

CHEENO MARLO DEL MUNDO SAYUNO

University of the Philippines Los Baños
2F NCAS Building, Pedro Sandoval Ave., Los Baños, Laguna
+63906 359 5068 | cdsayuno1@up.edu.ph | <https://cheenosayuno.com>



Postdoctoral Research Associate

School of Information Sciences, University of Illinois at Urbana-Champaign, 2024-2025

Associate Professor of Communication, Media, and Children's Literature (on leave)

Communication Division, Department of Humanities
College of Arts and Sciences, University of the Philippines Los Baños

University Artist 1

University of the Philippines System

Co-Chair, Graduate Program Management Committee

MA Communication Arts, UPLB

Affiliate Associate Professor

Faculty of Education, UP Open University

EDUCATION

- ***Doctor of Philosophy in Communication***
University of the Philippines Diliman, 2015–2022 (GWA: 1.3056)
Dissertation: "*The Child as World Builder: Theorizing the Children's Agentic Transmedia Engagement Through Creativity*"
- ***Master of Arts in Communication Arts (Major in Writing, Minor in Development Communication)***
University of the Philippines Los Baños, 2012–2014 (GWA: 1.1500)
Thesis: "*Languaging Child Empowerment in Palanca-Winning Short Stories for Children in English, 2010–2014: A Multimodal Discourse Analysis*"
- ***Bachelor of Arts in Mass Communication (Major in Journalism with Certificate in Information Systems Management)***
Cavite State University 2006–2010 (GWA: 1.52, *cum laude*)
Thesis: "*Readiness and Capability of Cavite State University to Offer Other Majorships Under the BA Mass Communication Program: Basis for Curriculum Enhancement*"

LITERARY AWARDS

- 1st Place, "*Gustong Mag-Kini-Kini ni Ahil*," Maikling Kuwentong Pambata, 1st Normal Awards for Gender-Inclusive Literature, Phillipine Normal University, 2021
- *Palanca Awardee*, "*Si Tiya Salome*," 3rd Prize, Kwentong Pambata, Carlos Palanca Memorial Awards for Literature, 2017
- *Finalist*, "*Kung Paano Kami Nagkaroon ng Kamay na Bulaklak*," 13th Romeo Forbes Children's Story Writing Competition, 2016

- *PBBY-Salanga Prize Awardee* (Honorable Mention), "The Missing Blanket," Philippine Board on Books for Young People, 2015
- *Palanca Awardee*, "The Magic Bahag," 2nd Prize, Short Story for Children, Carlos Palanca Memorial Awards for Literature, 2013

ACADEMIC ACHIEVEMENTS

- UPLB Centennial Professorial Chair, "The Child as World Builder: Theorizing the Children's Agentic Transmedia Engagement Through Creativity Towards a Rethinking of (Trans)Media Literacy," Makiling Film Lab, December 11, 2023
- UPLB CAS Outstanding Teacher Award (Senior Category), 2022
- UPLB CAS Outstanding Researcher for Humanities and Social Science (Senior Category), 2022
- Best Oral Paper in Education - Lardizabal, J., & Sayuno, C.M.M., "Estado ng mga Akdang Pampanitikan sa Paaralan sa Paghubog ng Ponolohiya ng Bata sa Panahon ng Pandemya: Mga Karanasan mula sa Cabay Day Care Center," 15th UPLB-CAS Student-Faculty Research Conference and 1st National Student-Faculty Research Conference in the Arts and Sciences, November 28 and December 5, 2022
- UP Arts Productivity System Awardee, 2019-2021

MAJOR RESEARCH AND CREATIVE PUBLICATIONS

Storybooks

- Sayuno, C.M.M., "Si Tiya Salome," (storybook) Lampara Books, 2023
- Sayuno, C.M.M., "Mga Kamatsile ni Ina Binyang," (storybook) Chikiting Books, 2021
- Sayuno, C.M.M., "Sayaw ni Dayaw," (storybook) Anvil Publishing, 2020 (Published through Room to Read)
- Sayuno, C.M.M., "Mga Ngiti sa Gubat," Save the Children Philippines, 2020
- Sayuno, C.M.M., "Ang Batang may Pinakamagandang Ngiti," (storybook) Save the Children Philippines, 2020
- Sayuno, C.M.M., "Ang Batang Ayaw Umuwi," (storybook) Save the Children Philippines, 2020
- Sayuno, C.M.M., "May Blackhole sa Ngipin ni Budin," (storybook) Save the Children Philippines, 2020
- Sayuno, C.M.M., "How Lakan Cried for His Father," (storybook) Chikiting Books, 2019
- Sayuno, C.M.M., "Tik! Tik! Tikatik!" (storybook) Chikiting Books, 2019
- Sayuno, C.M.M., "The Missing Blanket," (storybook) Adarna House, September 2018
- Sayuno, C.M.M., "The Magic Bahag," (storybook) Lampara Books, 2014

Research

- Sayuno, C.M.M., "Mula Batibot Patungong Team Yey!: Pagmamapa ng Pamana ni Rene Villanueva sa Estetika at Representasyon ng Bata sa mga Child-Oriented na Palabas sa Telebisyon" in Sayuno, C.M.M., & Evasco, E. (Eds.), *Bata, Hiwaga, at Bansa: Mga Sanaysay sa Buhay at Mga Akda ni Rene O. Villanueva*. UP Press, 2023
- Sayuno, C.M.M., "Of Fabulous Flowers and Powers: Queer Narratives of/for the Filipino Child in Philippine Contemporary Children's Literature," *International LGBTQ+ Literature for Children and Young Adults*, B.J. Epstein and E. Chapman (Eds.), Anthem Press, 2021
- Sayuno, C.M.M., "Gameplays Versus Playstyles: The Social Construction of Transmediated Communities Among Filipino Children Gamers in Minecraft and Roblox," *ASEAN Journal of Community Engagement*, 5(2), 289-314, 2021
- Sayuno, C.M.M., "A Hyperpersonal Classroom? Experiences in Remote Learning Among Communication Arts Students at the UP Los Banos," *Diliman Review*, 65(1), 2021
- Sayuno, C.M.M., "Freeing the Elephant-eating Boa: Theorizing Children in Philippine Social Science Research," *Plaridel: A Philippine Journal of Communication, Media, and Society*, 15 (2), December 2018
- Sayuno, C.M.M., "The Empowered Child in the Absence of a Father: A Critical Discourse Analysis of Ayroso's Mister World and His Box and De Vera's Tatay, Through the Winds and Waves," *UP Los Baños Journal*, Vol. 15, January–December 2017
- Sayuno, C.M.M., "Complementarity in Movement and Performance: Critiquing Gender Roles in Philippine Cultural Dances," *Philippines Communication Society (PCS) Review*, December 2017

