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Maslog, Crispin C.

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**Communication Research In Asia :
Impressions And Intuitions**

By

Crispin C Maslog

COMMUNICATION RESEARCH NEEDS AND PRIORITIES IN ASIA
SCHOOL OF HUMANITIES
UNIVERSITI SAINS MALAYSIA
Tel. 883822 ext. 371

COMMUNICATION RESEARCH IN ASIA: IMPRESSIONS AND INTUITIONS

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by Crispin C. Maslog*

INTRODUCTION

To accept an invitation to discuss the state of the art of communication research in Asia and then speculate on its future with any semblance of authority, one has to be either a complete fool or an incurable optimist. I happen to be both, and so I accepted the invitation.

In the first place Asia is so huge, so vast and so multi-faceted that one cannot even begin to define and describe it. For purposes of our paper, we have limited our Asia to 23 countries and excluded Australasia, the Middle East and the Asian side of USSR.

In the second place, I am not a professional researcher—in the sense of being engaged full time in the profession. Research has been a part time preoccupation with me all these years. I probably spend more time as a user of research in my teaching, lecturing and writing.

On second thought, however, there might be some "method in the madness" of the invitation, as Shakespeare would say. A "outsider" coming in might be able to take a fresh look at an old subject. He might be able to bring with him new perspectives and discover insights that may have escaped the full time professionals in the field by the very fact that they are so close to their subject. Sometimes one misses the forest for the trees.

* Dr. Maslog is former director, School of Communication, Silliman University. He is now professor, Department of Development Communication, University of the Philippines at Los Baños, Laguna, Philippines. This paper was prepared for the "Seminar on Communication Research Needs and Priorities in Asia," Sept. 22-24, 1983, sponsored by AMIC, UNESCO and Universiti Sains Malaysia, in Penang, Malaysia.

In accepting the invitation, however, I have taken the liberty of making a slight change in the approach to the subject. Instead of the suggested "Communication Research in Asia: State of the Art and Future Directions," I am going to talk on "Communication Research in Asia: Impressions and Intuitions," in keeping with the reservations I had stated earlier.

HISTORICAL BACKGROUND

Perhaps the first paper written in English on the subject of Communication Research in Asia was done by Gloria D. Feliciano in 1973.¹ According to her, communication research in Asia started in the late 1950s and early 1960s, when Asian journalism and mass communication professors returned from graduate studies in the West, particularly the United States, and introduced to their students "readability studies," "content analyses," "readership and listenership surveys," etcetera.

Before that time there were some studies that could only be called journalism research, since the field of mass communication was not yet defined in Asia, and only beginning in the United States. Mass communication in Asia, it should be noted, evolved out of journalism departments. Examples of these types of research were studies on literacy, inventories of newspapers, radio and other periodicals included in national censuses, library research on histories of the press and radio, profiles of journalists, consumer studies by advertising agencies, and evaluation of agricultural information materials. It is interesting to note that in the Philippines, historical works on the newspapers date back to 1895 and 1927.² Theses and dissertations written in the 1940s and 1950s were mostly on historical and critical approaches to the media and the law on the press.

In 1973, Asian communication research was summed up by Feliciano as focussed on three areas: (1) media infrastructure studies—i.e., dealing with the history and development of the media; (2) studies of communicators and receivers of messages; (3) developmental-type studies — i.e., those dealing with the communication aspects of the various components of development such as agriculture, health, family planning, education, etcetera.

In another paper in 1974, Feliciano also described Asian communication research as press/journalism-oriented, Western-influenced and multi-directional.³ It was journalism-oriented because before mass communication there was journalism; and before radio and television (as mainly entertainment media) there were newspapers (mainly information and opinion media), which began the Asian tradition of journalism critical of Asian governments.

In the early 1970s, about a decade since it was introduced to Asia, communication research in the region was still a fledgling field, riddled with numerous problems, among them: (1) lack of professionally trained researchers in the field, (2) lack of resources and facilities, (3) weak support from allied social science disciplines, (4) low priority given to development of the mass media by Asian governments, and (5) lack of public awareness about what communication research can do for public welfare.

The subject matter for these research studies were not relevant to development, except in the agricultural and commercial fields, and their methodology was generally poor. There was little coordination among researchers and research institutions in the region, leading to duplication and a lack of direction in the research projects.

In another paper in 1976, however, Feliciano was able to say that the role of communication research in national development was finally beginning to be recognized in the region:

Communication research has started to demonstrate its usefulness to development programs by calling attention to what media can contribute to the process of change by serving as initiator, legitimizer, and facilitator.⁴

Dr. John Lent⁵ added in 1977 that although still beset with numerous problems, mass communication research in Asia has come a long way during the past decade. In the past decade there has been a significant growth in the amount of mass communication research generated in Asia.

To identify the most common topics of research in Southeast Asia, Lent examined his own Asian mass communication bibliography, the first comprehensive bibliography in the field. Although not all the works in this bibliography can be classified as serious research, because some are newspaper articles written for popular audiences, they at least give an indication of where the emphases lay in writing about Southeast Asian mass communication. The Philippines led in the number of bibliographic items in the Lent bibliography with 2,662, followed by Malaysia with 847 and Indonesia, 329. In all countries, except Thailand, there were more items about print media than any other category, confirming earlier observations of Feliciano. (See Table 1)

In 1978, Lent noted in another paper⁶ the exceptional growth of research in Southeast Asian mass communication research since the mid-1960s and gave credit for this to Unesco and Asian regional and national media organizations, particularly the Asian Mass Communication Research and Information Centre (AMIC) and Press Foundation of Asia (PFA), which

published journals and sponsored research and symposia which yielded research papers. Lent also pointed out the mushrooming of institutions offering mass communication training in the region. Lent added that there is now an abundance of materials on Southeast Asian mass communication in union lists of newspapers, historical and contemporary book length treatments of media, articles, theses and fugitive materials.

Another significant, although selected, bibliography on Asian mass communication was published in 1979 by Elliott S. Parker and Emilia M. Parker.⁷ At least 177 of the 2,345 entries in the entire book, by our tally, dealt with history. The bibliography is top-heavy on China. Most of the titles listed are in English but a few are in Chinese. The bibliography does not include articles from such specialized journals as Media Asia, Asian Messenger and Media because they are accessible.

It is oriented more to print media, although other media like radio, television and film were included. The bibliography also has a bias for articles that are historical and descriptive. According to the Parkers, journalism in Asia has not been a particularly fertile field of historical endeavor, and general descriptive and historical works are lacking.

This is probably true since mass communication research in Asia became popular only in recent decades when universities established programs in mass communication manned by graduates of U.S. schools with sociological and statistical orientations.

PRESENT STATUS

A. Overall View

It is interesting to note that in 1982, Feliciano did not sound as optimistic as Lent in viewing the status of Asian communication research in the last few years.⁸ While acknowledging that mass media has developed fast in the 1970s, communication research has received less attention: "Communication research in the region can be said to be in its infancy; largely media and journalism-oriented, school-based, Western-influenced and multi-directional." Almost exactly the same words she used to describe the status of Asian mass communication research in 1973 and 1974.

One source of information about the status of communication research in the region is the AMIC Directory of Mass Communication Institutions in Asia.⁹ According to the latest edition of this directory (1981), there are now 143 mass communication institutions in 16 Asian countries listed, of which 115 are engaged in research. The total number of institutions increased from 136 in 1973 (first edition of directory) and those engaged in research increased from 107 in 1973.

A number of generalizations might be made from the data available in this directory:

1. Media studies, which used to be the most popular area of Asian communication research¹⁰ is being overshadowed by message studies (content analyses, readability studies, etc.). Out of a total of 670 research studies listed, 286 (42 per cent) were on the message, while 235 were on the media channels. These were followed by the studies on audiences (63) and communicators (60) (See Table 3). In 1973 Feliciano had noted that research on the communication process focussed on two elements: communicators and audiences. In 1982, however, she said that audience research, which had dominated the field since the 1960s, was taking the backseat to media research and media effects studies.

2. Of the media studies, the most number were on print media/press/journalism. -- 327 out of the 670 studies listed, or 48 per cent of the total (See Table 4). This was followed by broadcast media, with 69 studies and educational media, with 43. It is interesting to note that the Lent bibliography (See Table 1) lists 1,326 items on print media, about 30 per cent of the total entries of 4,487. This was also followed by radio and television, with 719 items.

Feliciano had also pointed out that in recent years there has been an increasing number of studies on broadcast media and projected media. Studies on television and radio were noted to be increasing in the Philippines, Indonesia and Korea, where these two mass media are developing quickly.

An examination of the documentation list of Media Asia in the past five years (1978 to 1982) also confirmed this trend: 54 items out of a total of 281 were on print media, followed by 49 items on communication and development and 32 on broadcast media (See Table 6). Although the documentation list was not limited to research in the strict sense of the word, because it included books and papers delivered at conferences, seminars, and workshops, nevertheless it gives an indication of where the priorities are among communication scholars and institutions in the region.

3. On methodology, the most common in Asia now seems to be the case study, with 271 case studies noted -- 40 per cent of the total 670 research studies listed in the directory. This was followed by surveys, with 89 (See Table 5). It seems that the sample survey method, which used to be the most popular in Asia, is now fading away. There is still a dearth of methodological studies, although there seems to be a general improvement in the quality of communication research methodology in the region.

