



Volume 30, issue 1

First Semester, 2007—2008

FR. JOSEPH BAUMGARTNER CENTRAL LIBRARY INAUGURATED

On September 8, 2007, the renovated main library, now renamed Fr. Joseph Baumgartner Central Library, was opened to the USC community in a blessing ceremony said by the University Chaplain, Fr. Samuel D. Clarin, SVD with Fr. Ruel S. Gado, SVD, and Fr. Jerome Cayetano, SVD, assisting.

The inaugural coincided with the 127th founding of the congregation of the Societas Verbo Divini.

Fr. Baumgartner was born on March 13, 1913 in the small village of Rammersweier, Germany. He, with the baritone voice and thinly-chiseled nose, did so many things in so little time. He came to the University of San Carlos in August 1949, assigned to the library. Prior to his assignment in Cebu, *Fr. Baum*, as he is fondly called, was at the Fu Jen University in Beijing until all foreign missionaries were expelled by the Communists in 1951. With his untiring energy and enthusiasm, he transformed the library from a cubbyhole into one of the most valuable assets of the University. Although not a librarian by training, he built an excellent collection of books in all fields of knowledge which earned for the University Library recognition as one of the best libraries in the country.

Fr. Joseph Baumgartner also served as editor of *The Philippine Quar*



Engr. Alcorido cuts the ribbon as Dr. Dakay and Fr. Miranda, SVD, look on.

terly of Culture and Society and San Carlos Publications.

Now 94 years old, Fr. Baumgartner is at the Missionshaus Sankt Wendel in Germany in retirement.

The inauguration was witnessed by Engr. Jesus N. Alcorido, Chair of the USC Board of Trustees and members of the USC Board of Trustees: Fr. Dionisio Miranda, SVD, Fr. Heinz Kulueke, SVD, and Dr. Pericles P. Dakay, as well as Fr. Roderick C. Salazar Jr., SVD, University President, and his Cabinet and Dr. Marilou P. Tadlip, Director of Libraries. In attendance, too, were the SVD priests who came for their anniversary activities, faculty members, administrative employees, General Services personnel, students, librarians from nearby schools, and members of the book trade industry.

Inside this issue:

New Acquisitions	2
Book Blurb	6
Filipiniana	7
Periodical Propaganda	8
Online Databases	8
A-V Center Tips	9
Library News	10



Fr. Joseph Baumgartner, SVD



The Humanities and Social Sciences Section

NEW ACQUISITIONS

ACCOUNTING

Atrill, P. & McLaney, E. (2006). Accounting and finance for non-specialists. (5th ed.). Harlow, England: Prentice Hall.

Jones, M. (2006). Accounting. (2nd ed.). Chichester: J. Wiley & Sons.

Salek, J. G. (2005). Accounts receivable management best practices. Hoboken, N.J.: J. Wiley & Sons.

Schroeder, R. G., Clark, M. W., & Cathey, J. M. (2005). Financial accounting theory and analysis: text readings and cases. (8th ed.). Hoboken, N.J.: J. Wiley & Sons.

ARCHITECTURE

Moss, K. J. (2006). Energy management in buildings. (2nd ed.). London: Taylor & Francis.

Odgers, J., Samuel, F., & Sharr, A. (Eds.). (2006). Primitive: original matters in architecture. London: Routledge.

Place, W. (2007). Architectural structures. Hoboken, N.J.: J. Wiley & Sons.

Vischer, J. C. (2005). Space meets status: designing workplace performance. London: Routledge.

ASTRONOMY

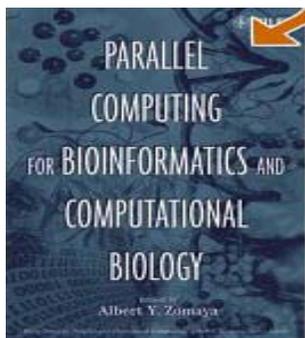
Pasachoff, J. M., & Filippenko, A. (2007). The cosmos: astronomy in the new millennium. (3rd ed.). Belmont, Calif.: Thomson Higher Education.

Shaw, A. M. (2006). Astrochemistry: from astronomy to astrobiology. Chichester: J. Wiley & Sons.

BIOINFORMATICS

Keedwell, E., & Narayanan, A. (2005). Intelligent bioinformatics: the application of artificial intelligence techniques to bioinformatics problems. Chichester: J. Wiley & Sons.

Zomaya, A. Y. (Ed.). (2006). Parallel computing for bioinformatics and computational biology: models, enabling technologies and case studies. Hoboken, N.J.: J. Wiley & Sons.



BOTANY

Rost, T. L., Barbour, M. G., Stocking, C. R., & Murphy, T. M. (2006). Plant biology. (2nd ed.). Belmont, Calif.: Thomson Higher Education.

Schmidt, D., Allison, M. M., Clark, K. A., Jacobs, P. F. & Porta, M. A. (2006). Guide to reference and information sources in plant biology. (3rd ed.). Westport, Conn.: Libraries Unlimited.

BUSINESS

Bobierski, D. (2007). Valuing fixed income futures. New York: McGraw-Hill.

Jennings, M. M. (2006). Business ethics. (5th ed.). Mason, Ohio: Thomson Higher Education.