Forthcoming Research Publications

- Sayuno, C.M.M., & Labor, J.S. "Co-constructing the young Filipino gamer: Mobile gaming and media experiences in the Philippines," *Mobile Media Use Among Children and Youth in Asia*, 2024
- Sayuno, C.M.M., "Oplan Tokhang and Other Stories of Childhood: The Filipino Children Across Literature and (Trans)Media Places During the Duterte Regime," *Jeunesse: Young People, Texts, Cultures*, 2024
- Sayuno, C.M.M., "The Pandemic Through the Child's Window: Languaging Health in Filipino Storybooks on COVID-19," *International Research in Children's Literature*, 2024
- Sayuno, C.M.M., "Big Wig for Kids? Children's Sensemaking and Representations of Drag in Selected Storybooks," *Palgrave Handbook of Drag*, forthcoming
- Sayuno, C.M.M. "Exploring Rooms where Children Can Read: The Transmediality of Filipino Room to Read Storybooks," *Children's Literature, Culture and Cognition*, forthcoming
- Sayuno, C.M.M., & Alvarez, J.C.M., "Children's Perception of Queerness towards Gender-Sensitive Language Learning in the Philippines," *Routledge Companion to Gender and Childhood*, forthcoming
- Sayuno, C.M.M., "The Kuya in Selected Filipino Storybooks: 'Subordinate Storylines' of Male Characters in Narratives of Adversities," *Gender and the Male Character in 21st Century Fairy Tale Narratives*, forthcoming

Edited Collections

- Sayuno, C.M.M., & Evasco, E. (Eds.), *Bata, Hiwaga, at Bansa: Pamana ni Rene Villanueva sa Panitikang Pambata*. UP Press, 2023.
- Sayuno, C.M.M., Torres-Yu, R., & Sy, J.M. (Eds.), *Suring Supling: Kalipunan ng mga Rebyu ng mga Akdang Pambata sa Pilipinas*. UP Sentro ng Wikang Filipino, 2022.

Contribution in Anthologies and Dailies

- Sayuno, C.M.M., "How Lakan Cried for his Father" (story for children). In *21st Century Philippine Literature Reader: Stories for Children Volume 1*, NCCA National Committee on Literary Arts, 2023
- Sayuno, C.M.M., "The Day the Farmers Marched"(story for children). In *21st Century Philippine Literature Reader: Stories for Children Volume 1*, NCCA National Committee on Literary Arts, 2023
- Sayuno, C.M.M., "Wastage," (fiction), in *Pilipinas 2413: The Best Philippine SciFi Stories*, 8Letters Bookstore and Publishing, 2022
- Sayuno, C.M.M., "Ang Sityong Nakakasilaw," "Ang Manunupot" (short story for children), in *Alaala ng mga Pakpak: Antolohiya ng Panitikang-bayan para sa mga Bata*, KWF Publikasyon, 2021
- Sayuno, C.M.M., "Mga Hakbang sa Paglikom ng Datos," (poetry) in *Luntian: Online Journal para sa Malikhaing Akda ng mga Guro at Gradwadong Mag-aaral*, August 2021
- Sayuno, C.M.M., "Stroke," "The Seeds of Camachile," (poetry) in *to let the light in: Anthology on Life and Death*, Asia Pacific Hospice Palliative Care Network, Singapore, July 2021
- Sayuno, C.M.M., "The Smell of Menudo," (essay) in *The PGH Human Spirit Project: Pagninilay*, 2021
- Sayuno, C.M.M., "Ama's Anting-Anting" (essay) Young Blood Column, Philippine Daily Inquirer, February 11, 2020
- Sayuno, C.M.M., "Driving with Tatay," (essay) Young Blood Column, Philippine Daily Inquirer, August 11, 2019
- Sayuno, C.M.M., "Si Tiya Salome," (short story for children) in *Baklas: Antolohiya ng Radikal na Kwentong Pambata*, Lampara Books, 2018
- Sayuno, C.M.M., "Palapad and Funerals in the Time of Quarantine," (essay) in *Locked Down, Lit Up: An Anthology of Creative Work in a Time of Quarantine*, forthcoming
- Sayuno, C.M.M., "Ang Tagapag-alaga ni Kuya," "Kalabang Virus," "Patungong Simbahan" (poetry) in *Batang Malaya: Mga Tulang Pambata Tungkol sa Pandemiya*, forthcoming

Textbooks

- Sayuno, C.M.M., *Essentials of Oral Communication in Context* (Textbook). Diwa Learning Systems, Inc., 2023
- Sayuno, C.M.M., *Essentials of Media and Information Literacy* (Textbook). Diwa Learning Systems, Inc., 2023
- Sayuno, C.M.M., *Kabataan Krafts Workbook*, published in partnership with Woven PH and Work Together Foundation, 2020
- Sayuno, C.M.M., *Dynamic Minds: An English Workbook 9*, Diwa Learning Systems, Inc., 2018
- Sayuno, C.M.M., *Oral Communication in Context* (Second Edition), Diwa Learning Systems, Inc., 2018

- Sayuno, C.M.M., *Media and Information Literacy (Second Edition)*, Diwa Learning Systems, Inc., 2018
- Sayuno, C.M.M., *Contemporary Philippine Arts from the Regions (Second Edition)*, Diwa Learning Systems, Inc., 2018
- Sayuno, C.M.M., *21st Century Literature from the Philippines and the World (Second Edition)*, Diwa Learning Systems, Inc., 2018
- Sayuno, C.M.M., Reading selections in *My Reading Companion 2, 3, and 4*; and *Effective English for Lifelong Learning 4 and 5*, under Diwa Learning Systems, Inc., 2016; and Magica, 2016 to present