B. Country Views

In the 1982 Amic Seminar on Priorities in Communication Research in Asia¹¹ the following broad pictures of the status of communication research in some Asian countries were painted by the participants:

1. China. Communication research as we know it today began in China rather late, although studies on the press and journalism probably started much earlier. According to Timothy Yu:

Chinese communication studies have only a short history; they originated in the West, developed very swiftly and intensively, particularly in the United States, beginning in the 1930s, and in recent years, have moved eastwards, as scholars returned from studying in the United States to introduce into Asia the concept, theories and methodologies of the new social sciences.¹²

The Chinese scholars understandably brought with them the Western approach to their communication studies in view of their training and the historical fact that communication research started in the West.

It seems, however, that communication research is not yet developed in China today. There are only three departments of journalism in that country with enrolments of about 200 in each. There is a lack of teachers for training and research in mass communication.

2. India. Communication research in this country has been largely in the areas of agricultural extension, family planning campaigns and consumer studies by advertising agencies. The number of studies look impressive, but they are largely duplications, "more or less the same, i.e., much of the same kind without adding significantly to the knowledge about the process of communication in an extremely complicated social milieu."¹³

According to K. E. Eapen, in India both public and private media are interested mainly in action research—"to find out how effective a particular communication strategy is in selling deodorants or family planning." The research studies are expected to come up with instant

solutions to communication problems. Studies are done "in isolation, ignoring relationships of communication to structures, policies or production culture." In short, there is none or little of critical research, because research is expected to "reinforce, legitimate, and not to discover."

3. Bangladesh. Communication research is fairly recent in this country. The first ever study in this field was made in 1965 when a mini-survey of radio listeners was conducted by the then Radio Pakistan to measure the listening habits of people around Dacca.¹⁴ In 1966 another radio listenership study was conducted on the implications of family planning in the area. After a gap of about a decade the next studies were conducted again on radio listening habits, on reading habits in Dacca and to assess the effects of media programming on population control.

A major study was launched in 1980-- a survey to give an overall picture of the mass media in the country, including newspapers, radio, news agencies, television, film, advertising agencies, public relations agencies and telecommunications. The survey also included a survey of media impact.

4. Indonesia. In this country, the government is by far the biggest patron of communication research, particularly the Board for Information Research and Development, Ministry of Information; the Ministry of Development Supervision and Environment; and the Ministry of Domestic Affairs.

The most number of research are under the sponsorship of policy-makers and planners in the information sector. For example, in the seven

years prior to 1962, a total of 139 research projects was commissioned by the Board of Information Research and Development. About three-fourths of these studies concentrated on five priority areas in information policy making—technology application, communication structure and strategy, government information, rural communication and impact or effects.

According to M. Alwi Dahlan:

The main topics researched under each heading also reflect the serious efforts to solve problems at hand. For example, research on communication technology have focussed primarily on extending the reach of existing mass media—especially electronic media—to the majority of the population and those living in remote areas throughout the archipelago. Research in communication structure and strategy have attempted in some degree to question the existing national communication system. Attention to rural areas also pose basic questions on the two-step model and communication network, in addition to studies examining the possibilities for rural media, e.g., the koran masuk desa (literally, newspaper enters the village). Research on government information covers a wide range of problems, including several on the problems of manpower development; this is geared toward finding solutions on the lack of software and skilled professionals. The social and cultural impact of satellite television is the main topic in the area of effect studies.¹⁵

In terms of media and channels, the research priorities have been on television and radio, reflecting Indonesian concern on utilizing their Palapa satellite for mass communication. The second priority is government information channels.

5. Thailand. A major focus of communication research in this country has been on communication effects on the individual.¹⁶ Usually this research tradition in Thailand would examine patterns of media use or media exposure among various groups of audiences and then relate such media usage with behavioral or attitudinal change. This type of research has

been done in Thailand for a long time, whether or not the Thai researchers were conscious of a theoretical framework for their studies. A recent example of this type of study is a study of mass media use habits among rural people in Thailand by Somkuan Kaviya (1980). In line with this media effects research tradition are research into diffusion of innovations and technology transfer, both of which have dominated research in rural areas for a long time.

In more recent years, the problem of "free flow of information" has also attracted Thai scholars and a number of studies have been done in this area, using content analysis and sample survey methods.

Another area that has been looked at by Thai scholars more recently is the communication system approach, which views communication as one sub-system within a larger social system. An example of this is the Mae Klong Integrated Rural Development Programme (1978), which examines the development of the communication system as part of the development of socio-economic systems.

In general, the present thrust in Thai communication research is research relevant to rural development of socio-economic systems.

Philippines. In all of Asia, communication research as an interdisciplinary area of study is probably nowhere more developed than in the Philippines. It was introduced to the country by professors at the two state universities-- University of the Philippines at Los Baños (UPIB) and University of the Philippines at Diliman--who came back from advanced studies in the United States in the late 1950s and early 1960s. Before this there were only journalism studies, which were mostly

biographical, historical, descriptive and legalistic. These were done mainly in the journalism departments of the oldest university in the Philippines, the University of Santo Tomas (founded 1811), and other private universities.¹⁷

The pioneer communication research in the Philippines was the "Study of Communication Problems on the Barrio Level," in 1953-54, by John de Young (a visiting American sociologist at UP,) followed by "A Survey and Evaluation of National Media Production Center Information Materials," by Marjorie Revenholt, another American.

Following these early studies, the two communication training units at the University of the Philippines were established between 1957 and 1965 to spur the development of communication research in the country. UP Los Baños led the way in research related to rural development--e.g., agricultural information, development communication and community development. The UP Institute of Mass Communication took the lead in research in family planning communication, general communication theory and research methodology.

Other institutions also contributed to the growth of communication research in the Philippines, particularly the Philippine Press Institute which encouraged and funded journalism studies between 1965 and 1972, when martial law closed it down; the School of Communication at Silliman University, Dumaguete City, which specialized in research in community journalism; and the government's National Media Production Center, whose interests were mostly in development communication and government information.

According to the Amic Directory of Mass Communication Institutions in Asia, the Philippines shows the way in communication research with

158 research projects either completed or in progress in 1981 (See Table 2). The directory also lists 27 mass communication institutions in the country, of which 23 conduct research as part of their activities. A survey in 1983,¹⁸ however, shows that there are now 35 programs, departments or schools offering communication training in the country. Many of these training units also conduct research.

Japan. There are 17 mass communication institutions in Japan listed in the Amic directory (See Table 2). Of this number 13 are engaged in research. In the Amic directory also, Japan is third in Asia in number of communication research projects completed or in progress, with 77. Considering, however, that Japan is far ahead of the rest of Asia in the stage of development of its mass media, this figure is probably incomplete.

In the first place most of the communication research in Japan is in Nippongo and therefore remain inaccessible to the Western world. In the second place, some of the biggest mass communication institutions which conduct research in that country, like Nihon Shimbun Kyokai (NSK) and Nihon Hoso Kyokai (NHK) did not list down their research projects in the Amic directory, but only described them in general.

NSK's Research Institute regularly conducts studies and surveys on newspaper management, circulation, labor conditions, technical facilities and other areas of the newspaper business.

NHK's Public Opinion Research Institute regularly undertakes surveys relating to audience preferences and opinions regarding broadcasting, audience listening and viewing attitudes towards broadcast programs. It also conducts public opinion polls and trend analysis, election surveys and time budget surveys.

NHK's Radio and TV Culture Research Institute, on the other hand, conducts psychological and sociological researches on the audiences of educational broadcasts, linguistic studies of broadcast language, institutional studies of the broadcasting enterprise, compiles the history of broadcasting in Japan, undertakes studies on the development of educational programs with emphasis on adult education, and analyzes the state of broadcasting abroad.

The other prolific communication research institution in Japan is Sophia University's Department of Communication, with 33 research projects either completed or in progress in 1981. (See Appendix G).

KEY INSTITUTIONS IN ASIAN COMMUNICATION RESEARCH

No discussion on communication research in Asia would be complete without mention of the vital role played by the Asian Mass Communication Research Information Center (AMIC) and other regional institutions in its growth.

The single institution most responsible for the fast growth of communication research in Asia is undoubtedly AMIC, founded in 1971 in Singapore, with funding from the Friedrich Ebert Stiftung of West Germany and support from the Singapore government.

To summarize Amic's Contributions: (1) Through conferences, symposia, seminars and workshops, it has encouraged the writing of research papers; (2) Through its publications (monographs, occasional papers, bibliographies, conference papers and reports and Media Asia), it has encouraged dissemination of research findings; (3) Through its documentation center, it has

promoted the collection and exchange of communication research findings in the region; and (4) Through its leadership, it has found funding and coordinated research throughout the region and "sold" research to government policy makers, communication administrators and practitioners.

To mention just a few of Amic's important projects in Asian communication research:

1. Communication Profiles. This is a 13-volume series on communication profiles of 20 Asian countries and Papua New Guinea. It provides information and statistical data on print media, broadcast media, film, news agencies and information and extension services. Each volume in the series gives a brief outline of the structure of the communication system, communication policies and planning, media institutions and training in Afghanistan, Bangladesh, Burma, Republic of China, Kampuchea, South Korea, North Korea, Laos, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam and Papua New Guinea. Completed in 1979.