Olve, N., Petri, C., Roy, J., & Roy, S. (2003). Making scorecards actionable: balancing strategy and control. Chichester: J. Wiley & Sons.

CHEMISTRY

Bliesner, D. M. (2005). Validating chromatographic methods: a practical guide. Hoboken, N.J.: J. Wiley & Sons.

Conklin, A. R. (2005). Introduction to

soil chemistry: Analysis and instrumentation. Hoboken, N.J.: J. Wiley & Sons.

Lagowski, J. J., & Sorum, C. H. (2005). An introduction to semimicro qualitative analysis. (8th ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.

Werner, F., Dammann, M., & Donnevert, G. (2007). Quality assurance in analytical chemistry: applications in environmental, food and materials analysis, biotechnology, and medical engineering. Weinheim: Wiley-VCH.

Xiao-Tian, L., Wei-Shuo, F. (Eds.). (2006). Medicinal chemistry of bioactive natural products. Hoboken, N.J.: J. Wiley & Sons.

COMPUTER ENGINEERING

CA with Geier, E & Geier, J. (2007). Simple computer security: disinfect your PC. Indianapolis: Wiley Publishing.

Dumas, M., Aalst, W., & Hofstede, A. H. M. (Eds.). (2005). Process-aware information systems: bridging people and software through process technology. Hoboken, N.J.: J. Wiley & Sons.

Ibrahim, D. (2006). Microcontroller based applied digital control. Chichester: J. Wiley & Sons.

Murdoch, K. I. (2005). 3ds max® 7 bible. Hoboken, N.J.: Wiley Publishing.

CORPORATE GOVERNANCE

Ali, P., & Gregoriou, G. N. (Eds.). (2006). International corporate governance after Sarbanes-Oxley. Hoboken, N.J.: J. Wiley & Sons.

Wallace, P., Zinkin, J. (2005). Corporate governance: mastering business in Asia. Singapore: J. Wiley & Sons (Asia).

ECONOMICS

Cameron, S. (2005). Econometrics. Lon-

NEW ACQUISITIONS

don: McGraw-Hill.

Greenlaw, S. A. (2006). Doing economics: a guide to understanding and carrying out economic research. Boston: Houghton Mifflin.

Laurent, J. (Ed.). (2005). Henry George's Legacy in economic thought. Cheltenham, U.K.: Edward Elgar.

Stewart, K. G. (Ed.). (2005). Introduction to applied econometrics. Belmont, Calif.: Brooks/Cole Thomson Learning.

ENVIRONMENT

Barrow, C. J. (2006). Environmental management for sustainable development. (2nd ed.). London: Routledge.

Cunningham, W. P., Cunningham, M., & Saigo, B. W. (2005). Environmental science: a global concern. Boston: McGraw-Hill.

Down, R. D., & Lehr, J. H. (2005). Environmental instrumentation and analysis handbook. Hoboken, N.J.: J. Wiley & Sons.

Jensen, J. R. (2007). Remote sensing of the environment: an earth resource perspective. (2nd ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.

Jordening, H. J., & Winter, J. (2005). Environmental biotechnology: concepts and applications. Weinheim: Wiley-VCH.

Pepper, I. L., Gerba, C. P., Brusseau, M. L. (Eds.). (2006). Environmental and pollution science. (2nd ed.). Burlington, Ma.: Elsevier.

FINE ARTS

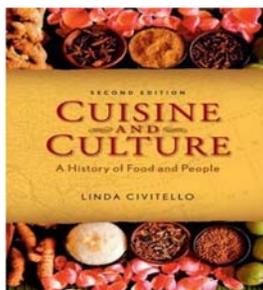
Barber, B. (2006). The complete fundamentals of drawing. London: Arturus.

Colussy, M. K. (2007). Rendering fashion fabric & prints with Adobe® Illustrator®. Upper Saddle River, N.J.: Pearson Prentice-Hall.

Jones, S. J. (2005). Fashion design. London: Laurence King Publishing.

Kassel, P. (2007). Acting: an introduction to the art and craft of playing. Boston: Pearson Education.

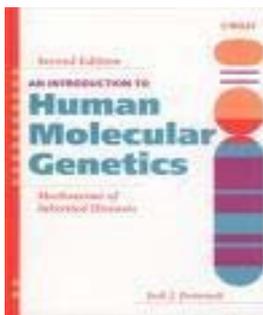
FOOD



Brown, A. (2008). Understanding food: principles and preparation. (3rd ed.). Belmont, Calif.: Thomson Higher Education.

Civitello, L. (2008). Cuisine and culture: a history of food and people. (2nd ed.). Hoboken, N.J.: J. Wiley & Sons.

Gregoire, M. B., & Spears, M. C. (2007). Foodservice organizations: a managerial and systems approach (6th ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.



GENETICS

Pasternak, J. J. (2005). An introduction to human molecular genetics: mechanisms of inherited diseases. (2nd ed.). Hoboken, N.J.: J. Wiley & Sons.

GLOBALIZATION

Applebaum, R. P., Robinson, W. I. (Eds.) (2005). Critical globalization studies. New York: Routledge.

Negotiating globalization in Asia. (2006). Quezon City: Ateneo Center for Asian Studies (ACAS).