Editing and Translation Work

- *Editor*, "Ang Mahiwagang Habihan (The Magic Loom)," written by Mumbaki Dolpo Dulnuan, illustrated by Juno Abreu, published by Adarna House, 2023
- *Editor*, "Si Suwan at si Talambinus," created through the Sentrong Paaralan ng mga Agta (SPA), illustrated by Marianne Palita, published by Adarna House, 2023
 - The two books are part of the *Kuwentong Kaibigan* collection, a book series from the and created with the indigenous communities of the Philippines. The stories were deliberately chosen by communities to share their life and culture with others. It was rooted in the belief that identities and friendships begin with conversations.
- *Translator to English*, "Ang Bahay na Maraming Klasrum (The House of Many Classrooms)," written by Eugene Evasco, illustrated by Danielle Florendo, published by Johnny and Hansel Publications, 2022
- *Translator to English*, "Ang Matsing at ang Pagong (The Monkey and the Turtle)," written by Eugene Evasco, illustrated by Jhucel Atienza del Rosario, published by Johnny and Hansel Publications, 2022

Projects

- *Room to Read's Palihan para sa Pagsusulat ng Kuwentong Pambata* (storybook output on gender inclusion and literacy for kids)
- Reading selections in grade school textbooks for Diwa Learning Systems, Inc.
- Module-based textbooks on Oral Communication in Context, Media and Information Literacy, 21st Century Literature in the Philippines and the World, Contemporary Philippine Arts from the Regions, and Discipline in the Applied Social Sciences for Diwa Learning Systems, Inc.
- *Dayang Marya: Anthology of Contemporary Stories for Children of Makiling*, UP System Enhanced Creative Work and Research Grant (2020-2022)
- Streamlining DHUM Writing Workshops and Public Service Engagements: Towards a Framework for Training in the Humanities, UP Padayon Public Service Office Fellowship Grant (2021-2022)

Staged Creative Work

- "The Missing Blanket," *Children's Biennale 2022, Cultural Center of the Philippines, performed by Tanghalang SLU, November 11 to 13, 2022*
- "The Missing Blanket," *Shorts and Briefs 8: Tayo Naman by Eksena PH, performed by Tanghalang SLU, October 9 to 30, 2022*

CONSULTANCY WORK AND PROJECTS

- Resource person and writer of the revised *Curriculum Guide for the Special Program for the Arts (Creative Writing)*, Department of Education, 2023
- Drafting of *Agapay: Assessment and Strategizing Workshop on the Philippine Plan of Action for Senior Citizens 2019–2022 (PPASC)*, 2023
- Drafting of *Towards Youth Development and Empowerment: Implementation Guidebook for Youth Workers and Stakeholders Based on the 5th National Youth Assessment Survey*, National Youth Commission, 2023
- Drafting of the *State of Philippine Children's Television Report*, National Council for Children's Television, 2022

- Drafting of *Rehabilitating Our Islands: Issues, Challenges and Prospects for Sustainability based on the Beach Tourism Monitoring Team Evaluation Workshop*, Department of Interior and Local Government, 2022
- Facilitating the workshop and consultative meetings of the Beach Tourism Project, Department of Interior and Local Government, 2022
- Facilitating workshops and popularizing content for the Quantitative Data of the National Youth Assessment Survey 2021, National Youth Commission and United Nations International Children's Emergency Fund (UNICEF), 2022
- Workshop and content development of storybooks, listening texts, and reading materials for the Adarna House–Pathways Project in BARMM, 2022
- Training and mentorship of out-of-school youth, Flexible Training for Work (FTW) Program, Philippine Business for Education and United States Agency for International Development (USAID), 2021–2022
- Development of storybooks on oral health, KidSHINE Project, Save the Children Philippines, 2020
- Development of workbook on creativity and weaving for children of weavers in Basey, Samar, Woven PH and Work Together Foundation, 2020

PAPER AND POSTER PRESENTATIONS

International

- Sayuno, C.M.M., "Mediatization of Philippine Children's Literary Production: Experiences in Storybook Development, Distribution and Consumption in Pandemic Learning Environment," Communication Research International Conference, November 17-18, 2023
- Sayuno, C.M.M., "The Researcher as Avatar: Proposing a Techno-Immersion Methodology in Transmedia Research Based on Children's Engagement in Mobile Games," Communication Research International Conference, November 17-18, 2023
- Sayuno, C.M.M, and Labor, J.S., "Co-Constructing the Young Filipino Gamer: Mobile Gaming and Media Experiences in the Philippines," 73rd International Communication Association Conference: Reclaiming Authenticity in Communication, Toronto, Canada, May 25-29, 2023
- Abundo, K., & Sayuno, C.M.M., "Unconventional Homes: The Dynamic Child Character in Filipino Children's Literature about Non-Traditional Families," International Conference-Workshop on Language and Literature, Mindanao State University Iligan Institute of Technology, November 15-17, 2022
- Sayuno, C.M.M., Remonte, A.K., Mercado, M.G.M., & Feliciano, L.C., "A Multimethod Discourse Analysis of Communication Patterns in President Bongbong Marcos' Selected One-on-One Interviews," Sociology of the Future(s): Uncertainties, Alternatives, and Emerging Narratives, International Conference of the Philippine Sociological Society, November 11-15, 2022
- Sayuno, C.M.M., "Mapping Transmediality in Philippine Children's Literature: The Cases of Janus Silang and Room to Read Storybooks," Children's Literature Across Media: Concepts and Perspectives of Transmedia Narratives, Goethe Universität, Aarhus Universitet, Institut für Jugendbuchforschung, and Deutsche Forschungsgemeinschaft, Bad Homburg, Germany, September 29–October 1, 2022.
- Sayuno, C.M.M., "Philippine Kid Lit During Oplan Tokhang: Thematic Analysis of Published Filipino Storybooks from 2016 to 2019," Depicting the Unspeakable, Asian Festival for Children's Content, May 26-29, 2022
- Sayuno, C.M.M., "Trees and Stories: Perennial Characters in Selected Filipino Storybooks, Distant Spaces in Remote Learning Times," City in a Forest International Conference, Children's Literature Association, Atlanta, GA, June 2-4, 2022
- Sayuno, C.M.M., "The Child, the Character, the World: Theorizing Children's Agentic Transmedia Engagement in Various Online/Offline Games," Children and Media Research Escalator Session, 72nd Annual International Communication Association Conference: One World, One Network, May 26-30, 2022, Paris, France
- Sayuno, C.M.M., "The Child as World Builder: Theorizing the Children's Agentic Transmedia Engagement through Creativity," Quo Vadis konferencia UPLoadS and DOWNloadS of Digital Age 2022, Faculty of Mass Media Communication, University of Ss. Cyril and Methodius, Trnava, Slovakia, April 7, 2022