2. Asia Rural Press Project. This is a four-country study to assess the status and performance of the rural press in the Philippines, India, Sri Lanka and Thailand. The study was started in 1978 and completed in 1979.

3. List of Theses: Studies on Mass Communication in Asia. The listing was done from 1971 to 1976. The fourth compilation in 1976 contains 262 theses titles completed in 1975 and includes titles completed in 1971, 1972, 1973.

4. Asian Mass Communication Bibliography Series. So far 10 volumes in this series have been completed: the volumes on Malaysia (1975), India (1976), Hongkong and Macao (1976), Philippines (1976), Singapore (1977), Taiwan (1977), Sri Lanka (1978) and Indonesia (1978). The two other volumes are Communication and Change in Asia: A Select Bibliography (1973), and Broadcasting in Asia: An Annotated Bibliography (1974).

5. Directory of Training Institutions in Mass Communication in Asia. It lists the institutions doing training, research, publications and extension work in communication in the region. First published in 1973, it was updated in 1981.

6. Communication Research in Asia. This monograph contains the papers delivered at the 1982 Amic "Conference on Research Priorities in Asia." Published in 1982.

An international organization that has been active in promoting the cause of communication research in Asia is Unesco. Its presence has been felt in the form of funding, planning, inspiring, coordinating, identifying areas of need in communication research. While Unesco's interests are global, it has many projects in Asia. In recent years, it has pioneered in such areas of concern as communication planning, national communication policies, community media, imbalance in the flow of information, the right to communicate and the proposed new world information order. All of these areas touch on Asia.

A third institution that has been active in Asian communication research, although it is only half Asian in a manner of speaking, is the East-West Center's Communication Institute in Honolulu. Present emphases of the Institute's program, which includes research, are international

telecommunication systems and policies; the effects of telecommunications on cultural, social and economic development; knowledge dissemination and utilization systems; professional and institutional resources for teaching about communication and their social, cultural and economic impacts in the Asia-Pacific region.

Some of the East-West Center's most significant research projects in Asia recently are its national level studies on the introduction and impact of television in Indonesia.¹⁹

Other regional institutions that have also contributed to the growth of mass communication and communication research in the region are the Press Foundation of Asia, with headquarters in Manila, together with the many national press institutes affiliated with it; the Asia-Pacific Institute for Broadcast Development based in Kuala Lumpur and the Communication Foundation for Asia, based in Manila.

A national institution that has contributed greatly to the growth of communication research in the region is the UP Institute of Mass Communication in Metro Manila, Philippines. Founded in 1965 and one of the pioneers in the field, UP-IMC has been described by Lent as "the keystone of mass communication research in Southeast Asia."²⁰ The Institute was one of the early institutions in Asia to emphasize research in its program in addition to training and extension. The research emphasis is reflected by the presence of a Communication Research Committee and its offering of at least nine courses on research, both graduate and undergraduate. Recent topics of UP-IMC research include rural and urban development and mass communication, family planning campaigns and institutional development of the mass media.

PROBLEMS AND NEEDS

While communication research in the region has made some progress in the 1970s and early 1980s, many problems still face the researchers of Asia.

The problem of research methodology remains. This has been confirmed time and again by Asian researchers themselves, like Shelton Gunaratne, and Gloria Feliciano, and by foreign research experts on Asia, like John Lent.²¹ Since the mass communication discipline originated in the West, where most of Asia's researchers were trained, it is understandable that the early research in the region used Western methodology. There is no need to belabor the point that most of these Western methodologies, like the survey, readability study or questionnaire, are inappropriate in Asian cultures, and must be modified to suit local conditions. However, very little efforts have been made so far to develop and refine Asian research methodologies.

Another problem is the lack of coordination and direction. Whether this direction comes from the government through communication policies or from the researchers themselves, the need exists for setting up priorities and avoiding wasteful duplication of research efforts. In many Asian countries, the absence of an overall national research goal leaves the initiative to interested private universities and organizations which have their own priorities. The result is a multitude of duplicative, multi-directional, hardly meaningful studies, which do not accumulate to a general body of knowledge.

A third basic problem is still the lack of support, moral and especially financial, for Asian researchers from within their countries. It is still taking Asian governments a long time to appreciate the role of communication and communication research in national development. Private institutions, including business firms, still generally do not support communication research, especially basic research. Mass communication practitioners, on the main, are still skeptical of researchers, whom they think are too academic. Most of the practitioners are still unable to think of research as a tool that can help them in their profession.

A fourth problem is the lack of sharing of research information among Asian researchers. With the establishment of AMIC, this sharing of information has been hastened, but there is still a general tendency among researchers in the region to hoard research data. This has been confirmed by Lakshman Rao and Lena Lim, who wrote in 1974 about their experiences with the AMIC documentation center.²² They noted that "Our (Asian) attitude to information exchange seems to be a selfish, one-sided affair in which we extract what we can from the system without considering the necessity of putting back into the system what information we can contribute."

Up to this point, I have been talking mainly of my impressions of the status of Asian communication research. To summarize very briefly, my impressions are that Asian communication research, as it was introduced to the region from the West, started in the late 1950s and early 1960s. Before that, there were journalism studies which were mostly historical, biographical and descriptive.

In the 1970s, however, communication research in the region took giant strides, with the encouragement of regional institutions, like AMIC, and international organizations, like Unesco. Print and broadcast media were the most popular areas of research. Of the various elements in the communication process, the message and the media were the most commonly studied. The most common research methodologies in the 1960s, the historical and descriptive studies and the surveys, are beginning to take the backseat to other methods like the case studies, content analyses and multiple methods. However, problems and gaps still remain.

RECOMMENDATIONS

It is to the gaps in Asian communication research that the remaining portion of this paper will be addressed with recommendations. These are my intuitions about the future directions of the field:

1. It seems apparent that there has been little, if any, systematic accumulation of knowledge from the communication studies done in Asia. A first priority, it seems, is to gather existing research data, re-analyze and organize these data, write them up in useable forms for various publics, and see if they all add up perhaps to an Asian theory of communication. Then we can find out where the gaps in the theory are, and do more research to fill up these gaps.

For example, we should now be able to produce volumes on how to communicate with the Asian farmer, on research for better newspapers, development journalism, the Asian community newspaper, the Asian folk media as communication channels, principles of Asian mass communication, or Asian interpersonal communication, histories of the Asian press, or communication handbooks for policy-makers, government information officers, or advertisers.

2. A second priority are instructional materials for Asia's training and research institutions, which might be produced from all these research data. Most of the instructional materials available now are expensive and irrelevant because they come from outside Asian cultures. People complain about all these research data going to waste, or gathering dust in filing cabinets. This is one way to make use of them.

Having done these first two steps, the next job is to identify possible areas of future research:

1. Community Media Research. These include all types of community media—local newspapers, blackboard newspapers, local radio stations, wall newspapers, cassette magazines, etcetera. This seems to be the way towards giving people access and participation in their media. What forms should ownership, organization and participation in these community media take? How much does it cost to start and operate them? What are possible sources of support? There is a need for surveys and case studies of successful community media.

2. New Technology Research. The age of the new technology, symbolized by the satellite and the computer, is coming. People must anticipate their possible impact on Asian societies. How do we reconcile the mass communication function of the satellites with the need for community media? Would the new technology not just aggravate the cultural invasion of Asian societies by Western culture? These are just a few of the questions that need answers.

3. Flow of Information Research. Although there is some evidence now of the nature and direction of this imbalanced flow of information, there is need to study how this imbalance might be redressed. Economics

is a big factor, of course: the rich nations have the means to produce and disseminate their films, television programs and packaged news.

But do Asians have to buy them? Why do we like Spiderman better than our own local television heroes? Why do Asian editors prefer to print news coming from the West rather than from their neighboring Asian countries? What are the news values of Asian editors, and how do they compare with Western news values?

4. Media Use Profiles. How do people use the various media of communication? Which do they use for information, for entertainment, for education? Which ones are more credible? What is happening to the print media with the advent of the electronic media, especially videotape cassettes? Are we developing a new generation of informed illiterates—people who cannot read or write, but are informed by radio or television?

5. Impact Studies Over Time. Related to the previous question, how do the various media and their contents affect the youth of Asia? We need to look at the contents of media—sex in newspapers and magazines, violence on television and film, alcohol and cigarette advertising, etc.—and observe their effects on the young, over a period of time. We are not talking here merely of one-shot studies, but of panel studies, or community impact studies.

6. Integrated Impact Studies. There is a shift away from the thinking that communication has a direct effect on people. Now we know that communication is merely one of many factors influencing people to change attitudes or behavior. As James D. Halloran has said: "We should study media institutions not in isolation but as, and together with, other institutions, and within the wider social context.: One implication of this

is that all aspects of the communication process should be studied...

The factors (historical, economic, political, organizational, technological, professional, personal, etc.) which impinge on the production process. . . demand close scrutiny."²³

7. Communication and Culture. Since Asian countries are made up of diverse cultures, races and religions, this seems to be an urgent area for research. Cultural factors come into the communication process and there is a need to understand them in order to facilitate communication. For example, how should Christian Filipinos communicate with their Muslim brothers?

