

AMIC-Thammasat University Symposium on Mass
Communication Theory : the Asian Perspective,
Bangkok, Oct 15-17, 1985 : [opening address]

Prapasna Auychai.

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Opening Address

By

Prapasna Auychai

The Opening Address

by

Professor Prapasna Auychai

The President of Thammasat University Council

At the Opening Ceremony of the
International Symposium on Communication Theory : The Asian Perspective

Tuesday, October 15, 1985 : 9.00 A.M.

at Thammasat University, Bangkok

The Rector of Thammasat University, Deans, Faculty Members, Distinguished
Participants, Ladies and Gentlemen.

I am honoured and delighted to preside over the opening ceremony
of The International Symposium on Communication Theory : The Asian Perspective
at Thammasat University today.

We all know the importance of mass communication and public
relations in today's society. The Thai Government values the role of public
relations very highly. The National Public Relations Policy and Planning
has already been approved by the Cabinet, and is now at the state of
execution by every government and related bodies.

As public relations is one of the fields of Communication, it is
my great pleasure that the Faculty of Journalism and Mass Communication,
Thammasat University is organizing this international symposium with
communication experts from many countries, faculty members and government
officials from various offices coming to participate. I hope that knowledge
gained from this symposium will also benefit the National Public Relations
Policy and Planning.

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I would like to emphasize once again that the Thai Government has a firm commitment to carry out This National Public Relations Policy and Planning effectively as soon as possible. This symposium will offer guidelines on how to harmonize theories and practices of communication better.

For those of you who are experts from abroad, I would like to assure you that Thailand has gained her political, economic, social and military stability. As you have seen for yourself, we are a peaceful country with many attractive places for tourism. The border incidents don't have any serious effects on us. Therefore, I would like you to understand the situation of Thailand in this respect.

I would like to welcome the communication experts who have come from abroad and thank all Thai participants who have sacrificed their time to participate in this symposium. I hope the meeting will yield some new useful insights into the study and implementation of communication theory in Asian countries.

I wish the 3-day-symposium all the success in achieving its objectives.

I now declare open the international symposium on "Communication Theory : The Asian Perspective" co-organized by the Faculty of Journalism and Mass Communication, Thammasat University and The Asian Mass Communication Research and Information Centre.

Thank you.