- Sayuno, C.M.M., "Tales of Asian Love: The Translanguaging of Romance in Japanese, Thai, and Filipino Boys' Love Series," 7th Biennial International e-Conference of Japan Studies Association-ASEAN, December 15-17, 2021
- Sayuno, C.M.M., "Philippine Children's Literature During the COVID-19 Pandemic," 9th Conference on Southeast Asia (ICONSEA), December 2-4, 2021
- Sayuno, C.M.M., "Philippine Children's Literature Amidst Political Unrest: A Textual Analysis of Storybooks Set in the Marcos and Duterte Regimes (poster)," Modernity, Memory, and Asian Childhood International Conference, Taiwan Children's Literature Research Association, November 20, 2021
- Sayuno, C.M.M., "Theorizing Transmedia Literacy Based on Children's Media/Nonmedia Social/Nonsocial Engagements," International Conference on Philosophy of Education, UP Diliman College of Education, November 12-14, 2021
- Sayuno, C.M.M., "The Child Character across Media and Nonmedia Storyworlds: Theorizing Agentic Transmedia Engagement through Creativity towards Transmedia Literacy," 25th Congress of the International Research Society for Children's Literature: Aesthetics and Pedagogic Entanglements, Santiago, Chile, October 22, 2021
- Sayuno, C.M.M., Evangelista, M.A., & Valero, C., "Empowering the Adult Learner: A Multimodal Discourse Analysis of the Pantawid Pamilyang Pilipino Program's Family Development Session," International Conference on Human Settlements Planning and Development, UPLB Department of Community and Environmental Resource Planning, October 20-21, 2021
- Sayuno, C.M.M., "Sustainability in Storybooks: The Role of Child Readers in Fostering Resilience and Innovation Towards a Sustainable Future," International Conference on Human Settlements Planning and Development, UPLB Department of Community and Environmental Resource Planning, October 20-21, 2021
- Sayuno, C.M.M., "Communicating Text and Performance Through Translation: A Critique of Tanghalang Ateneo's Sintang Dalisay," 6th Symposium of the ICTM Study Group on Performing Arts of Southeast Asia, August 5, 2021
- Sayuno, C.M.M., "The Pandemic through the Child's Window: Thematic Analysis and Linguaging of Health in Filipino Storybooks on COVID-19," International Mother Language Day Conference and Festival, March 5, 2021
- Sayuno, C.M.M., "Of Gears and Pink Drinks: A Critical Discourse Analysis of the Transmedia Consumption of Thai Boy's Love Narratives by the Filipino Fandom," International Southeast Asian Media Studies Virtual Conference, February 25, 2021
- Sayuno, C.M.M., "Proposing a Techo-Immersion Methodology in Transmedia Research Based on Children's Engagements Across Media/Nonmedia Social/Nonsocial Platforms," Asia-Pacific Consortium of Researchers and Educators (APCORE) 2020 International Virtual Conference, December 4, 2020
- Sayuno, C.M.M., "Proposing a Child-Centric Transmedia Model Across Engagements in Media/Nonmedia Narrative/Nonnarrative Storyworlds," Communication Research International Conference, UP College of Mass Communication, October 18-20, 2019
- Sayuno, C.M.M., "Creating Transmedia Narratives: New Frontiers in Children's Storyworld Adventures Through Minecraft and Roblox," Asian Festival of Children's Content, Singapore, September 5-8, 2019
- Sayuno, C.M.M., "Stories of the Cordilleras: Minority Representation in Children's Literature," Asian Festival of Children's Content, Singapore, September 5-8, 2019
- Sayuno, C.M.M., "The Social Construction of Techno-Culture: Unearthing Subordinate Storylines in the Child's Transmedia Projects," Inter-Asia Cultural Studies Conference, Dumaguete City, August 1-3, 2019
- Sayuno, C.M.M., "Where is my Home? Subordinate Storylines in Narratives of Water- and Forest-Themed Filipino/Thai/Bahasa Storybooks and Discourses of Exile," The Littoral and the Liminal: 3rd Association for the Study of Literature and the Environment ASEAN Ecocritical Workshop-Conference, June 14-16, 2019
- Sayuno, C.M.M., "The Child and the Hero Machine: The Role of Fantasy in the Narrativity of Selected Filipino Storybooks," 2018 Taipei Tech International Conference on Literary Fantasy and Its Discontents, GIS Taipei Tech Convention Center, Taipei, Taiwan, November 22-24, 2018
- Sayuno, C.M.M., & Javier, T.P.P.A., "Towards a Culture of Preparedness: Project NOAH's Campaign Effectiveness as Materialized in Google Search Results and Audience Participation in Twitter," 1st ASEANale 2018 Conference: Capturing the Spirit of ASEAN in the Digital Times, Asian Center, University of the Philippines Diliman, February 28-March 2, 2018