8. Media Economics. As mentioned in the 1982 Amic Conference on Research Priorities in Asia, this is an important area for research. This includes feasibility studies on various types of mass media—how they should be managed and financed—and studies on alternative financial support systems for the various media.

9. Policy Research and Policy-Oriented Research. There is a need for both. The first to provide data to policy makers so that they can make intelligent decisions. The second to provide data so that alternative systems or new values and independent criteria might be found to solve major communication problems of our time.

CONCLUSIONS

These are just some of the impressions and intuitions I have about communication research in Asia today. They are by no means exhaustive or definitive. But they can be the basis for an intelligent discussion of the status today and future directions of communication research in Asia.

Table 1

CATEGORIES OF BIBLIOGRAPHIC ITEMS IN LENT BIBLIOGRAPHY

Country	Mass Com. Biblio.	Mass Com. General	Advtg./PR Govt. Info.	Film	Press Freedom	History of Press	Law of Press	News Agencies	Print Media	Radio & TV	Total
Burma	15			2					30	9	56
Indonesia	14	61	3	12					204	35	329
Khmer		5							9	5	19
Laos		6							6	4	16
Malaysia	1	121	59	82	67	93	20	28	209	160	847
Philippines	31	273	412	117	466	138	174	14	666	371	2,662
Singapore	3	29	3	3					67	32	137
Thailand	2	47	5	5					47	56	162
Vietnam		124							88	47	259
Total	66	666	482	221	533	231	194	42	1,326	719	4,487

Table 2

COMMUNICATION INSTITUTIONS ENGAGED IN RESEARCH
IN ASIA AND THEIR RESEARCH PROJECTS *

Country	Total No. of Institutions	Number of Institutions in Research	Research projects completed, in progress, or pub- lished in 1981
Bangladesh	1	1	3
Hongkong	3	3	9
India	25	15	101
Indonesia	14	12	34
Japan	17	13	77
Korea	20	20	70
Malaysia	12	11	88
Nepal	1	1	4
Pakistan	4	3	8
Philippines	27	23	158
Singapore	2	1	17
Sri Lanka	4	3	32
Thailand	9	9	69

*Based on Directory of Mass Communication Institutions in Asia, Amic, Singapore, 1981 edition.

Table 3

COMMUNICATION RESEARCH IN ASIA

Classified According to Role in Communication Process*

Country	Communicators (profiles of editors, etc.)	Message (content analysis, etc.)	Medium (profiles of newspapers, etc.)	Audience (profiles of farmers, etc.)	Impact (effect- iveness)	Total
	Number	Number	Number	Number	Number	
Bangladesh	1	1	1			
Hongkong	2	4	2		1	
India	6	39	42	11	3	10
Indonesia		11	13	1	9	3
Japan	4	25	34	14		7
Korea	8	35	16	3	8	7
Malaysia	5	23	51	6	3	8
Nepal	1	1	2			
Pakistan	1	5	1		1	
Philippines	1	38	91	27	1	15
Singapore		2	15			1
Sri Lanka	1	12	18	1		3
Thailand	30	39				6
Total	60	235	286	63	26	67

*Based on Directory of Mass Communication Institutions in Asia, Amic, Singapore, 1981 edition.

EXAMPLES OF STUDIES UNDER
VARIOUS CATEGORIES IN TABLE 3COMMUNICATORS

1. Journalistic career of Nasrul Islam.
2. Sudararaj, H.R. Fataiah - the father of Kannada journalism
3. The role of opinion leaders in development communication on rural areas of South Sulawesi.
4. Attitudes of Korean Government officials and newsmen toward the role of the press: co-orientational study
5. A typology study of chief editors of Korean college newspapers: an approach to build useful theories on college newspapers in Korea.
6. A sociological perspective of gatekeeper study.
7. Research on journalist's consciousness patterns. of the newspaper
8. What are the opinions of newspaper editors in Malaysia and Singapore on 'Siaran Berita'.
9. Characteristics of individuals identified as leaders by Felda settlers - an extension of Felda Leadership study.
10. The opinions of leaders about the Japanese press.

MESSAGE

1. Flow of international news on Peking television and the People's Daily in April 1978.
2. International news wire and Third World news in Asia.
3. Readership reaction: an analysis of English dailies in Bombay.
4. Analysis of press advertising.
5. What is news?
6. Ethical standards in advertising.
7. A content analysis of family planning communication carried in the Korean newspaper.
8. An inquiry into the nature of news.
9. Information flow patterns in villages in rural Malaysia.
10. Communication analysis of the Philippine nutrition programme 1975.

MEDIUM

1. Television news and television industry in Hongkong.
2. Role of media in India's national progress.
3. Newspaper in two West Bengal districts - a case study.
4. The press as an instrument of social change.
5. Effective use of print media in rural communication.
6. Newspaper's role in social change.
7. The role of radio in mass education.
8. A comparative study of television and social change in Japan and Southeast Asia.
9. The origin and development of the newspaper.
10. Asian newspapers.
11. Indian films as change agents.

AUDIENCE

1. Consumer survey on cosmetics.
2. Socio-economic factors and agricultural innovativeness of coconut farmers in Camarines Sur.
3. Target audiences in family planning.
4. A study of traditional entertainers and audience relationship.
5. A study of audience reactions to traditional folk theatre forms.
6. Small farmers: an economic study in their choice of technology.
7. Village-level workers: a study of functions influencing their performance.
8. A field survey on the audience exposure behavior.
9. The pattern of the audience's exposure to mass media.
10. Preliminary study on farmers' attitudes towards tractor services.

IMPACT

1. The impact of rural broadcasting programme on its potential listeners in the rural areas.
2. Impact of developmental attention through satellite.
3. Impact of war news on readership during 1940.
4. The impact of communication on social change with special emphasis on the diffusion of new village movement in Korea.
5. A survey of the impact of the training at Staff Training School, Islamabad.
6. Survey on effectivity of the radio programme "Panginorin" and "Silang Mga Uliran."
7. The effectiveness of instructional television in the Philippines.
8. Radio programmes and their impact on multiple cropping: a preliminary evaluation.

Table 4

COMMUNICATION RESEARCH IN ASIA
Classified According to Medium Studied*

Country	Press Journalism/ Print	Broadcast Media (Radio-TV)	Educational Media (AV-Film ITV-LTV)	Folk Media	Inter- personal Communi- cation	Multiple media	Total
	Number	Number	Number	Number	Number	Number	
Bangladesh	2	-	-	-	-	1	3
Hongkong	2	3	-	1	-	3	9
India	49	4	3	8	8	29	101
Indonesia	17	4	-	-	2	11	34
Japan	41	11	1	-	9	15	77
Korea	30	17	7	-	1	15	70
Malaysia	33	8	2	-	7	38	88
Nepal	4	-	-	-	-	-	4
Pakistan	3	1	-	-	-	4	8
Philippines	87	6	14	-	3	38	158
Singapore	15	-	-	-	-	2	17
Sri Lanka	15	2	1	-	-	14	32
Thailand	29	3	15	-	2	20	69
Total	327	69	43	9	32	190	670

*Based on Directory of Mass Communication Institutions in Asia, Amic, Singapore, 1981 edition.

Table 5

COMMUNICATION RESEARCH IN ASIA
Classified According to Methodology

Country	Surveys	Case Studies	Historical Studies	Experimental	Content Analysis	Reader ship studies	Multiple Methods	Others	Total
Bangladesh	-	-	1	-	1	-	1	-	3
Hong Kong	1	1	-	-	4	-	3	-	9
Malaysia	10	37	3	-	21	2	9	19	101
Indonesia	4	9	-	3	8	3	-	7	34
Japan	14	30	14	-	7	-	2	10	77
Thailand	10	39	4	3	4	-	8	2	70
Singapore	8	54	-	-	4	1	4	17	88
Taiwan	-	1	1	-	-	-	1	1	4
Pakistan	2	6	-	-	-	-	-	-	8
Philippines	18	52	7	8	14	-	4	55	158
Sri Lanka	8	-	-	-	9	-	-	-	17
India	1	24	-	-	2	-	1	4	32
Malaysia	13	18	1	1	12	1	-	23	69
Total	89	271	31	15	86	7	33	138	670

*Based on Directory of Mass Communication Institutions in Asia, Amic, Singapore, 1981 edition.