Sernau, S. (2006). Global problems: the search for equity, peace, and sustainability. Boston: Pearson Education

INFORMATION SYSTEMS

Fortune, J., & Peters, G. (2005). Information systems: achieving success by avoiding failure. Chichester: J. Wiley & Sons.

Rainer, R. K., Turban, E., & Potter, R. E. (2007). Introduction to information systems: supporting and transforming business. Hoboken, N.J.: J. Wiley & Sons.

Stair, R. M., & Reynolds, G. W. (2006). Fundamentals of information systems. (3rd ed.). Boston: Thomson Course Learning.

LAW

Foster, S. (2007). How to write better law essays: tools and techniques for success in exams and assignments. Harlow, England: Pearson Longman.

McKay, W. R., & Charlton, H. (2005). Legal English: how to understand and master the language of law. Harlow, England: Pearson Longman.

LIBRARY SCIENCE

Donham, J. (2005). Enhancing teaching and learning: a leadership guide for school library media specialists. (2nd ed.). New York: Neal-Schuman Publishers.

Hoffman, G. M. (2005). Copyright in cyberspace 2: questions and answers for librarians. New York: Neal-Schuman Publishers.

NEW ACQUISITIONS

Kapitzke, C., & Bruce, B. C., (Eds.). (2006). Libr@ries: changing information space and practice. Mahwah, N.J.: L. Erlbaum Associates.

McLeod, J., & Hare, C. (2005). Managing electronic records. London: Facet Publishing.

MANAGEMENT

Allen, S. (2003). Financial risk management: a practitioner's guide to managing market and credit risk. Hoboken, N.J.: J. Wiley & Sons.

Bell, S. (2006). Lean enterprise systems: using IT for continuous improvement. Hoboken, N.J.: J. Wiley & Sons.

Graetz, F., Rimmer, M., Lawrence, A., & Smith, A. (2006). Managing organizational change. (2nd Australasian ed.). Milton, Qld.: J. Wiley & Sons Australia.

Lindell, M. K., Prater, C. S., & Perry, R. W. (2007). Introduction to emergency management. Hoboken, N.J.: J. Wiley & Sons.

Thamhain, H. J. (2005). Management of technology: managing effectively in technology-intensive organizations. Hoboken, N.J.: J. Wiley & Sons.

Vine, S. (2006). Options: trading strategy and risk management. Hoboken, N.J.: J. Wiley & Sons.

MARKETING

Hanson, W. A., & Kalyanam, K. (2007). Internet marketing and e-commerce. Mason, Ohio: Thomson Higher Education.

Malhotra, N. K., Peterson, M. (2006). Basic marketing research: a decision-making approach. (2nd ed.). Upper Saddle River, N.J.: Pearson Education International.

Mauldin, J. (2004). Bull's eye investing: targeting real returns in a smoke

and mirrors market. Hoboken, N.J.: J. Wiley & Sons.

MATHEMATICS

Parks, H., Musser, G., Trimpe, L., Maurer, V., & Maurer, R. (2007). A mathematical view of our world. Belmont, Calif.: Thomson Higher Education.

Tan, S. T. (2007). Applied mathematics for the managerial, life, and social sciences. (4th ed.). Belmont, Calif.: Thomson Higher Education.

Zill, D. G. (2005). A first course in differential equations with modeling applications. (8th ed.). Belmont, Calif.: Brooks/Cole—Thomson Learning.

NURSING

Burns, N., Grove, S. K. (2007). Understanding nursing research: building an evidence-based practice. (4th ed.). St. Louis, Mo.: Saunders Elsevier.

Cowen, P. S., & Moorehead, S. (2006). Current issues in nursing. (7th ed.). St. Louis: Mosby Elsevier.

Ignatavicius, D.D., Workman, M. L. (2006). Medical-surgical nursing: critical thinking for collaborative care. (5th ed.). St. Louis, Mo.: Saunders Elsevier.

Murray, S. S., McKinney, E. S. (2006). Foundations of maternal-newborn nursing. (4th ed.). St. Louis, Mo.: Saunders Elsevier.

PHARMACY

Coleman, M. D. (2005). Human drug metabolism: an introduction. Chichester: J. Wiley & Sons.

Greenstein, B., Greenstein, A. (2007). Concise clinical pharmacology. London: Pharmaceutical Press.

Springhouse nurse's drug guide 2007. (2007). (8th ed.). Philadelphia: Lippincott Williams & Wilkins.

Stahl, S. M. (2006). Antidepressants: the prescriber's guide. Cambridge: Cambridge University Press.

PHILOSOPHY

Cicero. (2006). On academic skepticism. (C. Brittain, trans.). Indianapolis: Hackett Publishing.

Hoy, R. L. & Oaklander, L. N. (2005). Metaphysics: classic and contemporary readings. (2nd ed.). Belmont, Calif.: Thomson Wadsworth.

Koller, J.M. (2007). Asian philosophies. (5th ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.

Marenbon, J. (2007). Medieval philosophy: an historical and philosophical introduction. London: Routledge.

PHYSICS

Berg, R. E., & Stork, D. G. (2005). The physics of sound. (3rd ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.

Giordano, N.J., & Nakanishi, H. (2006). Computational physics. Upper Saddle River, N.J.: Pearson Prentice Hall.