- Sayuno, C.M.M., "Complementarity in Movement and Performance: Critiquing Gender Roles in Philippine Cultural Dances," International Federation for Theatre Research 2018 Asia Regional Conference, University of the Philippines Diliman, February 21–23, 2018
- Sayuno, C.M.M., "Freeing the Elephant-Eating Boa: Theorizing Children in Philippine Social Science Research," 3rd Asia Oceania Regional IBBY Congress, Bangkok, Thailand, May 9–12, 2017
- Sayuno, C.M.M., "The Empowered Child in the Absence of a Father: A Critical Discourse Analysis of Ayroso's Mister World and His Box and De Vera's Tatay, Through the Winds and Waves," 3rd Asia Oceania Regional IBBY Congress, Bangkok, Thailand, May 9–12, 2017
- Sayuno, C.M.M., "Languaging Child Empowerment in Stories of Departure: A Multimodal Discourse Analysis of Selected Palanca-Winning Short Stories for Children in English," 4th Literary Studies Conference: Children's Literature in Southeast Asia, Yogyakarta, Indonesia, October 19–20, 2016
- Sayuno, C.M.M., "Complementarity in Movement and Performance: Critiquing Gender Roles in Philippine Cultural Dances," International Sanrokan Conference on Bio-Cultural and Environmental Studies, Odiongan, Romblon, May 13–15, 2015

National

- Hugo, A., & Sayuno, C.M.M., "The Meme-fication of Filipino Politics: A Critical Discourse Analysis of Facebook Users' Political Expression and Participation Through PRRD-Related Internet Memes," 16th UPLB-CAS Student-Faculty Research Conference, December 4, 2023
- Alvarez, J.C.M., & Sayuno, C.M.M., "Children's Perception of Queerness Towards Gender-Sensitive Language Learning in The Philippines," 16th UPLB-CAS Student-Faculty Research Conference, December 4, 2023
- Sayuno, C.M.M., "Theorizing the Intersections of Speech Communication and the Humanities: Themes of Inquiry in the UPLB BACA Research Outputs," Freedom of Speech in Asia: Speech Communication Conference 2023, University of the Philippines Diliman, October 26-27, 2023
- Lardizabal, J., & Sayuno, C.M.M., "Estado ng mga Akdang Pampanitikan sa Paaralan sa Paghubog ng Ponolohiya ng Bata sa Panahon ng Pandemya: Mga Karanasan mula sa Cabay Day Care Center," 15th UPLB-CAS Student-Faculty Research Conference and 1st National Student-Faculty Research Conference in the Arts and Sciences, November 28 and December 5, 2022
- Sayuno, C.M.M., "Ang Minecraft at Roblox Bilang Birtwal na Kapuluan: Mga Transmidyal na Danas at Paglalakbay ng Batang Pilipinong Manlalaro sa Sandbox Games," Kapuluan: Anthropology in the Archipelago, 44th Annual Conference of Ugnayang Pang-Aghamtao, Inc./Anthropological Society of the Philippines, Boac, Marinduque, October 26–28, 2022
- Lardizabal, J., & Sayuno, C.M.M., "Estado ng mga Akdang Pampanitikan sa Paaralan sa Paghubog ng Ponolohiya ng Bata sa Panahon ng Pandemya: Mga Karanasan mula sa Cabay Day Care Center," Communication and Media Studies Conference 2022: Humanizing Communication Education in a Digital Ecosystem, Philippine Association for Communication Educators (PACE), Centro Escolar University, Manila, October 21-23, 2022
- Sayuno, C.M.M., "Into Storybooks and Transmediated Worlds: The Portrayal of the Pandemic in Philippine Children's Literature vis-à-vis the Children's Experiences in Remote Learning Modalities," Himaya: Panitikan ng Pagbabanyuhay, NCCA National Committee on Literary Arts, Sining ng Pag-asa: National Arts Month 2022, March 26, 2022
- Sayuno, C.M.M., "Social Interactions in Multiplayer Mobile Games: Negotiating Gameplays and Playstyles among Children Gamers," 1st National Conference on Digital Humanities, UP Diliman, November 3-5, 2021
- Sayuno, C.M.M., "Technological Resilience as a Dimension of a Proposed Transmedia Literacy Perspective for Children," The Sociology of Vulnerabilities and Resistance, Philippine Sociological Society Conference, October 1, 2021
- Sayuno, C.M.M., "Are Mobile Games Bad for Children? New Frontiers in Children's Storyworld Adventures through Online/Offline Mobile Apps," Social Media Week Manila, November 11–12, 2019
- Sayuno, C.M.M., "Proposing a Transmedia Literacy Tradition Based on Children's Engagements Across Media/Nonmedia Social/Nonsocial Platforms," Philippine Association of Communication Educators (PACE) Communication and Media Studies Conference, Far Eastern University, Manila, September 12–13, 2019

- Sayuno, C.M.M., "Trees and Stories: Perennial Performances in Selected Filipino Storybooks," Tropical Performances: 2nd Performance Studies Philippine Conference, De La Salle University, Manila, August 5–6, 2019
- Sayuno, C.M.M., "Understanding the Digital-Native Child: New Frontiers in Kid's Media/Social Engagements," Philippine Children's Book Summit, Thames International, Quezon City, July 17, 2019
- Sayuno, C.M.M., "The Child as Celebrity in the Transmedia Landscape: Characterizing the Child Creators' Online Engagement as Dual Entertainment," Speech Communication Organization of the Philippines (SCOP) 31st Annual National Convention and 2019 Research Conference, University of the Philippines Los Baños, May 30 to June 1, 2019
- Sayuno, C.M.M., "Pagsasateorya ng Bata sa Pananaliksik sa Karununganang Panlipunan sa Pilipinas," PISTA! Pambansang Kumperensiya sa Panitikang Pambata, Precious Events Center, Quezon City, October 27, 2018
- Sayuno, C.M.M., & Javier, T.P.P.A., "Gender Participation and A Culture of Preparedness: Project NOAH's Campaign Effectiveness as Materialized in Audience Participation in Twitter," 10th National Conference on Women's and Gender Studies, Ateneo de Manila University, August 22–23, 2018
- Sayuno, C.M.M., "Gasime al Naphage: Exploring the Interpersonal Symbolic Interactions through the 'Changing Letter' Lexicon of Amadeo, Cavite," 1st National Conference on Southern Luzon Studies, University of the Philippines Los Baños, July 18–20, 2018
- Sayuno, C.M.M., "Complementarity in Movement and Performance: Critiquing Gender Roles in Philippine Cultural Dances," Philippines Communication Society Conference on Gender and the Media, Polytechnic University of the Philippines, April 30, 2018
- Sayuno, C.M.M., "Letting Children's Stories Breathe: A Socio-Narratological Approach to Playtime Stories Towards the Social Construction of Child's Play," 5th National Communication Research Conference, University of the Cordilleras, Baguio City, November 23–24, 2017
- Sayuno, C.M.M., "Characterizing and Empowering the Asian Child Amid Separation: A Critical Discourse Analysis of Selected Asian Short Stories for Children and Their Symbolic and Cultural Convergences," Graduate Student Leadership and Research Conference, UPLB, Los Banos, Laguna, May 16, 2015
- Sayuno, C.M.M., "Languaging Child Empowerment in Stories of Departure: A Multimodal Discourse Analysis of Selected Palanca- Winning Short Stories for Children in English" 8th UPLB CAS Student-Faculty Research Conference, Los Banos, Laguna, November 16, 2015
- Sayuno, C.M.M., "Discouragement, Distraction, and Defeat: A Multimodal Discourse Analysis of Trash Talk by Child Online Gamers," 7th UPLB CAS Student-Faculty Research Conference, Los Banos, Laguna, November 17, 2014