Table 6

AMIC DOCUMENTATION LIST ITEMS
ON ASIAN COMMUNICATION, 1978-1982

Bibliography And Reference	23
Broadcast Media	32
Communication (General)	23
Communication (Development)	49
Communication Theory And Research Methods	8
Education	14
International And Intercultural Communication	9
Social Context of The Media	16
PR, Advertising, Marketing And Management	5
Print Media	54
News Agency	6
Film, Audiovisual Media	14
Communication Technology	3
Traditional Media	2
Communication Policies And Planning	14
Other Documents	4
Information Flow	5
TOTAL	281

FOOTNOTES

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- 3 Gloria D. Feliciano, "The Status of Mass Communication Research in Southeast Asia," in Philippine Journal of Communication Studies, Published by U.P. Institute of Mass Communication, Metro Manila, September 1974, pp. 64-76.
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- 7 Elliot S. Parker and Emelia M. Parker, Asian Journalism: A Selected Bibliography of Sources on Journalism in China and Southeast Asia, The Scarecrow Press, Inc. Metuchen, N.J., and London, 1979.
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- 10 Gloria D. Feliciano, "The Status of Mass Communication Research in Southeast Asia," in Philippine Journal of Communication Studies, Published by U.P. Institute of Mass Communication, Metro Manila, September 1974, pp. 64-76.
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- 15 Alwi Dahlan, "Communication Research for Policy-makers and Planners: Some Preliminary Observations," in Amunugama and Said, op. cit., pp. 57-67.
- 16 Boonlert Supadiloke, "Communication Research and Rural Development in Thailand: An Overall Review," in Amunugama and Said, op. cit., pp. 96-106.
- 17 John Lent, "Mass Communication Research in the Philippines: Background, Trends, Problems, and Needs," Paper presented to Midwest Conference on Asian Affairs, DeKalb, Illinois, October 14, 1977, p. 2.
- 18 Monira W. Escalada, "Communication Education in the Philippines," A graduate paper, Department of Development Communication, University of the Philippines at Los Baños, 1983.
- 19 Examples of such studies are: Alfian. Introduction of Television to Indonesian Villages: Some Initial Findings, 20 p. Mimeo. In East-West Center Workshop on Evaluation and Planning For Satellite Communication Research, Honolulu, 15-28 July 1979. (Papers). Honolulu, East-West Communication Institute, 1979; Alfian (et.al). Television Commercials. 22p. Mimeo, In East-West Center Workshop on Evaluation and Planning For Satellite Communication Research, Honolulu, 15-28 July 1979. (Paper). Honolulu, East-West Communication Institute, 1979; Budhisantoso, S. Initial reception of television in Indonesian villages. 19 p. Mimeo. In East-West Center Workshop on Evaluation and Planning for Satellite Communication Research, Honolulu, 15-28 July 1979. (Papers). Honolulu, East-West Communication Institute, 1979; Chu, Godwin C. (et. al). Cultural values in television drama. 11 p. Mimeo. In East-West Center Workshop on Evaluation and Planning for Satellite Communication Research, Honolulu, 15-28 July 1979. (Papers). Honolulu, East-West Communication Institute, 1979; and Rauf, Maswadi. Television and opinion leadership in Bali. 21 p. Mimeo. In East-West Center Workshop on Evaluation and Planning for Satellite Communication Research, Honolulu, 15-28 July 1979. (Papers). Honolulu, East-West Communication Institute, 1979.
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APPENDIX A

COMMUNICATION RESEARCH PRIORITIES IN ASIA

(Recommendations of AMIC Seminar on Priorities
in Communications Research in Asia, Singapore,
May 17 to 21, 1982)

INSTRUCTIONAL COMMUNICATION

Research in this area is important because of the vast number of applications of communication and communication technology for instructional purposes. In several Asian countries, media are used for formal as well as non-formal education. "Open" Universities have been established in a number of Asian countries. Educational television is also being used in nearly all Asian countries. Media technology is applied for instructional and demonstration purposes in development campaigns at village level.

Projects which may be studied in this area are: Analysis of ETV (formal and non-formal) systems in selected countries relating to coordination, utilisation, and feedback; Principles and techniques of distance learning; Development teaching and training programmes in instructional communication and technology; and Feasibility/Application of low-cost media for instructional purposes.

MEDIA ECONOMICS

In view of the scarce resources of Asian countries, the relatively heavy investments in various media require justification and rationalisation especially where such expenditure has pressing alternative uses. Research can be done to improve the cost of effectiveness of media. Some research questions which may be asked are as follows: Which of the media or media mix are most cost-effective for different purposes? What is an optimal investment strategy in the financing of communication technology? What is the economic trade-off between investment in communication as against other sectors, such as transportation?

Areas covered include: Alternative financial support systems for different media; Communication investment strategies among and between media; Production of media output; Economics of the communication/information media sector(s).

COMMUNICATION TECHNOLOGY

Increasingly rapid development of new communication technology and its fast rate of acceptance and change, have confronted developing nations in this region with new problems at various levels and in all aspects of life. This growth is expected to continue and will bring forth new problems which will need immediate solutions in the future.

Communications research is urgently needed to answer current pressing questions and anticipate developments to come. Among the priority areas are: Technology transfer; Implications of technology for interpersonal and mass communications; Social preparations for future trends in technology; Uneven and inequitable access to information due to disparity in technology; Appropriate and alternative technologies.

INSTITUTIONAL STUDIES

Communication institutions can be distinguished by several features: (a) the employment of technology; (b) the rapid production and management of creative material; (c) the demanding circumstances such as pressing deadlines.

Research on the influences and effects of these factors can help us understand and manage such institutions better. These studies can examine themes such as: decision-making processes; gate-keeping functions in the flow/refraction of information; influence of institutional cultures on media personnel and performance programme management.

COMMUNICATION FOR DEVELOPMENT

All Asian societies have adopted the goal of rapid socio-economic development. Most of them also exhibit an imbalance between urban and rural areas. Thus communications have been looked upon as a tool in engineering change, particularly in the rural sector.

Unfortunately, due to socio-economic disparities that exist in Asian societies, such efforts have not been informed by adequate knowledge of: (a) actuality of rural socio-economic conditions, and (b) processes of communication in rural areas.

Without such data, investment on social change becomes wasteful. The participation of 'actors' in the development effort is not obtained. Following are some of the areas that need to be researched further: Participatory modes of communication; Indigenous communications networks such as religious networks which affect rural behaviour; Social marketing techniques for development messages; Role of mass media as against other message systems in affecting behaviour in villages; 'Exposure limits' for media in rural societies; Social structural factors that affect the perception of developmental messages, particularly local stratification systems.

IMPACT STUDIES

The phrase impact study is used here deliberately to indicate that it denotes more than 'effects' study.

A large number of 'effects' studies, mostly correlating a few variables, have been done in the region. However, there remains the need to take a critical look at the strengths and weaknesses of these basic studies. They need to be collated, classified and codified so that theory, with predictive value, can be solved.

At the same time, efforts should be made to fill gaps in existing research in this field and examine new aspects of impact studies.

Among areas which need investigation are: Relationship between communication processes and behavioural change, on the basis of integrative studies; Media content studies or critical analyses of various media "content" and their effect on individual behaviour; Differential impact of communications media; Multivariate studies; Studies on model or theory construction on media impact on development.

SOCIOLOGY OF KNOWLEDGE IN THE FIELD OF COMMUNICATIONS

An analysis of decision-making regarding research priorities, funding, utilisation of research and the relationship between researchers, policy-makers, and value structures that impinge on such relationships, leads us to the area of the Sociology of Knowledge. This is an area which has not been examined at all in the Asian communications context. But priorities in seeking and using knowledge are related to so many sociological and cultural factors, particularly in an area so multi-faceted as Asia.

An examination of Asian communication research shows a lack of systematic studies on values affecting opinion, attitudes and perceptions, among decision-makers and researchers.

Areas of research may include: public opinion polls or attitude surveys of the sources and receivers of communication toward important national areas of concern; psychological studies of key personnel, collation, analysis and synthesis of existing research data on the subject; structural analyses; various modes of disseminating data; the flow of information from initial sources to receivers; utilisation of data by various intended levels of users.

COMMUNICATION AND CULTURE

Communication occurs in a given culture. It has been shown to both affect media as well as be affected by media. Even so we see a trend towards mass cultures.

In Asia, very little research has been done in the area of communication and culture. A number of countries in the region are multi-lingual, multi-religious or multi-ethnic, which makes communication and its understanding more difficult. As the introduction of modern communication technology aims at bringing about social change, it is important to know what the media can do and cannot do in given social contexts.

Studies that should be done include: Profiles of potential audiences; Communication subcultures; Attitudes, beliefs, values of production personnel; Cultural autonomy; Cultural considerations influencing media production, dissemination and use.

The conference also referred to some general problems in the field of communications research. They were: (a) need for both applied and theoretical research in areas identified; (b) need for an interdisciplinary and holistic approach; (c) need for understanding of the priorities of policy-makers while, at the same time, insisting on the integrity and operational parameters of the researcher; (d) need for greater dissemination and utilisation of communications research.

A discussion was held regarding the role of AMIC in the area of communications research. The Secretary-General outlined some ideas regarding the future of AMIC. He emphasised: (1) building up of the documentation division of AMIC, including computerisation; (2) proposed links with 'centres of excellence' in the region; (3) need for greater utilisation of AMIC resources; (4) need to have Research Fellowships; (5) expansion of publication programmes, and (6) monitoring of AMIC activities.

APPENDIX B

COMMUNICATION RESEARCH PRIORITIES IN ASIA

(Prepared by International Conference,
"Toward a New World Information Order: Consequences
for Development Policy," Bonn, December 1978)

1. The role of communications in both the Third World and the industrial countries, with particular consideration of the socio-cultural environs in which communicators operate.
2. The role of rural newspapers in the Third World.
3. Research into equipment (hardware) for mass media, with particular consideration of new or alternative forms of technology.
4. Research into the possibility of setting guidelines for standardization of media equipment between industrial and Third World countries. This should include study of possibilities of achieving technical standardization in communication technologies at regional and sub-regional levels.
5. Research into news contents and news values and the role of leading staff (gate keepers) in the major German mass media in respect of the news flow from South to North.
6. Studies into the factors which would lead to a higher absorptive capacity for news from the Third World in the media of the industrial countries, as well as studies into the distribution mechanisms which would effect greater utilization of Third World news material.
7. Comparative studies into the ways of functioning of media in various countries with differing social structures, taking special account of the relations between media, public and government.
8. Analysis of the existing "alternative" news organizations (e.g. the pool of the news agencies of the non-aligned countries and Inter Press Service, IPS, to ascertain the extent to which such organizations provide definable "alternative news".
9. Related to the above field of research, an analysis of factors which would lead to greater usage of the news material of "alternative" news organizations in the Western media if such organizations are in fact found to be providing definable "alternative news".

