

Video for promote the DLSU-D to Thai's students

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The Cooperative Workplace: De La Salle University – Dasmariñas

Abstract

The purpose of the video was to promote the De La Salle University Dasmariñas because there is very few about this university in the video format and it's really hard to find such video on the internet. Therefore we create the video to show the atmosphere, activity and some information of De La Salle University Dasmariñas that we hope students want to know. We created the video in Thai for Thai students and it is easy to understand. However, we also put English subtitle for foreigners so that they can understand. Moreover, we made Vlog video because it is popular in Thailand. The content contains some information and activities of the De La Salle University Dasmariñas. We hope this video will provide good information for the students who are interested in this university. If there are any problems in this report please accept my apology at this stage.

Keywords: promote, De La Salle University Dasmariñas, create the video, vlog

1. Background of the Study

1.1. De La Salle University – Dasmariñas

De La Salle University-Dasmariñas is a member institution of De La Salle Philippines. It was established on July 18, 1977 as a private nonsectarian tertiary school named General Emilio Aguinaldo College-Cavite and managed by the Yaman Lahi Foundation. In 1987, ownership and management were transferred to Frère Bénilde Romançon Educational Foundation Inc., a sister corporation of De La Salle University.

It became a Catholic institution under the name De La Salle University-Emilio Aguinaldo College. In 1992, the name DLSU-EAC was changed to De La Salle University-Aguinaldo. In 1997 the institution was renamed again as De La Salle University-Dasmariñas to avoid confusion with the Emilio Aguinaldo College in Cavite. (Wikipilipinas, 2010)

1.2. Location

DBB-B Dasmariñas, Cavite, Philippines 4115 West Ave, Dasmariñas, Cavite.

1.3 .Office background

Museo

Museo De La Salle is a lifestyle museum dedicated to the preservation of certain aspects and material culture of the 19th century Philippine ilustrado lifestyle. Its collection comprises of antique family heirlooms such as furniture, decorative objects, fine and applied arts displayed in faithfully recreated rooms, donated by, or on long-term loan from collectors. The MUSEO DE LA SALLE, located within the campus of the De La Salle University-Dasmariñas, is a unique, cultural, cross-disciplinary institution serving as a permanent museum of the De La Salle University System. (DLSUD, ND)

MCO (Marketing Communications Office)

The Marketing Communications Office identifies the information needs of the different offices of the academic community and develops appropriate communication strategies to meet those needs. It produces institutional information materials, establishes linkages with the mass media and formulates marketing strategies that create an accurate image of the University. (DLSUD, ND)

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1.4. Job Descriptions

1. Familiarization of the office work/task.
2. Getting to know the university.
3. Taking photos and writing short description.
4. Writing press releases and other description.
5. Monitoring and post stories on the official social media.
6. Compiling press release.
7. Picking up a phone from other departments and writing the stories for events.
8. Making interview plans and protocols.
9. Writing stories from interview.
10. Taking photographs/video during events and interview.
11. Editing photographs/video using available software.
12. Transcription and translate.
13. Preparatory to tour guiding.
- 14-15 Tour Guiding 1-2
- 16-17. Researching and write an article for 4 chosen museum.
18. Assisting in museum exhibition installation.
19. Submitting final output.

1.5. Advisors

- Ma'am Rosanni Recreo- Sarile
Position: Director
Place: MCO office

- Ma'am Cecille Torevillas-Gelicame
Position: Museo Director
Place: Museo De La Salle University

1.6. Duration

- Marketing Communications Office
June 5 to August 15, 2017

- Museo De La Salle
August 16 to September 22, 2017

1.7. Purpose

- To learn new experience: speak with foreigner.
- To learn new traditions.
- To learn how to survive in abroad.
- To be our background intern job experience.
- To get more confidence

2. Duties and Responsibility

.1. Duties

Week 1-2: Familiarization of the office work/task, getting to know the university, take photos and write short description.

In this week, we had to survey the DLSUD. We went around the university and took pictures of several offices. In first day, we met a Lasallian ambassador who was our new friend. They toured us around the university

Week 3: Writing press releases and other description.

In this week, we had to write press release that the director taught us, and wrote photo descriptions.

Week 4-5: Monitoring and post stories on the official social media, and Compile press release.

We monitored and posted stories on Facebook and Instagram when there were new n things happened on main Facebook page.

Week 6: Picking up a phone from other departments and writing the events and stories, and Making interview plans and protocols.

Our duty in this week, we picked up calls from other departments. The phone always rang almost every 30 minutes and we had to pick up it when secretary went out or on leave on that day.

Week 7: Writing stories from interview, and Taking photographs/video during events and interview.

In week 7, we went out to shoot our video project upon requested. The video was done in Thai version.

Week 8: Editing the photographs/video by using available software. This is the last week at MCO, we edited our video and presented it to the director.

Week 9: Transcription and translate.

In this week, we moved to Museo. Our assignment was translated tour script. First, translated it into Thai language, then translated it back into English in our own version.

Week 10: Preparatory to tour guiding.

After we translated the script, we had to memorize all of information that do it on our tour script. Then, we mocked tour with our advisor.

Week 11-12: Tour guiding 1-2.

In these 2 weeks, we were tour guides when we had visitor. We had to tour them around museum and provided correct information to them.

Week 13-14: Researching and writing an article.

We have to do research of antique furniture from museum and did it in knowledge sheet.

Week 15: Assisting in museum exhibition installation.

This week, there was an exhibition called “Phoesia 2017”. We were staffs for that event.

Week 16: Submitting final output.
Hand all our assignments to the director of museum.