Pain, H. J. (2005). The physics of vibrations and waves. (6th ed.). Chichester: J. Wiley & Sons.

Vogel, W. and Welsch, D. (2006). Quantum optics. (3rd rev. and extended ed.). Weinheim: Wiley-VCH.

Wurfel, P. (2005). Physics of solar cells: from principles to new concepts. Weinheim: Wiley-VCH.

POLITICAL SCIENCE

Hess, R. D., & Torney, J. V. (2006). The development of political attitudes in children. (Introd. Jaan Valsiner). New Brunswick: Aldine Transaction.

Rourke, J. T., Boyer, M. A. (2006). International politics on the world



NEW ACQUISITIONS

stage. (brief 6th ed.). Boston: McGraw-Hill.

Rourke, J. T. (Ed.). (2007). Taking sides: clashing views in world politics. (12th ed.). Dubuque, Iowa: McGraw-Hill.

PSYCHOLOGY

Davies, D., & Bhugra, D. (2004). Models of psychopathology. Berkshire: Open University Press.

Getzfeld, A. R. (2006). Essentials of abnormal psychology. Hoboken, N.J.: J. Wiley & Sons.

Goldstein, L. H., & McNeil, J. E. (Eds.). (2004). Clinical neuropsychology: a practical guide to assessment and management for clinicians. Chichester: J. Wiley & Sons.

Nichols, M. P., & Schwartz, R. C. (2007). The essentials of family therapy. (3rd ed.). Boston: Pearson.

Pope, K. S., & Vasquez, M. J. T. (2007). Ethics in psychotherapy and counseling: a practical guide. (3rd ed.). San Francisco: Jossey-Bass.

PUBLIC SPEAKING

Lucas, S. E. (2007). The art of public speaking. (9th ed.). Boston: McGraw-Hill.

Verderber, R. F., Verderber, K. s. (2006). The challenge of effective speaking. (13th ed.) Belmont, Calif.: Thomson Higher Education.

RELIGION

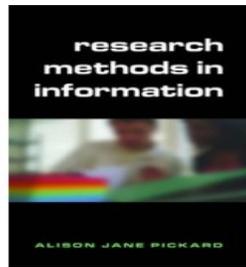
Jones, L. (Ed.). (2005). The encyclopedia of religion. (2nd ed.). Detroit: McMillan Reference.

Kinnard, J. N. (2006). The emergence of Buddhism. Westport, Conn.: Greenwood Press.

RESEARCH

Holliday, A. (2007). Doing and writing qualitative research. (2nd ed.). London: Sage Publications.

Pickard, A. J. (2007). Research methods in information. London: Facet Publishing.



Moore, N. (2006). How to do research: a practical guide to designing and managing research projects. (3rd rev. ed.). London: Facet Publishing.

STATISTICS

Daniel, W. W. (2005). Biostatistics: a foundation for analysis in the health sciences. (8th ed.). Hoboken, N. J.: J. Wiley & sons.

Mann, P. S. (2005). Introductory statistics: using technology. (5th ed.). Hoboken, N.J.: J. Wiley & Sons.

Mickey, R. M., Dunn, O. J., & Clark, V. A. (2004). Applied statistics: analysis of variance and regression. (3rd ed.). Hoboken, N.J.: J. Wiley & Sons.

Scheaffer, R. L., Mendenhall, W., & Ott, R. L. (2006). Elementary survey sampling. (6th ed.). Belmont, Calif.: Thomson Higher Education.

TEACHING

Killen, R. (2005). Programming and assessment for quality teaching and learning. Southbank, Victoria: Thomson.

Pitton, D. E. (2007). Mentoring novice teachers. 2nd ed. Thousand Oaks, Calif.: Corwin Press.

Pugach, M. C. (2006). Because teaching matters. Hoboken, N.J.: J. Wiley & Sons.

Shulman, J. J., & Sato, M. (Eds.). (2006). Mentoring teachers toward excellence: supporting and developing highly qualified teachers. San Francisco: Jossey-Bass.

Stone, R., & Cuper, P. (2006). Best practices for teacher leadership. Thousand Oaks, Calif.: Corwin Press.

TOURISM

Laws, E., Prideaux, B. & Chon, K. (Eds.). (2007). Crisis management in tourism. Oxon, U.K.: CABI

Patterson, I. (2006). Growing older: tourism and leisure behaviour of older adults. Oxfordshire: CABI.

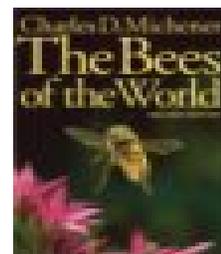
Smith, M., & Duffy, R. (2003). The ethics of tourism and development. London: Routledge.

WATER

Arceivala, S. J., & Asolekar, S. R. (2007). Wastewater treatment for pollution control and reuse. New Delhi: Tata McGraw-Hill.

Cech, T. V. (2005). Principles of water resources: history, development, management and policy. (2nd ed.). Hoboken, N.J.: J. Wiley & Sons.

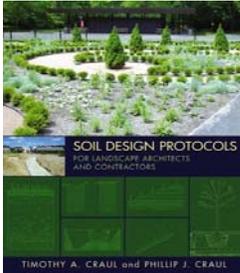
Cruise, J.F., Sherif, M.M., Singh, V. P. (2007). Elementary hydraulics. Toronto: Nelson.