GRANTS RECEIVED

- Enhanced Creative Work and Research Grant, 2020-2021 UPLB
- National Book Development Board Creative Nations Grant, 2021
- Writing Fellowship Grant, UP Padayon Public Service Office, 2021
- One UP Faculty Grant in Creative Writing (Children's Literature), 2019–2021, UPLB
- K to 12 Transition Program Scholarship, 2016, Commission on Higher Education
- UPLB Basic Research Grant, "Data-Driven Assessment of the LP4Y English Literacy Program: Basis for Decision Making in Instructional Planning," 2016 (deferred due to study leave)
- National Book Development Board Travel Grant, 2015
- Philippine Board on Books for Young People Travel Aid, 2015

WORK EXPERIENCES

- *Assistant Professor 6*, Communication Division, DHUM, CAS, 2019 to present
- *Assistant Professor 1*, Communication Division, DHUM, CAS, 2016–2018
- *Instructor 3*, English Division, DHUM, CAS, UPLB, 2014–2015
- *Interim Journal Editor*, Climate, Disaster, and Development Journal, OML Center, Pasig City, October 2017 to January 2018
- *Author/Literary Writer*, Diwa Learning Systems, Inc., University Press of First Asia, September 2015 to present
- *Brainstormer*, Creative Development Group, TV5 Network, Inc., April to September 2015
- *Media Monitor*, Velocity Made Good, Inc., Alabang, Muntinlupa City, 2013–2014

- *Copyeditor*, SPi Global, Inc., Paranaque City, 2010–2013
- *English Instructor Associate*, International Voice Online, Inc., Mandaluyong City, 2008

SPEAKING ENGAGEMENTS

ON CHILDREN'S LITERATURE AND CREATIVE WRITING

- Resource Speaker, "Decentering Narratives of/by/for the Filipino Child: New Frontiers in Children's Literary Production in the Philippines," AFCC Circle: Philippines, December 16, 2023
- Division Judge and Mentor, 2023 Gawad Teodora Alonso Regional Competition, Department of Education Division of Cavite, September 2023
- Mentor/Editor, Writers Workshop for the Development of Teaching/Learning Materials for the Bangsamoro Learners, Adarna House, Pathways, and MBHTE BARMM, October to December 2022
- Reading Ambassador, National Reading Month, Lalaan Elementary School, Silang, Cavite, November 24, 2022
- Reading Ambassador, National Reading Month, Talon Elementary School, Amadeo, Cavite, November 23, 2022
- Resource Author and Speaker, Booklatan 2022: A Showcase of Filipino Arts and Literature, Brent International School Manila, November 21, 2022
- Resource Speaker, "Writing the Future: Current State of and Future Directions in Writing Children's Literature," Facing Forward: Visions for the Philippine Children's Book Industry, INK STORY: 30 Years of Ang Ilustrador ng Kabataan, October 23, 2021
- Subject Matter Expert, "Booklatan sa Bayan: Writing Stories for Children," Webinar Workshop on Writing Stories for Children: Food and Nutrition, National Book Development Board, March 17, 19, 24, April 7, and 9, 2021
- Panelist (The "Radical" in Philippine Children's Literature: Writing Stories of Inclusion, Equality, and Justice for the Filipino Child Reader), Literary and Publishing Trade Conversations, Webinar, National Book Development Board, November 13, 2020.
- Resource Speaker, "Booklatan sa Bayan: Writing Stories for Children," Webinar, National Book Development Board, August 11, 14, 18, and 21, 2020.
- Resource Speaker, DHUM Online Workshop on Poetry and Children's Literature, Webinar, Department of Humanities, UPLB, May 23, 2020.
- Resource Speaker, "Writing for/with Children: The Value of Stories for Kids," Webinar, Surigaonon Studies Center, May 23, 2020
- Resource Speaker, "Klasrum Adarna: Writing Stories for Young Readers," Adarna House, Quezon City, February 22, 2020
- Guest Author, Book Talk with Pandayan Bookshop, Bulacan, November 22, 2019
- Resource Speaker, "A Celebration of the Mind," Cavite State University-The Gazette, September 16, 2017
- Resource Speaker, "Paggamit ng Wikang Filipino sa Iba't Ibang Lunsaran," Cavite State University, August 31, 2017
- Resource Speaker, "PANATA 2017: Sining at Literature sa Pagyabong ng Wikang Filipino," Cavite State University, August 31, 2017
- Resource Speaker, "Creative Writing: Empowering Future Writers," Diwa Learning Systems, Inc., SMX Convention Center, January 28, 2017
- Panelist (The Market for Young Readers Boom), Asia-Pacific Writers and Translators Conference, UP Diliman, October 22–25, 2015
- Panelist (The Asian Children's Book Industry), Umuulan ng Libro: Philippine Children's Book Summit Elements at Centris, Quezon City, July 21, 2015
- Resource Speaker, Pananglaw: Lingguhang Palihan ng Samahang LAYB UPLB Main Library, September 22, 2015

