

17<sup>th</sup> DLSU ARTS CONGRESS  
 Tekno-Sining: The Work of Art in the Age of Digital Reproduction  
 Tekno-Sining: Ang Likhang Sining sa Panahon ng Reproduksyong Digital  
 18-19 June 2024, De La Salle University, Manila  
<https://16thdlsuartscongress.com/>

Join via Zoom:  
<https://zoom.us/join/zoom/register/tJMtf-6oqjsvEtI113hOZ1EGpEG4oEM8pQti>  
 Meeting ID: 970 8704 0586; Passcode: 17DAC

18 June 2024, Tuesday	
9:00-9:15	Invocation/National Anthem Welcome Remarks: Dr. Raymond Girard Tan, <i>Vice President for Research and Innovation</i> Opening Remarks: Dr. Rhoderick Nuncio, <i>Dean, College of Liberal Arts</i>
9:15-10:45	<b>Keynote Address I</b> <b>“Digital games as platforms for fantasy worlds”</b> <b>Neil Patrick Del Gallego</b> <i>Associate Professor, Software Technology, College of Computer Studies</i>
11:00-12:30	Lunch Break
12:45-14:15	<b>PANEL 1</b> <i>Ludoperformative Mythmaking: Performativity and Myths in Virtual Worlds</i> Philip Adrian L. Gungab De La Salle College of Saint Benilde  <i>Cultural Myth Production and Simulacra in Social Media:          The Case of the Viral Digital Photo and Memes of Mt. Mayon Eruption</i> Crisanto Q. Regadio Jr., De La Salle University  <i>The Meme-Ification Of Filipino Politics: A Critical Discourse Analysis Of Facebook Users’ Political Expression And Participation Through In Prrd-Related Internet Memes</i> Alleona Hugo, De La Salle University Integrated School Cheeno Marlo M. Sayuno, University of the Philippines Los Banos  <i>The carabao as an art subject: Comparison of aura, authenticity, and art value of ethnographic photographs and online destination images about the Karbo Festival in Vigan, Ilocos Sur</i> Peter Jerome B. Del Rosario University of the Philippines Los Baños
14:30-16:00	<b>PANEL 2</b> <i>Breaking the Code: Towards a Care-based AI Ethics</i> Rica delos Reyes-Ancheta Ateneo de Manila University  <i>Protecting Copyright in the Age of Digital Technology</i> Christopher E. Cruz De La Salle University

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	<p><i>Creative Artificial Agents, Neuroenhancement, and Epistemic Rights</i>          Kurt Christian B. Tubera (UG) and Mark Anthony Dacela          De La Salle University</p> <p><i>Literary creation Art and Artificial Intelligence</i>          Zhang Runfang (Elsie Zhang), Shao Ting          De La Salle University (GS)</p>
16:15-17:45	<p><b>Keynote Address 2</b>  <b>“RPG (Role Playing Game): Being an Artist Today”</b>  <b>Derek Tumala</b>  <b>Visual Artist</b></p>
19 June 2024, Wednesday	
9:15-10:45	<p><b>PANEL 3</b>  <i>Reflecting on Social Issues with Digital Triptych Art: A Pedagogical Approach</i>          Andylyn Simeon          De La Salle University</p> <p><i>Teaching History with Technology and Its Challenges in the Context of Current System of Philippine Education</i>          Jose Victor Jimenez, De La Salle University          Jeric Emmanuel Albela, University of Santo Tomas</p> <p><i>AB Multimedia students’ perception of the use of the ARCS model of motivational design in the open university</i>          Josephine Magsino-Ramos          De La Salle University ITEO</p> <p><i>Faith is Glad Tidings for Melancholy: Selected Philippine University Students’ Conceptualizations of Faith through Visual Images</i>          Jeane Peracullo, De La Salle University</p>
11:00-12:30	<p><b>PANEL 4</b>  <i>For Artists, By Artists: Understanding the Community Value of the Philippine Artist Alley</i>          Jihan Marie Claire G. Ferrer          De La Salle University Integrated School</p> <p><i>Ink and Identity: Exploring Tattoos as Personal Archives and the Privacy Quandaries</i>          John Louie T. Zabala, De La Salle University Libraries          Minette R. Vinzon-Co, De La Salle University Libraries</p> <p><i>Digital Myth-Making: A Discourse Analysis on the Representation of Menstrual Experience in Charmee Napkin Commercials</i>          Mariane Amor Romina T. Abuan, De La Salle University</p>

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12:45-14:15	<p><b>PANEL 5</b>  <i>Vivamax and the Democratization of Eroticism: Impacts on Filipino Cultural Norms and Media Consumption</i>        Ryan Edward Ballesteros        De La Salle University Integrated School</p> <p><i>The Work of Drag in The Age of Mechanical Ru-Production</i>        Aldrin E. Manalastas        University of Santo Tomas</p> <p><i>Mula Diva tungong Popstar: Si Sarah Geronimo at ang Transpormasyon ng Imahe ng Filipino Pop Diva sa Panahong Digital</i>        John Christopher Casayuran Avelino        De La Salle University Publishing House</p>
14:30-16:00	<p><b>PANEL 6</b>  <i>An AI Finished An “Unfinished Painting”—Now What?: On Human-AI Collaboration and Human-Centric Perspectives on Art</i>        Jose Gerard Luis R. Esguerra        De La Salle University (UG)</p> <p><i>Deepfake Aesthetics and Hume’s Standard of Taste</i>        Sophia Ysabelle Creselda B. Baldonado        De La Salle University (UG)</p> <p><i>VISEÑO: The Recognition of Selected Historical Landmarks in Cavite Through a 3D Isometric Model Series</i>        Josh Conrad C. Ladob, Richelyn D. Perez, Harish A. Cerdiaña        Lyceum of the Philippines University-Cavite (UG)</p>
16:15-17:45	<p><b>PANEL 7</b>  <i>Restless Reels: A Documentary Analysis on DLSU-SHS Multimedia Arts Students’ Coping Mechanisms for Anxiety Symptoms</i>        Sabrina Angeline B. De Jesus and Warrick Ronan M. Pedragosa        De La Salle University Integrated School (SHS)</p> <p><i>Obstacles to Human Creativity: Bias Against Digital Artists of DLSU-M SHS ADT Students in the Age of AI</i>        Janna Marella D. Sulit and Zoe Ann Victoria C. Garcia        De La Salle University Integrated School (SHS)</p> <p><i>Level Up Your Wellbeing: Exploring the Mental Health Benefits of Video Games</i>        Victor M. Carambas &amp; James Raemonn R. Elano        De La Salle University Integrated School (SHS)</p>

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*The 17<sup>th</sup> DLSU Arts Congress (DAC) is organized by the DLSU College of Liberal Arts (DLSU CLA), College of Computer Studies (CCS), Cultural Arts Office (CAO), The Museum, The Libraries, under the management of the Office of the Vice President for Research and Innovation (VPRI). The organizing team includes the Department of Literature, Department of Filipino, Department of Communication, Southeast Asian Research Hub and Center (SEARCH), Bienvenido N. Santos Creative Writing Center (BNSCWC), Office of the Vice President for Lasallian Mission, and the Research and Grant Management Office (RMGO).*