

**theINSTITUTE of Health and Wellness PHILIPPINES  
Foundation Inc**

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**From the Selected Works of Emmanuel Mario B Santos aka Marc Guerrero**

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1999

**MEDIA 101 CURRICULUM OUTLINE BY  
EMMANUEL MARIO B SANTOS AKA MARC  
GUERRERO MANILA, THE PHILIPPINES  
1999**

Emmanuel Mario B Santos aka Marc Guerrero



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**MEDIA 101 CURRICULUM OUTLINE**  
**BY EMMANUEL MARIO B SANTOS**  
**AKA MARC GUERRERO**  
**MANILA, THE PHILIPPINES 1999**

*This outline created and developed in the 1990s was first presented in 2000 to Filipino education advocate who studied in New York, Pilar Habito, founder and CEO of Cahbriba Alternative School in Los Banos, Laguna, The Philippines, a multiple intelligences pre-school, gradeschool and highschool, upon her invitation to the author to teach Media for children and youth. It was experimented on at Cahbriba for a year in 2001. It shall be carried on in the 'Med School' – world's first media school – that the author is founding in 2010.*

**I**

**The “Why’s and How-come’s” of teaching and learning Media 101**

- Getting to know the students, teachers, parents
- Meeting of the minds, and hearts, on media literacy and education program

**II**

**Brief History of Communication, Journalism, Media and the Internet**

- What Philippine universities say
- What American and European educational institutions say
- What Asian and Filipino media practitioners know

**III**

**Old Media and New Media: A Young Mind's Comparative Study of available media in The Philippines**

- Drawing out what the students think and feel about all the media around them

**IV**

***Pop Media Now and Next: Enjoying the Media for Better Understanding.***

Learning the basics of music, arts and design, books, newspapers, magazines, comics, radio, telephone, television, film, computers, videogames, animation, the world wide web, mobile phones, digital media and other new-media of telecommunication

- Exploring, managing and optimizing popular media to the advantage of your family, neighborhood, schools and community

**V**

**Trip to the Media: Engaging the Professionals (*Mainstream, specialized and independents* )**

- Regular visits to press and other media offices

FIRST OF TWO PAGES

VI

***Creating your Own Popmedia.*** Basic How-to's on publishing a newsletter, designing and developing a website, and producing a small radio or TV program and live stage presentations

-Actual workshops by teams

VII

**“My Popmedia” Post-mortem**

-Review of students' output by teachers, parents and community leaders

-Critiquing the student media works by the professionals

VIII

**Media Presentation**

-Live presentation of student works

IX

**Community outreach**

-Sharing and exchanging media ideas with community children and youth.

FULL CURRICULUM PROGRAM AVAILABLE UPON FORMAL REQUEST TO THE AUTHOR. Email: [embsantos@aol.com](mailto:embsantos@aol.com).

Emmanuel Mario B Santos also known as Marc Guerrero, of Manila, The Philippines, is a writer & journalist; editor & translator; lecturer, author & critic; historian & futurist; and an entrepreneur for many years. He is CEO of Marc Guerrero Communications Inc. He publishes and produces a lifetime body of media works that make use of his studies, experience and expertise in management, governance and servant leadership more appropriately, for the common good.

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