Society of the Philippines, National Council of Educational Innovators and other prestigious national and international organizations; Author of 25 textbooks/manuals in English literature, film and communication; A certified TESOL (Teaching English to Speakers of Other Languages) trainer, speech and personality development consultant and qualitative researcher; He earned his doctorate and masterate in mass communication and educational management from the Polytechnic University of the Philippines, a master of arts in applied linguistics (english) from the Philippine Normal University and Bachelor of Arts and Bachelor of Science from the Lyceum of the Philippines University in Intramuros.

Dr. Ang’s research interests include gender studies, film history, pedagogy, hermeneutics, Philippine cinema and world englishes. Some of his cited works are **Religion and Spirituality in Philippine Cinema, Annyeonghaseyo: The Rise of Hallyu Amid Industrial Revolution 4.0, An Officer and a Gentleman: A Historical Reading of the Film: “Goyo, Ang Batang Heneral.”, La Luna Sangre: Images of Women in Selected Genres in Philippine Cinema., Aswang: Images of Women in the Canon of Philippine Horror Cinema, Bayan o Sarili? Reading Historical Fiction in Philippine Cinema.**

Currently, he is a member of the **CHED NCR-RQAT for Humanities, Social Sciences and Communication.**

“Promoting and nurturing a culture of research requires involvement, at some stage or another, of all the school’s internal stakeholders.”

-Ma. Cynthia A. Alcantara, 2002
De La Salle-College of St. Benilde



Let’s Collab!



Ms. Paraluman R. Pajanustan is your “collab” for the Office for Research and Publications. Any inquiries and assistance you need, please contact her through farahreyes8@gmail.com or visit us at the ground floor, New Building of the University.