ON RESEARCH WRITING

- Resource Speaker, Thesis It! 2022, UPLB Civil Engineering Executive Organization, September 3, 2022
- Resource Speaker, "Put Your Grit and Wit to That Lit: Best Strategies in Literature Review," Research is Layf! How to Ace Your Research Paper, UPLB Learning Resource Center, April 28, 2022

- Resource Speaker, "Mentoring the Research Mentors: A Lecture on Research Advising Techniques," Technological University of the Philippines, December 18, 2021
- Resource Speaker, Helpdesk XV: Thesis Writing Workshop, UPLB Communication Arts Society, April, 19, 2021
- Resource Speaker, enLITen: Webinar on Research Writing and Oral Research Presentation, UPLB CAS Language Instruction Towards Excellence (LITE) Program, August 26, 2021
- Resource Speaker, Revising and Preparing Papers for Publication, Capacity Building Program for Department of Agriculture Researchers, UPLB Department of Humanities and UP Open University, December 18, 2020

ON TEACHING AND PEDAGOGY

- Resource Speaker, Teaching, Assessment, and Leadership in the 21st Century Workshop, Faculty of Education, University of Malaya, Malaysia, July 19, 2023
- Resource Speaker, Division Capacity Building of Proficient Teachers on Strategies in Teaching Reading, DepEd San Pablo City, February 8-10, 2023
- Resource Speaker, Upskilling of Teachers Through School Action Learning Cell, DepEd Silang, Cavite, February 10, 2023
- Resource Speaker, Writeshop on Textbook Development, Chamber of Customs Brokers, Inc., Midas Hotel, August 21–22, 2022
- Resource Speaker, In-Service Training: Bettering Remote Learning Experiences Through Student-Centered Engagements, Christ's Achievers Montessori, July 27, 2021
- Resource Speaker, In-Service Training (INSET): "New Normal = New NAVERA: Hurdling the Challenges of COVID Pandemic in the New Normal Education," Natalia V. Ramos Memorial Integrated School, December 18, 2020
- Resource Speaker, Division Online Quality Assurance of Print and Non- Print Supplementary Learning Resources for Key Stages 1-4 per Learning Area for Quarters 1-2 SY 2020-2021, DepEd Cavite City
- Resource Speaker (SHS Oral Communication), DIWA iFLEx for Home-Based Education, Webinar, August 5, 2020
- Facilitator (SHS Lang&Comm), The Innovative Educators' Workshop, Metro Manila, Southern Luzon, and Visayas, October 5 to January 2020.
- Resource Speaker, Reading Strategies for Children, Friends of Los Baños Children, October 24, 2019
- Facilitator (SHS Lang&Comm), DIWA Innovators Congress Design Thinking Workshop, Manila, Cebu, Iloilo, Davao, Baguio, and Batangas, October 2017 to January 2018

ON JOURNALISM

- Resource Speaker, "Restricted-18: Exposing and Probing the Unforeseen Challenges of Philippines Media," Cavite State University, November 9, 2018
- Resource Speaker, "Real or Not Real: Arming the FAITH Community Against Troll Journalism," The Lighthouse Press Conference, First Asia Institute of Technology and Humanities, October 26, 2018
- Resource Speaker, Sebastinian Media Congress 2015, Hotel Rembrandt, Quezon City, October 10, 2015
- Resource Speaker, School-wide Press Conference, First Asia Institute of Technology and Humanities, October 2, 2015
- Resource Speaker, 15th Journalism Seminar, "Iba 'to: Paglalakbay sa Mas Malawak na Mundo ng Dyornalismo," Cavite State University, October 1, 2015

ON CULTURAL DANCING AND OTHER FIELDS

- Cultural Dance Consultant, Cultural Exchange Program of San Sebastian College- Recoletos Manila and Naresuan University International College Thailand, July 2017 and 2018
- Resource Speaker, "Community of Practice for Communication Focal Points, CBM International, Alabang, Muntinlupa City, October 8, 2019
- Assistant Facilitator, Jobstart Philippines Life Skills Training Program, Gen. Trias City, Cavite, August 17–28, 2017

MEDIA EXPOSURE

- Radio drama of "Sayaw ni Dayaw," retold and performed by Tanghalang Pilipino

- Radio Guesting for authored storybook "Sayaw ni Dayaw" and its implication on children's health, DZRH TV Health Check+, September 25, 2021
- Radio Guesting for authored storybook "Sayaw ni Dayaw," Radyo Bandido Makuwento Mondays, April 26, 2021
- Featured interview entitled "Isang Kuwentong Umiindak: Panayam Kay Cheeno Marlo Sayuno" with Dr. Eugene Evasco for "Buklat/Mulat" column in Liwayway Magazine
- Poetry Reading of "The Seeds of Camachile" for SingLit Station and Asia Pacific Hospice Palliative Care Network, Singapore

WORKSHOPS AND WRITING FELLOWSHIPS

- *Writing Fellow*, 2019 Barlaya Writing Workshop for Intermediate and Young Adult Literature, Adarna House, July to September 2019
- *Workshop Participant*, Normal Awards Book Development Writeshop, PNU University Center for Gender and Development, October 22-24, 2021
- *Workshop Participant*, Room to Read's Kwentong Musmos: Palihan sa Pagsulat ng Kwentong Pambata, Bohol, September 30–October 4, 2019.
- *Workshop Participant*, DIWA Innovators Congress Design Thinking Workshop, University Press of First Asia, Makati City, August 5 and 12, 2017
- *Workshop Participant*, Productivity Enhancement Workshop for Authors, University Press of First Asia, Makati City, May 19 and 22, 2017
- *Writing Fellow*, 55th UP National Writers' Workshop, Los Baños, Laguna, May 22–26, 2016
- *Workshop Participant*, 1st UP Gawad Plaridel Masterclass: Script Writing with Ricky Lee, UP College of Mass Communication, September 12–26, 2015
- *Writing Fellow*, Asian Festival of Children's Content Writers and Illustrators Retreat, Angsana Bintan, Indonesia, and Singapore City, Singapore, May 28–June 4, 2015
- *Writing Fellow*, Cordillera Creative Writing Workshop: Palihan sa Panitikang Pambata, Baguio City, October 2014
- *Workshop Participant*, Kwentong Komedi: The TV5 Writing for Comedy Workshop, TV5 Media Center, Mandaluyong City, May 24–July 12, 2014
- *Research Fellow*, UST J. Elizalde Navarro National Workshop in Criticism on the Arts and Humanities, Baguio City, May 2014
- *Research Fellow*, DLSU BNSWCW Kritika Workshop on Arts and Cultural Criticism, University of St. Lasalle, Bacolod City, April 2013