10. Studies into the legal, technological, political, sociocultural and economic implications of the New International Information Order with particular attention to the effects of the New Information Order on individuals, societies and cultures.

11. Studies into the relationships between the New International Information Order and the New International Economic Order.

12. Identification and study of the usability of existing teaching materials for basic and advanced personnel training for Third World media.

13. Comparative studies into forms of media which are relevant for varying societies, cultures, nations and regions.

14. Research into interactive relations between traditional communication forms and mass media with a view to identifying links between the two.

APPENDIX C

COMMUNICATION RESEARCH PRIORITIES IN ASIA

(by Dr. Gloria D. Feliciano, 1982)*

- 1a. Feasibility study of an island-wide, non-commercial and/or government educational telecommunications system; the development of an intensive long-range in-service programme in the use of the new media for teachers; and the use of a full range of media as a regular and normal part of every classroom.
- 1b. Feasibility study relating to the establishment of an ASEAN regional system utilising the satellite, modern mass media equipment, to be completed in stages and with a multi-purpose nature, e.g., in addition to further strengthening the unity and solidarity among and between the five ASEAN countries.
2. Effectiveness of radio programmes in terms of the objectives pursued, e.g., assisting national integration efforts and other aspects of education and development; the continuity of action of programmes, the complementary means of assisting the broadcasts and the reception conditions; of the press on public knowledge and opinions.
3. Development of research-based literacy programme training modules which should be considered long-term investment in development and social welfare.
4. Research on the development of multi-media mixes and approaches, use of multi-media mixes and approaches for rural development, e.g., field campaigns; determining the comparative effectiveness and cost-effectiveness of the multi-media materials as well as existing research coordinating mechanisms.
5. Development of research-based, country-wide network for population/rural development information as the basis of a projected ASEAN or ASIAN population information network.
6. Development of a research-based plan to increase the efficiency of an existing communication system to include a general framework for setting up cultural projects, establishment of a video centre for use to encourage direct interaction among ethnic groups, provision of feedback mechanisms and more efficient exchange of TV programmes within the Southeast Asian sub-region.
7. Asia-wide feasibility studies of establishing community press and radio stations for effecting community development.
8. Studies on how to increase market shares and improve the economic viability of newspapers and news magazines, studies on how to bring down costs of production and management services which would be useful to the press industry in selected Asian countries.

* Dean, Institute of Mass Communication, University of the Philippines, Metro Manila.

9. Studies on a) circulation, particularly the whys and wherefores behind phenomenal (very high) and extremely low circulation, and b) sustained studies on readers' preferences which are constantly changing.
10. Research to determine criteria that advertisers use in selecting advertising agencies. The studies should validate the seeming propensity of advertisers to go for award-winning advertisements rather than those that sell.
11. Evaluative research toward improving the quality of teaching in Asia communication schools.
12. Evaluative studies on the effectiveness of communication projects and programmes of government through benchmark and post-implementation surveys to determine changes effected before and after the projects and programmes were undertaken.
13. Studies on various ways of effectively using communication research findings for policy and planning. These need to include (a) conduct of feedback studies including determining appropriate feedback mechanisms, (b) re-analysis of existing research data to generate implications or directions for new policies and plans, (c) socio-economic and communication profile studies at various geographic levels to take care of variances due to ethno-linguistic and other related factors, (d) modifying research proposals to include publication and dissemination costs of the research findings that will generate useful data for policy and planning.
14. Asia-wide basic research that will focus on adding to the stock of new knowledge of the subject-field of communication -- knowledge that will lead to new theory formulation and model-building of an indigenous nature or adaptations from the models of more advanced countries.
15. More studies on how to minimise the poverty of the deprived sectors of the populace who are most likely beyond the reach of the mass media.
16. More studies on the communication producers or sources of information (publishers, radio-TV owners, etc.) at urban and rural levels. These do not include mere socio-economic and communication profiles but also socio-psychological factors that will help determine their attitudes (or change them if warranted) toward more support for communication research particularly on the use of the media for education and development.
17. Studies of media performance through research on the communication process instead of just one or two elements of the process, e.g., channel and message, sources and audiences but all of them.
18. Experimental studies to formulate and test various communication strategies and approaches which will facilitate the process of development.

19. Studies to determine how best to integrate the contributions of diverse and sometimes highly competitive public and private communication agencies to meeting development needs. It may be noted here that communication is often seen to flow downwards and very rarely, laterally or upwards.
20. Research to correct the imbalance between doing action-or problem-oriented research as against theoretical or academic research so that the process of effecting socio-economic development and development of the discipline of communication go hand in hand.

APPENDIX D

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COMMUNICATION RESEARCH PRIORITIES

(by James D. Halloran, 1968, 1980) *

1. In what way, to what extent, and over what time period will the new developments in media technology render existing communication technology obsolete?
2. Does the 'communications revolution' represent an entirely new factor in the socialization process and, if so, how?
3. Does the new technology demand an entirely new institutional and organizational structure, or can existing structures be suitably adapted?
4. How should one decide between
 - (a) private interests and public control?
 - (b) public accountability and freedom of speech?
5. Many decisions in media policy are made in the name of 'the public good' and 'the national interest'. But what do these terms really mean, and who decides what is good?
6. Granted existing structures of newsgathering selection, and presentation, is it not inevitable that the 'free flow of information' will work to the advantage of those who possess the information and the means to disseminate it?
7. Is it not time that the media were demystified, and that we began to question the restrictions and the possible tyranny of professionalism? Must we always have the few talking about the many to the many?
8. Will the multiplicity of channels made possible by the new technology lead to cultural diversity and better opportunity for minority interests? In any case, who will control the software, the input, or the programmes?
9. Is public monopoly the only real guarantee of diversity?
10. Granted existing systems of ownership and control and the prevalence of western news values, are the media ever likely to provide the amount and quality of information necessary for people to act intelligently in a participatory democracy?
11. Is there not a grave risk that we shall become paralysed by an overload of information? How much can we tolerate? How much can we understand?

* Director, Centre for Communication Research University of Leicester, U.K.)

12. Internationally, will the 'communications revolution' lead to an increase or a decrease in the gap between the haves and the have-nots?
13. As far as the developing countries are concerned, is not the main, perhaps even the sole, concern - how to use the media in the interests of national identity and development? Never mind objectivity, impartiality, or balance. How can one harness the new technology to national as distinct from sectional objectives?
14. How can we guard against the possible homogenizing influence of the new technology as traditional cultures may become swamped by the commercial off-loading of cheap alien material?
15. What do we know about the processes of media influence?

APPENDIX E

COMMUNICATION RESEARCH PRIORITIES IN ASIA

(By Dr. A.V. Shanmugam, President, Indian Council for Communication Training and Research, and Professor of Communication, Indian Institute of Management, Bangalore, 1983)

I. The first theme under the general heading communication management would demand communication researches to be carried out with a management optique as well as directly researching upon the mundane matters related to the management of communication media and process. It starts with communication policy-oriented research. Currently, our so called communication policies are thinned out in various departments and media; thus, not only lacking the thrust of an integrated national communication policy, but also whatever we have as communication policies are most often formulated without a research-base, if not fully based on arm-chair thinking.

Other areas of research which one could think of under the theme communication management, for instance, are: studies on strategic and operational planning process, which determine the alternative ways to achieve long range goals of communication and sets the frame of reference for shorter operational planning; studies on investment choices and actions regarding communication innovations; economic evaluation of national communication system; studies on communication resources management; communication manpower studies, projecting manpower requirement in the field of communication and areas of communication manpower development; studies analyzing communication systems and application of system analysis techniques in solving communication problems.

II. A second group of research areas, which are crucial in the present context of media development in the country, can be considered under the general theme of interface studies. Interface of media development with national industrial capacity and to render maintenance services; interface of media development with societal infrastructural facilities as transport, telecommunication networks and capacities, electrification and so forth. Recognizing the industry versus communication development interface problem, the Yaounde Declaration on Communication Policies in Africa has recommended to Member States that they develop communication industries to produce, disseminate and receive messages and also that they establish both nationally and regionally industries producing equipment for transmitting and receiving messages.

III. The third major theme for communication researches will be communication processes - a theme, with which many of us are familiar. What the theme suggests in terms of future researches

should be of particular importance to all of us. The future researches, under this theme, would take the form of studying communication process "beyond media content and reception of messages". That is to say, to research upon the communication message assimilation, information processing and its utilization by different audience segments. Another research area under this theme will be evolving micro-level integrated communication support for development projects by identification of communication needs of projects and programmes of development plans and an analysis of the communication components in all aspects of national development plans and programme. A very crucial research area, falling under this theme, is an attempt to structure and implement participatory models of communication.