ZOOLOGY

Michener, C. D. (2007). The bees of the world. (2nd ed.). Baltimore: The Johns Hopkins University Press.

BOOK BLURB



Craul, T. A. & Craul, P. J. (2006). Soil design protocols: for landscape architects and contractors. Hoboken, N.J.: John Wiley & Sons.

Natural soils are very fragile, and changing the use or design of a landscape increases the number of environmental variables that contend with the planting soil. Not all projects require a soil consultant, but the success and longevity of a landscape project require that landscape architects and contractors be capable of developing and installing suitable planting soils.

With the authors' wealth of experience in soils, forestry, micrometeorology, geomorphology, and agronomy, *Soil Design Protocols for Landscape Architects and Contractors* presents:

- succinct introduction to the physical and chemical properties of planting soils
- how a project evolves from site investigation to construction administration
- organized procedures in the standard landscape architect stages of a project
- step-by-step templates to use from a project's inception to completion
- latest material on such specialized design elements as rooftops, intensely design elements, and treatment wetlands, as well as previous poured concrete, previous pavers, and the supporting soil.

Crystal, D. (2001). Language and the Internet. Cambridge: Press Syndi-

cate of the University of Cambridge.

This is the first book by a language expert on the linguistic aspects of the Internet. David Crystal investigates the nature of the impact which the Internet is making on language. There is already a widespread popular mythology that the Internet is going to be bad for the future of language — that *technospeak* will rule, standards will be lost, and creativity diminished as globalization imposes sameness.

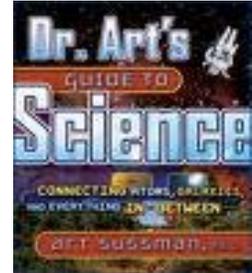
The argument of this book is the reverse: that Internet is enabling a dramatic expansion to take place in the range and variety of language, and is providing unprecedented opportunities for personal creativity. At the same time, in order to grow and be maintained as a linguistic medium, the Internet must evolve its own principles and standards.



Kilkeny, S. (2006). The complete guide to successful event planning. Ocala, Fla.: Atlantic Publishing Group.

This is a must have resource for everyone planning an event of any kind. *The Complete Guide to Successful Event Planning* equips the reader with, new and established ideas and practices, abundant information, and creative and proven problem-solving techniques.

The book is useful when planning grand openings, seminars, receptions, weddings, corporate events, fundraisers, musicals and plays, dances, retirement parties, conferences and conventions, reunions of all kinds, retreats, premieres, festivals, carnival, or sporting events and more.



Sussman, A. (2006). Dr. Art's guide to science: connecting atoms, galaxies, and everything in between. San Francisco: Jossey-Bass.

What gave birth to the galaxies? Why is matter hard? What is a force field? Why we do need to eat proteins? And how do we know what killed the dinosaurs?

With *Dr. Art's Guide to Science* you can learn the answers and have fun. Take an engrossing and joyful journey to explore the awesome ideas of science. As you travel through atoms, energy, forces, and the universe, the vastness of space, the depths of time, and how ancient explosions in our galaxy generated stardust that infuses our planet - and even our bodies - to this day, you will learn why there is no such thing as empty space, how energy and matter are related, and the meaning of Einstein's famous equation!

Yong-Cheng, N. (2005). Structural identification of organic compounds with spectroscopic techniques. Weinheim: Wiley-VCH.

Clearly structured, easy to read and optimal to understand, this extensive compendium fills the gap between books devoted to either spectra interpretation or basic physical principles. The book presents up-to-date developments in NMR, MS, IR and Raman spectroscopy such as pulsed-field gradient technique, LC-NMR, and DOSY.

The author also incorporates his original ideas, including a comparison of the common points in different spectroscopic techniques.

FILIPINIANA

Cayron, J. G. (2006). Stringing the past: an archaeological understanding of early Southeast Asian glass bead trade. Diliman, Quezon City: The University of the Philippines Press.

This book is a significant contribution to our knowledge of glass beads—how they were made, used, and traded in early Southeast Asia.

The source of the thousands of imported Indo-Pacific type glass beads recovered from the Pandanan shipwreck (mid-15th century) in Palawan, Philippines, has not been determined. This research initially tested the assumption that the Pandanan beads were made in Sungai Mas in Kedah, Malaysia.

Cook, P., & Mendoza, M. F. V. (Eds.). (2006). Regulation, privatization and public sector reform. Quezon City: UP National College of Public Administration and Governance.

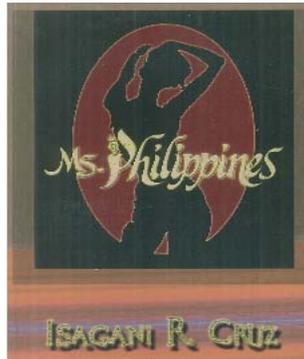
The book is one of the major outputs of a 6-year Higher Education Link (HEL) Programme between the UP and the University of Manchester Institute for Development Policy and Management (UM-IDPM). This is a scholarly contribution to the very important debate on public policy and public administration reforms.

Cruz, I. R. (2006). Ms. Philippines. Maynila: De La Salle University Press.