PROFESSIONAL AFFILIATIONS

- Regular Member, National Research Council of the Philippines (Division VIII: Social Sciences)
- Member, Advisory Board, International Research for Children's Literature
- Member, UPLB Research Ethics Board
- Associate Editor, Makiling Review: An International Journal of Humanities
- Member, International Research Society for Children's Literature
- Secretary, Philippine Association for Communication and Media Researchers, Inc.
- President, Supling Sining, Inc.
- Executive Director, Asian Center of Education, Research, and Training for Innovation
- Member, Philippine Association of Communication Educators
- Member, Philippine Communication Society
- Member, Southeast Asian Media Studies Association
- Member, Association for the Study of Literature and the Environment-ASEAN
- Reviewer, Plaridel: A Philippine Journal of Communication, Media, and Society

ACADEMIC COURSES TAUGHT

General Education and Service Courses

- College English (ENG 1)
- Critical Approaches to Communication (COMM 10)

- Writing of Scientific Papers (ENG 10)

Undergraduate Major Courses

- Language and Communication (COMA 101)
- Introduction to Discourse Analysis (COMA 103)
- Rhetoric (SPCM 101)
- Special Problems: Communication Dynamics in Social Media (COMA 190)
- Introduction to Research (COMA 192)
- Communication Arts Workshop: Journalistic and Media Writing (COMA 193)
- Communication Arts Workshop: Writing Stories for Children (COMA 193)
- Undergraduate Seminar (COMA 199)
- Undergraduate Thesis (COMA 200/Advisership)

Graduate Courses

- Discourse Analysis in Communication (COMA 202)
- Writing Children's Literature (COMA 226)
- Graduate Thesis (COMA 300/Advisership)
- Psychology of Reading (LLE 202)

ADVISING

BA Communication Arts, UPLB

- *Adviser*, Lardizabal, J.R., "Pro Produksyon, Implementasyon, at Ebalwasyon ng Tagalog Audiobooks Tungo sa Paghubog ng Ponolohiya ng Bata sa Nagbabagong Modalidad ng Pagkatuto sa Panahon ng Pandemya: Mga Karanasan sa Cabay Day Care Center, Tiaong, Quezon," 2023
- *Adviser*, "How to get an EXO Boyfriend: Narrative Building in the Prosumption of Fan Fiction Stories in EXO Stan Twitter Community," 2023
- *Critic*, Tan, R.F.P., "'The Strong And Indie Woman: An Analysis of Female Characters and the Independent Romantic Comedy Genre through Selected Filipino Films from 2020 to 2022,'" 2023
- *Critic*, Mopera, N.M.R., "The Descendants: The Intertextualization of Classical Children's Literature to An Anthology of Fiction Stories for the 21st Century," 2023
- *Critic*, Bahil, J.M., "#TayoNaman: How Art Mercado Employed his Anti-Political Dynasty Rhetoric in the 2022 Local Elections," 2023
- *Critic*, Austria, J.M.DC., "A Comparative Analysis of the Organizational Communication Patterns of Startup and Established PR Agencies in the Hybrid Work Setup: Towards a Proposed Organizational Communication Plan, 2023"
- *Adviser*, Enriquez, A.R., "Making BPO Group Work Work: (Re)Modeling an Effective Virtual Team Framework through Employee Narratives in Selected BPO Industries," (Best Thesis), 2022
- *Adviser*, Darbin, C.T., "AGAWID: Isang Koleksiyon ng mga Feministang Kuwentong Pambata sa Wikang Ilokano" (Best Creative Work Nominee), 2022
- *Adviser*, Segui, N.A., "Stan Twitter as Fan-Initiated Public Relations Strategy: Applying the Two-Way Asymmetrical PR Model to the Case of Onces as Twice Brand Ambassadors," 2022
- *Adviser*, Sastrillo, C.R., "Exploring Manifestations of Filipino Self-Hatred in the /R/Philippines Subreddit: A Thematic Analysis," 2022
- *Critic*, Diesta, A.M., "Back to Reality (Creative Work), 2022
- *Critic*, Valdeabilla, T.M., "Several Degress of Amalgamation (Creative Work), 2022

MA Communication Arts, UPLB

- *Adviser*, Abundo, K. "Unconventional Homes: Portraying a Dynamic Child Character in Filipino Children's Literature about Non-Traditional Families," 2022
- *Adviser*, Arpon, M.L. "Building Resilient Micro, Small, and Medium Enterprises: Assessment of National Wages and Productivity Commission's Training Module on Business Continuity Planning and Management," 2022
- *Adviser*, Amante, K.A., "Retelling Mariang Makiling: A Multimethod Analysis of Personal Narratives on a Legend among Townsfolk of Los Baños in Laguna, Philippines," 2022

MA Literacy and Language Education, UP Open University

- *Panel Member*, Palentino, M. "Assessing the Technological Pedagogical and Content Knowledge (TPACK) Level of Secondary School Language Teachers of Artistically Gifted Students: a Mixed Methods Study," 2021

MA Communication, UP College of Mass Communication

- *Panel Member*, Abiul, I.E.

PhD Communication, UP College of Mass Communication

- *Panel Member*, Wideasari, N. "The Social Construction of Women Empowerment: Corporate Social Responsibility's Program and Message Read by Women in their Roles as Employee, Community and Consumer: The Case of Wardah Cosmetics and Sariayu Cosmetics"

FIELDS OF EXPERTISE AND RESEARCH INTERESTS

- Communication, Media, and Technology
- Communication Theory
- Communication Research
- Qualitative Research
- Discourse Analysis
- Children's Literature and Child Studies
- Writing Short Stories for Children
- (Trans)Media Studies
- Philippine Cultural Dances