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AMIC-FAO Workshop on Evaluation Programme  
for Low-Cost Audio-Visual Aids (Filmstrips) on  
Population in Agricultural Themes : Chiangmai,  
Mar 19-22, 1979 : [welcome address]

Pratuang Sinithipongsa

1979

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**Welcome Address**

**By**

**Pratuang Sinithipongsa**

Workshop on Evaluation Programme for Low-cost Audio-visual Aids  
(Filmstrips) on Population-in-Agriculture Themes  
Chiengmai, Thailand - 19-22 March 1979  
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ADDRESS by:

Mr. Pratuang Sinthipongsa  
Governor of Chiengmai

It gives me great pleasure to be with you here this morning on the occasion of the opening ceremony of the Workshop on Evaluation Programme for low-cost audio-visual aids (filmstrips) on population-in-agriculture themes jointly organised by the Food and Agriculture Organisation (FAO), the Asian Mass Communication Research and Information Centre (AMIC) and the School of Journalism and Mass Communication, Thammasat University, Bangkok.

I am all the more pleased to learn that this Workshop is being attended by the delegates from the Five Asean countries. The bulk of the people in the Asean countries with the exception of perhaps Singapore, still live in villages. Rural people need sustained education through various sources of information to be able to play their part in serving the cause of national interest in general and improving their own lives and living in various ways. The role of mass media in this direction has been duly emphasised from time to time. However, the real reach and effectiveness have always been discussed for a variety of reasons of economics, literacy and above all, the compatibility of the messages reaching them through these various media.

Various types of audio-visual aids in some form or another are being used in all of our Asean countries. But they still are not being used extensively. Nevertheless, because of the nature of these aids being simple, easy and economical, they certainly deserve greater attention than what they have received heretofore.

The FAO and AMIC have taken right step towards providing forum to discuss the role of some of these audio-visual aids especially filmstrips in population education amongst the rural communities in the region. I understand that this is the second time AMIC is organising a programme in Chiangmai. I would like to congratulate the School of Journalism and Mass Communication, Thammasat University for playing such an active role in organising various seminars and workshop in cooperation with regional and international organisations in various areas of communication.

On behalf of the people of Chiangmai and on my own behalf I would like to welcome all the delegates from our Asean countries. I do hope that we will be able to get some definite results from your fruitful discussions which would go a long way in putting the low-cost audio-visual aids especially filmstrips at its proper place in our rural communication systems.

I wish you all a very pleasant stay in our beautiful city of Chiangmai and do hope that your stay will be satisfying both personally and professionally.

I now formally declare this Workshop on Programme Evaluation for low-cost audio-visual aids (filmstrips) on population-in-agriculture themes open