Unang tinanghal ng UP Concert Chorus noong huling bahagi ng dekada '70, ang Ms. Philippines ay isang nakaaaliw na sarswela ng sumasalamin sa buhay at gawi ng mga Filipino, particular na rito ang likas na pagkamasiyahin at hilig sa mga timpalak-kagandahan.

Kaalinsabay nito analisahin kung paano tinalakay ni Isagani R. Cruz, kilalang kritiko at manunulat, sa kan-

yang dula ang imahen ng babaeng Filipina sa gitna ng mga isyu ng kahirapan, korupsiyon, moralidad, pansariling identidad at gender discrimination sa ating lipunan.



Daluyan: a historical dictionary of the streets of Manila. (2006). Manila: The National Historical Institute.

The foreword says that “The National Historical Institute is pleased to put in book form data on Manila’s street names that have been on many notecards for some years already.”

Basically it is a slim compilation of brief historical information on various streets found in old and new Manila arranged alphabetically—a data bank utilized to evaluate requests for the changing of street names in the capital.

The Institute wishes to inform citizens of street names that have been sanctified by usage and yet discarded, never realizing that these old names reaffirmed and enhanced our culture.

Mendoza, S. L. ((2006). Between the homeland and the diaspora: The politics of theorizing Filipino and Filipino American identities. Manila: UST Publishing House.

Oscar V. Campomanes, literary scholar and critic calls the book the

realization of “the heretofore-inconceivable: the astonishing articulation, in the best sense of cultural studies theory, of ‘the text of Filipino indigenization’ with ‘the text of Western deconstructivist/poststructuralist criticism.”

Roces, A. (2006). Adios, patria adorada: The Filipino as ilustrado, the ilustrado as Filipino. Manila: De La Salle University Press.

Roces opens his book with the statement that the subject of his narrative is the 19th century, the era of the *ilustrados*—the inventors of the Filipino national identity.

He proceeds to re-examine the intelligent and well educated persons — *ilustrados* — and the ideas that propelled them towards the invention of a national identity in the 19th century while avoiding the imposition of a 20th century proletarian ideology and a rigid class-struggle interpretation. He focuses on the conflict within the *principalia* class.

Tadiar, N.X. M. (2004). Fantasy-production: sexual economies and other Philippine consequences for the new world order. Quezon City: Ateneo de Manila University Press.

Taking an innovative, postcolonial, feminist perspective on transformations in the Philippine nation in the context of globalization, *Fantasy-Production* provides a theoretical framework for understanding the nationalist and postcolonial capitalist logics shaping the actions of the Philippines as a nation-state.

Tadiar examines mass migration overseas of domestic workers, the “prostitution economy,” urban restructuring, the popular revolt toppling the Marcos dictatorship as well as various works of art, poetry, historiography and film.

PERIODICAL PROPAGANDA

The Serials Library is pleased to announce the following new titles of periodicals:

Archikonst; Philippine architecture construction and real estate. This is a quarterly publication of Broadwall Media Corporation. It includes articles in new dimensions of international designs, buildings and business. The latest issue received — v.9, #4 (2006) — is available at Architecture and Fine Arts Library.

Architect is published 14 x a year by Hanley Wood, LLC. The latest issue, May 2007, features the profiles in power and the most influential people in architecture. Architect is available at Architecture & Fine Arts Library.

Art Forum International is a monthly publication of Artform International Magazine. Its latest features are sound tracks, art of Allure and Calzadilla and the sculpture of Henri Matisse. The May 2007 issue is at Architecture and Fine Arts Library.

Dwell is a publication where innovative home design, latest trends in modern furniture ideas and advice on interior

design can be found. Issue v.7,#3, 2007 is displayed at Architecture and Fine Arts Library.

FuturArch is a quarterly publication of BCI Asia Construction Information Pte Ltd.. Although it sees itself as a source of information on what is new and innovative and progressive in architectural design and practice, its focus is on Chinese and Southeast Asian building communities. It promises to pursue a global perspective on the future of architecture. The current issue displayed is 4th quarter of 2006 in CAFA Library.

Home is a monthly publication, a source for comfort, style and know how . The latest issue is v.53,#1 (January/February 2007). It can be borrowed at Architecture and Fine Arts Library.

Journal of Travel and Tourism Marketing publishes empirical and conceptual articles related to research and management practice and tourism marketing, hotel and resort industry, and airline industry marketing. The latest issue, v.20,#1, 2006, contains cultural differences in travel risk perception. The journal can be found at Serials Library.

ONLINE DATABASES: EBSCO HOST: AT OUR FINGER

Discover and explore a powerful online reference system accessible at the Knowledge Navigation Center and in every department chair's PCs. It offers a variety of proprietary full text databases and popular databases from leading information providers. The comprehensive databases range from general reference collections to specially designed subject specific databases for everyone.

The faculty and college students may access the following research databases using EBSCO Host:

*Academic Search Premier

This is a multi-disciplinary database that provides full text for nearly 4.500 journals, including full text for more than 3.600 peer-reviewed titles.

* ERIC, the Educational Resource Information Center

ERIC contains more than 2,200 digest along with references for additional information and citations and abstracts from over 1,000 educational and education related journals.

* Library, Information Science and Technology Abstracts

This is a good source for library science and information technology students and teachers.