This type of research leading towards development of a participatory communication process model will be a breakaway from the traditional models to understand communication processes.

IV. Another major theme of communication research for the Eighties would be evaluation studies, with which again most researchers in the country are familiar. But, what is needed is a new look at this theme by undertaking researches as economic evaluation of communication; impact studies on the use of traditional forms of entertainment as carriers of development communication messages; evaluation of communication manpower training; media responsibility toward task of nation building and so forth.

V. A foremost area of communication research, following MacBride's thinking, fall under a very general theme which can be loosely titled free flow of communication. At the opening session of the UNESCO International Commission for the Study of Communication Problem, held at Paris in 1977, Sean MacBride posed four connected questions focussing on information flow; a new order, the right to communicate and the media. The theme suggested here touches upon a score of future researches (to be carried out on a priority basis) into: rights and responsibilities of journalists and communicators, free-flow of information, legal environment and development of media, studies into modus of media self-regulations and so forth.

APPENDIX F

COMMUNICATION RESEARCH PRIORITIES IN ASIA

(By Asian media managers, administrators, media practitioners, communication students, and students of allied social sciences and arts/humanities interviewed by Dr. Gloria Feliciano, 1982)

1. Economics is still the main problem of the industry. Studies on how to increase market shares and improve the economic viability of newspapers and news magazines should be the priority research concerns. For instance, studies on how to bring down costs of production would help the industry significantly. Management studies would also be useful (Juan Gatbonton, Asia Week).
2. Studies on readers' preferences and tastes are very important, especially for magazines. Circulation figures alone would not give an accurate reading of what readers want (Arnold Moss, Orientation).
3. We need first of all a study to determine the criteria that advertisers use in selecting advertising agencies. It seems that the advertisers still go for award winning ads rather than those that sell. Can research validate this? We would like to find out why we win certain accounts, why we lose in others or why we are not even invited to bid sometimes (Antonio de Joya, Asian Institute for the Development of Advertising).
4. There should be an Asian-wide study to determine the acceptability/non-acceptability of the New International Information Order (Loo Giap Seng).
5. We need to do evaluative studies toward upgrading the quality of teaching in Asian communication schools as well as of media content and format (E. Paradero).
6. We should know what educational and development messages are being printed by newspapers, broadcast over radio, TV and projected on film (R. Guiguito).
7. Government and industry need to plan a project/programme nationally, and, after implementing it, assess its strengths and deficiencies (M. de Ocampo).
8. Communication research should go beyond the reports; it should present findings differently to different people and in a form that is readily usable for decision, for policy, for planning and for evaluation (Kim Soon Young).
9. Due to scarce resources, it is practical to use existing research data rather than conduct new studies; perhaps re-analyse and reinterpret, if the data so warrant, to meet your particular objectives (A. Kumar).
10. To ensure a good future for communication research as an acceptable field of study at the college/tertiary level, do studies that will add to or enrich the knowledge, the methods and techniques of doing research in the Asian setting (B. V. Lozare).

APPENDIX G

SELECTED COMMUNICATION RESEARCHES IN SOME ASIAN COUNTRIES

HONGKONG

The Chinese University of Hongkong
Center for Communication Studies

Selected research studies completed:

Au Ki-Yung. Women's images in Asian newspapers, completed in June 1978. By Au Ki-Yung, Sumiko Iwao, Alicia Coseteng, Hamina Dona Mustafa & Leonard L. Chu. 140p.

Chu, Leonard L. Flow of international news on Peking television and the People's Daily in April 1978. 44p.

_____. Planned birth campaigns in China: 1949-1976. Honolulu. The East-West Communication Institute, 1978. 145p.

_____. Swords and sabres for the Chinese children: an analysis of revolutionary children's folk songs in China. Published as a chapter in Popular Media in China: Shaping the New Cultural Patterns (edited by Godwin Chu). Honolulu. The University of Hawaii Press. 1979.

Schramm, Wilbur. International news wire and Third World news in Asia, Sep 1978. 100p.

Wong, Joseph & Joseph Yu. Television news and television industry in Hongkong. Apr 1978. 75p.

Selected research projects in progress:

Analysis of People's Daily Letters to Editor. By Leonard L. Chu.

"Media Imperialism" reconsidered. By Lee Chin-Chuan.

INDIA

Indian Institute of Mass Communication (IIMC)

Selected research studies completed:

Dept. of Research. Regional language news bulletins: a survey. 1975.

_____. Youth protest movement in four Bihar towns. 1975.

Dept. of Traditional Media. A study of traditional entertainers and audience relationship, Alwar District (Rajasthan). 1975.

_____. A study of audience reactions to traditional folk theatre forms: Alwar District (Rajasthan). 1975.

Dept. of Research. Media habits and information needs - i) in a rural context, ii) in a urban context (Alwar District, Rajasthan). 1976.

_____. Newspapers in two West Bengal districts -- a case study. 1976.

_____. Inventory of Indian professional periodicals and journals for mass media and social sciences. 1976.

_____. Success stories in press (Kurushetra & Yojana). 1976.

Dept. of Traditional Media. Inventory of folk media: Himachal Pradesh. 1976.

Dept. of Visual Communication. Role of mass communication in tribal development (N.C. Hills & Karbi-Angolom Districts). 1977.

Dept. of Research. Audience reactions to documentaries under Film-20 series. 1977.

_____. News coverage in selected newspapers in India; Thailand, Sri Lanka and Zambia. 1977.

_____. How to improve press coverage: a study. 1977.

_____. Communication policy and development. 1977.

_____. Inventory of rural press. 1977.

Dept. of Traditional Media. A case study of Kariyala: folk theatre of Himachal Pradesh. 1977.

_____. A bibliography of traditional media and folk arts of Himachal Pradesh. 1977.

_____. Inventory of folk media: Andhra Pradesh. 1977.

_____. Burrakatha of Andhra Pradesh: a case study. 1978.

Selected research projects in progress:

Youth and mass media: a study in Delhi. By Dept. of Research.

Communication during flood. By Dept. of Research.

Information needs and media habits in walled city; a case study of a Muslim locality. By Dept. of Research.

A bibliography of traditional media and folk arts of Madhya Pradesh. By Dept. of Traditional Media.

Inventory of folk media: Orissa. By Dept. of Traditional Media.

JAPAN

Sophia University
Faculty of Letters
Department of Communications

Hydrogen-soc. 1977, p. 90-99.

Selected research studies completed:

Koito, Chugo. The right of control over editorial policy. In the Sophia, a Sophia University quarterly, Spring 1975, p. 41-64.

_____. Standard-bearers of Freedom of the Press. In the Shimbun-Tsushin Chosakai-ho, July 1976, p. 1-4.

_____. News agencies and the Japanese press. In the Shimbun-Tsushin Chosakai-ho, Oct. 1978, p. 1-4.

_____. The Japanese mass media in a changing climate, a two-hour lecture in English at the ASEAN Journalist Fellowship Programme in Tokyo, Aug. 1978.

_____. The American image of Japan as mirrored in the Wall Street Journal. In Communications Research. Sophia University Department of Communications publication, Mar 1976, p. 5-14.

_____. The origin and development of the newspaper. In the Sophia, Spring 1976, p. 24-49.

_____. Reuters and its worldwide network: rivalry with Havas & Wolff. Communication Research, Mar 1976, p. 47-73.

_____. Japan and its international communication: from the Dutch Nieuws to Reuters' arrival in Tokyo. In Communication Research, Mar 1977. p. 1-70.

Koito Chugo. China's contacts with the West and the Court Gazette to the 18th century. In The Sophia, Autumn 1978, p. 18-32.

Haruhara, Akihiko. The development of Japanese advertising agencies in 1914-1936. In Nihon Kookoku Hattatsushi, Dentsu, 1976.

_____. Process of controlling the supply and demand of newsprint during the Pacific War. In Communications Research, Mar. 1977.

_____. The opinions of leaders about the Japanese Press. In The Japan Newspaper Publishers & Editors Association bulletin, no. 1, 1977, p. 7-17.

_____. Japanese Press Club. In Shimbungaku, Nihon Hyoron-sha, 1977, p. 90-99.

_____. History of newspapers in Japan. In Japan's Mass Media, Foreign Press Center, 1977, p. 5-7. English.

_____. Japanese newspapers' reporting in the Pacific War. In Communications Research, Mar 1978, p. 11-71.

_____. Yukichi Fukusawa and the Journalism in Japan. In Rekishi Hyoran (Historical Review), June 1978, p. 98-103.

Yamamoto, Tohru. Trends in local news reporting in local newspapers. In the NHK Report on Broadcast Research, Nov. 1976, p. 11-20.

_____. Local TV news in Japan. In The Annual Bulletin of NHK Radio & TV Culture Research, Mar 1978, p. 73-102.

Dressman, Robert. Japan as mirrored in the Los Angeles Times. In Communications Research, Mar. 1976, p. 15-27.

De Vera, Jose M. Japan as portrayed in U.S. News and World Report. In Communications Research, Mar. 1976, p. 29-46.

Takeichi, Hideo. The significance of editorship today. In Communications Research, Mar. 1975, p. 47-62.

_____. Reporting on Honshu-Shikoku Bridges - significance of news today. In The Japanese Journalism Review. The Japan Society for Studies in Journalism & Mass Communication publication, Mar 1975, p. 61-74.