2.2. Responsibilities

2.2.1. Video Project

We had to create this video to promote the DLSUD in Thai which Ma’am Annie, project supervisor, requested us to do. The video showed all show about activities you could do in the DLSUD: kayak, swimming, basketball, and volleyball. In the video started from facts and background of this university. Then, all places that student could use: library, museum, church, and grandstand.

3. METHODOLOGY

3.1 Procedures

MUSEO Museum				
Procedures	Month 1	Month 2	Month 3	Month 4
1. Reading all information of DLSUD.				
2. Going out to familiarize all office in DLSUD.				
3. Taking pictures.				
4. Writing photo description.				
5. Monitoring and posting stories on the official social media.				
6. Selecting the locations that we have to shoot for video.				
7. Presenting our concept to supervisor.				
8. Going out to shoot a video.				
9. Editing video.				
10. Editing video.				
11. Presenting video.				
12. Transcription and translate.				
13. Preparatory to tour guiding.				
14. Tour guiding : 2				
15. Assisting in museum exhibition “Phoesia 2017”				
16. Researching and create an knowledge sheet.				
17. Submitting final output.				

3.2. Skill development

Skill Development means developing yourself and your skill sets to add value for the organization and for your own career development. Fostering an attitude of appreciation for lifelong learning is the key to workplace success. (Berkeley, ND)

3.2.1. Reading skill

Actually, we had to translate all news from official Facebook of DLSUD every day to translate it into Thai language and posted that information on our Thai Facebook fan page. After that at Museo, we read many books as our tour scripts. Our reading skills improved quite a lot.

3.2.2. Translating skill

This skill was improved when we were at Museo. We had to read and translate carefully because the information had to be correct. It was our challenged since we had to translate English into Thai and Thai into English.

3.2.3. Writing skill

Every day we had to write daily life journal, and hand it to Ma’am Annie. This assignment helped us to improve our writing skill.

3.2.4. Speaking skill

We spoke all day when we work at Museo because we were tour guides. Visitors came to Museo mostly every day, and it was our duty to tour them around the museum, talked about the background and history of Bahay na-ba-to (Brick and wood house)

3.2.5. Another skill

In MCO, the staff taught us about “How to take pictures?” Before we came here, we had never known how to take pictures in a correct way. Our project was to use skills of Photoshop and Adobe Premier Pro because we had to create a video. They taught us: how to cut a shot, how to create a poster, and how to put some effects on video.

3.3. Details of Development

In the MCO office, there were official video clip about DLSUD, but they did not focus on specific issues, especially about those who want to study here. There was nothing about interesting places and some formal information

We created a video about DLSUD in Vlog version because in Thailand VLOG version is very popular. We focused on interesting places and some activities for those who want to come to study here should know: canteen, dormitory and library. Moreover, we created a video in Thai version since the director of MCO requested us to do for interested Thai student. However, we put English subtitle in it for foreigners also.

4. ADVANTAGES

1. Operation

1.1. We learned how to use many computer programs in which we have never used them before.

1.2. We learned the basic of photography.

1.3. We had chances to practice phone call dialogue in real situations.

1.4. We learned how to deal with uncomfortable situations and difficulties.

1.5. We learned a lot about history, culture and languages: Filipino and Spanish.

2. Social

2.1. We developed English skills because we have to communicate with other people in daily life.

2.2. We met visitor from other countries through our duty as tour leaders.

3. Advantages to organization

3.1. We monitored on Facebook page and translated news from main Facebook page of DLSU-D into Thai language.

3.2. We created Instagram account to upload pictures of DLSU-D for those who want to see and learn what's going on there.

3.3. We created Vlog video to promote DLSU-D.

3.4. We were tour leaders in Museo of De La Salle University-Dasmaringas.

5. Problems and Solutions

The problems of job training are as follows:

5.1.1 The office where we were located is a division in The Mass Communication Arts. We didn't know anything about mass communication process included film editing, videotaping and taking pictures for communication. All were new for us.

5.1.2 Filipino accent and pronunciation is sometimes hard to understand.

5.1.3 There are some specify words which difficult to remember and pronounce especially Spanish words used in English there.

5.1.4 We have limited information about the place we did our tour. Some tourists asked questions which were out of our knowledge and we couldn't manage them.

Solutions

5.2.1. From the problem in 5.1.1: we learned by ourselves how to edit the video and picture on internet such as YouTube, Pantip and Facebook and from the officers in the office.

5.2.2. From the problem in 5.1.2: we asked those people who we talked to again for clear words and pronunciation and make sure so that we understood them correctly.

5.2.3. From the problem in 5.1.3: we asked officers there to help us for speaking clearly and correctly.

5.2.4. From the problem in 5.1.4: we asked officers there for more information and we also studied more for our better information and understanding.

6 .ACKNOWLEDGEMENT

The internship opportunity we had with De La Salle University Dasmaringas was a great chance for learning and professional development. Therefore, we consider ourselves as a very lucky individual as we were provided with an opportunity to be a part of it. We are also grateful for having a chance to meet so many wonderful people and professionals who led me though this internship period.

Bearing in mind previous we are using this opportunity to express my deepest gratitude and special thanks to the MD of De La Salle University Dasmaringas who in spite of being extraordinarily busy with her duties, took time out to hear, guide and keep me on the correct path and allowing us to carry out our project at their esteemed organization.

We express our deepest thanks to Ma'am Rosanni Recreo – Sarile, Director of MCO, and Ma'am Cecille Torevillas-Gelicame, Director of Museo for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. We choose this moment to acknowledge her contribution gratefully.

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We perceive as this opportunity as a big milestone in our career development. We will strive to use gained skills and knowledge in the best possible way, and we will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

7. References



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