For teachers, high school students and elementary pupils, EBSCO Host has the following databases:

* MAS Ultra-School Edition

Designed specifically for high school libraries, this database contains full text for nearly 500 popular, high school

magazines. It also provides more than 350 full text reference books, 84,774 biographies, 100,554 primary source documents and 235,186 image collection of photos, maps and flags.

* Primary Search

This database provides full text for nearly 70 popular magazines for elementary school research with a reading level indicator assigned.

* Funk and Wagnalls New World Encyclopedia

This source has over 25,000 encyclopedic entries covering a variety of subject areas.

DISCOVER EOLSS at the KNCs

EOLSS is an integrated compendium of nineteen encyclopedias. EOLSS is unique in many ways. Unlike most encyclopedias where the contents are alphabetically arranged, EOLSS has a thematic organization. It can almost be regarded as an "encyclopedia of encyclopedias" for it presents a wide range of major core subjects in a process of gradual development from broad overview to great details. Each major core subject is covered in great depth by world experts.

Visit your nearest KNC now and the librarians will gladly assist you.

AUDIO-VISUAL CENTER TIPS

Using Your Overhead Projector

The overhead projector is the most used and abused piece of audio-visual equipment in the presentation inventory. The machine is easy to operate, and transparencies are easy to produce; but the user needs to follow guidelines in using an overhead projector and in designing visuals. All too often, poorly designed transparencies become an impediment instead of an aid to communication.

However, the overhead projector can be a powerful presentation tool. Remember, people are visually oriented. We learn 11 percent by listening, 83 percent by sight and the 6 percent by our other senses. We remember 20 percent of what we hear and 50 percent of what we see and hear. Using overhead projectors, we show and tell – a perfect combination for learning.

To use an overhead projector effectively, you need to know some transparency design fundamentals. Most of us do not have the time, money, skill or patience to use many of the production methods shown in audiovisual textbooks. Also, we must work with what the school has, or what the school can afford for transparency production. In these days of budget cutbacks, the best transparency is the simplest and least expensive to produce.

Before designing a transparency, ask yourself the following:

What is its objective?

What is the concept I wish to visualize?

Can it be done with a single transparency?

Are overlays needed?

Is color necessary?

What transparency production equipment do I have?

The following guidelines are applicable to all transparencies. Follow them and your presentation will sparkle. More important, you will communicate your message – before a classroom or an audience of 500.

Lettering is not needed on every transparency.

Limit words to seven per line. Limit the number of lines to 7.

Allow 1 ½ times the letter height between the lines.

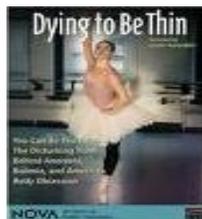
Keep the visual simple. Limit it to one main point, idea, or comparison.

Use color for a specific purpose. Do not overuse.

Use lower case letters instead of all upper case letters.

Making it with media. (1992). In P.M. Turner, Helping teachers teach. (p. 250). (2nd ed.). Englewood, Colo.: Libraries Unlimited.

New A-V Materials



McPhee, Larkin

Dying to be thin [computer file]/ Written, produced and directed by Larkin McPhee; narrated by Susan Sarandon. Boston: WGBH Educational Foundation, c2000.

1 DVD: 60 mins.; col., sd.

Dying to be thin introduces the viewer to students, ballet dancers, fashion models, and other young women who are seeking recovery or

have conquered their eating disorders such as anorexia nervosa and bulimia.

It shows how leading eating disorder specialists are making dramatic advances in the diagnosis and treatment of these two devastating diseases.

Rx for survival [computer file]: a global health challenge/ Narrated by Brad Pitt. Boston: : WGBH Educational Foundation, 2005.

3 DVDs: 336 mins.; col., sd.

Includes Disease warriors. __ Rise of the superbugs. __ Delivering the goods. __ Deadly messengers. __ Back to the Basics. __ How safe are we?

At the dawn of the 21st century, the health of the world is at critical crossroads. More than 40 new or emergent diseases like Ebola virus, SARS, West Nile virus and avian flu have appeared within the last 30 years. Strains of superbugs resistant to our best drugs mystify modern medicine, while HIV/AIDS still lacks a vaccine and continues to ravage the world.

This six-part documentary series presents the compelling stories and real-life drama of those who are proving that solutions are indeed possible and that lives can be saved right now—the world over.

Stedman's plus/legal/medical/ pharmaceutical spellchecker [computer file]. Baltimore: Lipincott Williams & Wilkins, c2006.

1 DVD: col.

The computer file features half a million legal, medical, and pharmaceutical terms encompassing vital legal language and medical terminology from more than 60 major medical specialties. More than 22,000 trade and generic drug names come from the Facts and Comparisons® American Drug Index 2006. There are the most current terms related to diseases, treatments, medical procedures, lab tests, medical and surgical equipment, abbreviations and acronyms.

THE NATIONAL LIBRARY DIRECTOR BESTOWED OUTSTANDING CAROLINIAN AWARD

Mrs. Prudenciana Comiling Cruz, The National Library director, was chosen one of the most outstanding Carolinians for SY 2007–2008. Her award is for outstanding achievement in the field of Library Science.

A Library Science graduate in 1964, Mrs. Cruz worked as the librarian of the University’s Graduate Library until the early seventies when she moved to the proverbial greener pastures..