_____. Reporting on pseudo prosperity image of Japan. In Seiki (The Century), a Sophia University monthly magazine, Sept. 1975, p. 46-55.

Takeichi, Hideo. Newspapers and freedom of the press in Japan. In Encounter with Japan, Japan Catholic Migration Commission bulletin, Mar 1976, p. 5-8. English.

_____. What is news. In Shimbungaku, Nihon Hyoran-sha, 1977, p. 57-66.

_____. Translation as International Communications. In The World of Translation, Dec. 1977, p. 12-17.

_____. The Common touch in news presentation. In The Sophia, Autumn 1977, p. 35-52.

_____. (et. al). Analysis of newspaper reporting on the election of the Governor of Tokyo. In Japanese Journalism Review, 1976, p. 48-67.

Oh, Chin-Hwan. A study on occupational formulation of Korean Law. Seoul. 1975.

Selected research in progress:

Asian news in Japan's national press by four graduate students. Directed by Prof. Chugo Koito.

A world history of news agencies, covering the five world news agencies and news services in Japan and China. By Prof. Chugo Koito. To be published in book form tentatively in 1979.

The analysis of local news in Japan's commercial televisions; an annotated broadcasting journalism bibliography. By Tohru Yamamoto et.al.

A comparative study of news between Japan and the United States; a study of reporting on urban problems. By Hideo Takacchi.

KOREA

Hanyang University
The Research Institute of Mass Communication

Selected research studies completed:

Chung Soo-Kyung. A survey on scientific and technological innovation in Korean new village. Seoul. 1975.

Kwon, Oh-Houn. A study on occupational formulation of Korean Law. Seoul. 1975.

_____. A study on occupational structure of Korean Law. Seoul. 1975.

Oh Chin-Hwan. The mission of mass communication in developing countries. Seoul. 1975.

Oh Chin-Hwan. The philosophy of journalism and developing countries. Seoul. 1975.

_____. A practical approach to journalism in Korea. Seoul. 1975.

Chung Dae-Chul. The policy of Korean newspapers of American military Government in Korea, 1945-1948. Seoul. 1976.

Chung Soo-Kyung. A study on journalism institute. Seoul. 1976.

Kwong Oh-Houn. Economic development and military technical manpower of Korea. Seoul. 1976.

Oh Chin-Hwan. An inquiry into the nature of news. Seoul. 1976.

_____. A study of the modernization of the Japanese press with special attention to technical growth. Seoul. 1976.

_____. A study on the relationship among mass communication, politics and economics. Seoul. 1976.

_____. A study on the thought of Korean communication system. Seoul. 1976.

Chung Dae-Chul. The relationship between the Don-A and the Cho-Sun Daily newspapers about the Shin Ganhoe. Seoul. 1977.

Chung Soo-Kyung. A study on audio-visual communication. Seoul. 1977.

Oh Chin-Hwan. A bibliographic research on the study of Korean journalism. Seoul. 1977.

_____. The future of newspaper management in Korea. Seoul. 1977.

_____. A typology study of chief editors of Korean college newspapers: a approach to build useful theories or college newspaper in Korea. Seoul. 1977.

Chung Soo-Kyung & Kwon Oh-Houn. A study on export advertising of export business in Korea. Seoul. 1978.

Kwon Oh-Houn. A study on military manpower in Korea. Seoul. 1978.

Lee Kang-Soo. Attitudes of Korean Government officials and newsmen toward the role of the press: a co-orientational study. Seoul. 1978.

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Lee Kang Soo. A sociological perspective of gatekeeper study. Seoul. 1978.

Paeng Won-Soon. A study on new journalism. Seoul. 1978.

_____. A study on rights of access to the mass media. Seoul. 1978.

Kwon Oh-Houn. A study on job satisfaction of technical manpower in Korea. Seoul. 1979.

_____. A study on military technical manpower in Korea. Seoul. 1979.

Lee Kang-Soo. A comparative study of news coverage on the South-North Korean Agreement for reunification in the New York Times, The Times of London, and As-hi Shinbun. Seoul. 1979.

_____. A study on international news flow. Seoul. 1979.

_____. & Chung Dae-Chul. A study on problems and improvement policy of Korean Broadcasting. Seoul. 1979.

Oh Chin-Hwan. The perspective of Korean television in 1980's. Seoul. 1979.

Paeng Won-Soon. A study on characteristics of television news. Seoul. 1979.

_____. A study on mass media circulation in South Korea. Seoul. 1979.

MALAYSIA

Universiti Sains Malaysia
School of Humanities
Mass Communication Programme

List of selected publications:

Harun Arrasjid. TV Pendidikan. 1976. (A guide to producers of educational television) in Bahasa Malaysia. Monograph.

Komunikasi Massa. Translation of Forum Lectures, Voice of America publication into Bahasa Malaysia. Done by USM Staff for International Communication Agency, Malaysia, 1976.

Mansor Ahmad ed. Media cases: studies on Malaysian media. Compilation of several studies done by students and staff.

_____. So you want to be a journalist? 1979. A guide to journalism students. monograph.

Ramli Mohamed. Communication planning process in the Muda Agriculture Development Authority. An EWC-USM collaborative project. Draft copy.

_____. A study of the effectiveness of ETV in two schools in Kota Kinabalu -- an experimental evaluation.

Sargent, Leslie ed. Communication structure in Malaysia: an overview for planning. A publication of a report compiled by USM staff for UNESCO. 1975.

_____. A comparative study of rural and urban information needs in Malaysia. An ANIC-USM Collaborative project.

_____. Information flow patterns in villages in rural Malaysia. Report appeared in the South East Asian journal of Social Sciences.

PHILIPPINES

University of the Philippines
Department of Development Communication (DDC)

Selected research studies completed:

Alcazar, Rodolfo et. al. Listenership of Pulong-Pulong sa Kaunlaran in Barrio San Francisco, Victoria, Laguna. 1975.

Azucena, Jennifer et. al. Communication and nutrition knowledge of housewives in a Los Baños neighbourhood. 1975.

Gomez, Ely d. An evaluation of the multiple cropping radio programme. 1975.

Librero, Felix. Evaluation of the training course in rural broadcasting. Oct. 1975.

Quebral, Nora C. Communication analysis of the Philippine nutrition programme 1975.

_____. Development Communication: status and trends. 1975.

Samonte, Virginia PB. et. al. Trainees assessment of the seminar-workshop on programme genesis. 1975.

Gomez, Ely D. & V. PB. Samonte. Communication patterns of crop and livestock technology in Bulacan and Batangas. 1976.

Gomez, Ely D. Radio programmes and their impact on multiple cropping: a preliminary evaluation. July 1976. In Journal of Agricultural Economic & Development, 6(2), July 1976.

Jamias, Juan. A list of rice production terms for rural broadcasters and other extension workers. 1976.

Librero, Felix. Evaluation of the second training course in rural broadcasting. October 11-November 5, 1976.

Quebral, Nora C. A count of the most frequently used words in Filipino. 1976.

Samonte, Virginia PB. Communication structures in the adoption of agricultural technology. 1976.

_____, L.A. Perez & M.R. Macasaet. Socio-communication factors and agricultural innovativeness of coconut farmers in Camarines Sur. 1976.

_____, L.A. Perez & T. Villaluz. Socio-communication factors and agricultural innovativeness of coconut farmers in Laguna, Quezon and Cavite. 1976.

Flor, Alexander. An evaluation and accomplishment report on the fifth training course on rural broadcasters for Masagana 99 rural broadcasters. 1978.

_____. An evaluation and accomplishment report on "Paaralang Panghimpapawid Ukol sa Produksiyon ng Palay". 1978.

_____. Evaluation of the first in-service training for the UPLB-NFAC countryside action programme. 1978.

_____. F. Prantilla & C.S. Torres. An evaluation and accomplishment report on "Paaralang Panghimpapawid ukol sa Masaganang Pagbabakahan sa Bakuran". 1978.

Flor, Alexander. One-month training course on rural broadcasting for Masagana 99 rural broadcasters - fourth batch. 1978.

Selected research projects in progress:

Communication patterns of crop and livestock technology in selected provinces in the Philippines. By Ely D. Gomez (as Project Leader - PCARR).

Communication technology for rural education. By Nora C. Quebral (as Programme Coordinator).

The state of communication/extension research on coconut. By Ely D. Gomez (PCRDF).

UPLB-NFAC countryside action programme. By Remedios Orozco (Project team leader.)

PHILIPPINES

University of the Philippines
Institute of Mass Communication

Selected research projects in progress:

An analysis of communication and other related factors associated with the acceptance/rejection of family planning. By G.D. Feliciano.

A comparative study on communications and related factors affecting husband-wife communication and family planning in Iran, India, the Philippines and Singapore. By B.V. Lozare.

A content analysis of information materials produced by family agencies in the Philippines. By H.M. Alfonso.

Continuous research on problems of the mass media in addition to research on population problems in connection with the UNFPA/IMC (United Nations Fund for Population Activities/Institute of Mass Communication) project. By H.J. Abaya.

Growth of the Philippine press under the American regime. By Raul R. Ingles.

The problems of family planning motivators in Bataan. By C.M. Mercado.

Research, development and training in family planning communication. By H.A. Ables.

Target audiences in family planning. By C.M. Mercado.