She rose from the ranks, attaining the post of library director of The National Library in 2000. Ultimately she had been chosen by the Professional Regulation Commission as the recipient of the **2007 Outstanding Professional of the Year Award** in the field of **Library Science** in ceremonies held during the PRC Awards Night on June 22, 2007.

As a much sought-after speaker, Mrs. Cruz spreads word on the eLibrary Project of The National Library in addition to concerns of the Library Science profession such as cataloguing, bibliographic services, public library services and information technology applications.

Mrs Cruz is a true-blue Boholana who never fails to go home to her island province every year.

The forerunner of what is now *The National Library* may be traced back to the last decade of the Spanish colonial period, with the inauguration of the *Museo-Biblioteca de Filipinas* on October 24, 1891. It had scarcely 100 volumes of books about the Philippines.

From The National Library website

Alumni Join Library System

Congratulations to Mr. Ulysses L. Ceniza and Miss Irish G. Concepcion! They hurdled the six-month probation and are now considered regular employees. Mr Ceniza is assigned as assistant librarian in the North Campus. Miss Concepcion is the Audio-Visual coordinator of Buttenbruch Hall, Main Campus.

Warm felicitations to Mr. Mario A. Anud, Jr. and Miss Marciana R. Mariñas! They recently got official papers on their regular status. Mr. Anud is assistant librarian of the Knowledge Navigation Center while Miss Mariñas works as assistant Periodicals librarian.

ALUMNA DONATES BOOKS TO SOUTH GRADE SCHOOL LIBRARY

Mrs. Elizabeth Rodis Jamero, Girls High School alumna, Batch 1967, donated a total of 248 titles of children’s books and novels, 299 issues of National Geographic magazines from 1985–2007, and a collection of the original Beanie Babies to the South Grade School Library on July 11, 2007.

Some of the titles with copyright dates 2000–2007 include *Ice Age: The Meltdown*, *My Secret Unicorn*, *Husky with a Heart* and *American Girl’s Collection*. These are books pupils enjoy for they are intended for their age groups.

Miss Gloria Trinidad, the SGS librarian was especially thankful for all materials received and the Beanie Babies that she, the assistant librarian, Miss Keth Maan Adovo and grade school teachers could add to their storytelling repertoire.

In a related development, Miss Trinidad and Miss Adovo talked on the topic Value Integration Through Storytelling. This was for 30 Grade 3 class officers who joined a Leadership Seminar conducted by the SGS guidance counselors at Jaschik Hall on July 6, 2007.

The Boy and His Lunch by Edwin Estioko was told to the pupils to demonstrate a story that portrays the values of faith, trust, simplicity, and sharing. It is the Biblical story of the five loaves and two fishes shared and the sharing that engulfed the multitude.



Director Cruz delivers her talk in the 2007 Alumni Congress.



LIBRARY SCIENCE DEPARTMENT SPONSORS ALUMNI CONGRESS

The College of Arts and Sciences organized an Alumni Congress Knowledge Sharing to mark the homecoming of Carolinians from different nooks in the Philippines and the world with the theme "Beyond Borders, Within Worlds: Witness to the Word, USC's Corporate Social Responsibility".

One of the congresses held featured the Philippine eLibrary Project and the Filipiniana Collection of the National Library in the talk *The National Library of the Philippines: Its Role in the ICT Development of Libraries* given by resource speaker, *Mrs. Prudenciana Comiling Cruz, Director of the National Library*. This took place on August 19, 2007 in the morning at the CAFA Library, USC Talamban Campus

The alumni congress objectives were two-fold: 1.) to stimulate better understanding of the role of The National Library in the country not only in terms of ICT development but also in the development of city, provincial and municipal libraries around the country and 2.) to give Carolinians who are working and living in the different nooks of the country the opportunity to come home and renew ties to their Alma Mater.

Director Cruz was one of the awardees for Most Outstanding Alumni in the Field of Library Science. Sixty-six librarians and BLIS/MLIS students attended the four hour congress.



This is a group of USC Library Science graduates who are working in different universities in Cebu City.

The USC Administration was represented by Fr. Teodoro Gapuz, SVD Vice President for Academic Affairs and Dean Elizabeth Remedio who gave the welcome address. In her closing remarks, Dr. Montana C. Saniel, Assistant to the President for Alumni and External Affairs, thanked the alumni for their enthusiastic attendance in the congress.



Library Science alumnae are engrossed in the proceedings.

Cebu City Test Center for Librarians Licensure Examination

The Professional Regulation Commission has issued a resolution designating Cebu City as the newest test center, in addition to Manila, Davao and Baguio, for the incoming Librarians Licensure Examination. The exam is set on November 26 and 27, 2007.

Dr. Marilou P. Tadlip, Chair of the Philippine Librarians Association Incorporated (PLAI) Regional Council 7 and Officer-In-Charge of the University of San Carlos Department of Library Science led the request for making Cebu City as venue.

Atty. Dan V. Malayang of PRC Cebu Regional Office enjoins aspirants and graduating library science students to apply early.

ANNOUNCEMENT

The Serials Library, more popularly known as Periodical Library is now housed in the what used to be the Conference Room of the Vice President for Academic Affairs in the basement