This document is downloaded from DR-NTU (https://dr.ntu.edu.sg) Nanyang Technological University, Singapore.

AMIC Annual Conference on Skyways, Highways and Corrifors: Asia's Communication Challenges, Kuala Lumpur, June 19-21, 1997 (vol.1): [contents]

1997

https://hdl.handle.net/10356/92512

Downloaded on 09 Apr 2024 21:29:34 SGT

AMIC ANNUAL CONFERENCE ON SKYWAYS, HIGHWAYS & CORRIDORS: ASIA'S COMMUNICATION CHALLENGES, KUALA LUMPUR, Jun 19-21, 1997

(vol. 1)

016479 (v1)

659.3 AMIC

AMIC Annual Conference on Skyways, Highways & Corridors: Asia's Communication Challenges, Kuala Lumpur, Jun 19-21, 1997. - Singapore: Asian Media Information and Communication Centre, 1997. 2 vols

The conference bring together a impressive array of experts from the North and South, from industry and the service sector, from media and academia to discuss the information superhighway and how it will impact on nations and individuals, on employment and education and the host of activities that form the fabric of life as we know it today.

CONTENTS

VOLUME 1

PRE-CONFERENCE

- 1. Souvenir Programme & List of Participants. 40p + 18p
- Communications Interships in Macau: Meeting the Challenge of Jobs for Communications Majors. By Anne Godsey. 10p
- Meeting the Challenge of Educating Secondary School Students for Life in the 21st Century.
 By Patricia Elser Gillespie. 8p
- 4. Developing Multimedia in a Multicultural Environment. By Chua Siew Keng. 3p
- Educational Television Broadcast on "The Structure of Market Economy in Vietnam".
 By Yoshinobu Onishi. 17p.
- 6. Transnational Exchanges, Questions of Culture, and Global Cinema: Defining the Dynamics of Changing Relationships. By Gina Marchetti. 13p
- Who Uses the Internet, and Why? A Proposed Research Methodology -Narrowcasting and Net Narrativity: Talkshows as Paradigmatic. By Tony Wilson. 10p
- 8. The Good, the Bad, and the Airbrushed: A Review of Puffery in Advertising. By Michael E Steele. 20p
- Malaysia's Multimedia Super Corridor Is Singapore's Status as Southeast Asia's Technology Capital Under Threat? By Serajul I Bhuiyan. 13p
- Implications of Recent Trends in Local Television Industry on Programming. By Noor Bathi Badarudin. 13p
- 11. Small Is Beautiful: Informatization Potential of Three Indian Ocean Rim Countries. By Shelton A Gunaratne. 36p.

CONFERENCE PROCEEDINGS

- 12. Speech. by Anwar Ibrahim. 5p
- 13. Opening Remarks. By Tan Sri Kamarul Ariffin. 5p
- 14. Welcome Address. By Vijay Menon. 2p
- 15. Leading Asia Into the Information Superhighway. By Tengu Mohd Azzman Shariffadeen. 27p

- Integrated Services Television : Digital Age TV with a Built-In Home Server.
 By Tatsuhito Nagaya. 8p
- 17. Bridging the Gap: Foreign and Local Programming. By Hugh Leonard. 8p
- 18. Bridging the Gap: Foreign and Local Programming. By Shinichi Shimizu. 6p
- 19. Media Regulations for New Times. By Koh Tin Fook. 8p
- 20. Media Regulations for New Times. By Peter Webb. 22p
- 21. Women in the Information Industry. By Delia Torrijos. 6p.
- 22. Women in the Information Industry: Empowerment or Enmeshment? By Wang Lay Kim. 9p.
- 23. The New Communications Cornucopia. Is More Better? By Mark Trasenster. 7p.
- 24. Where Has All the Technology Gone? By James Bentley. 7p
- 25. How to "Consume" Information. By Hidetoshi Kato. 7p
- 26. The Internet: Taking It to the Next Step. By George Sadowsky. 18p.
- 27. The Internet: Taking It to the Next Step. By Derrik Khoo. 9p.
- Next Step: Using Internet Intranet to Enhance Organizational Learning for MSC.
 By Edna Reid. 13p
- 29. Sponsorship: A Helping Hand? Or a Stranglehold. By Charles Lankester. 22p
- 30. Corporate Sponsorship: Helping Hand Or Stranglehold. By C K Lee. 15p

VOLUME 2

- 31. The Face of Print in the 21st Century. By Cyril D Pereira. 5p
- 32. Heading for the Cliff. By Roger Black. 5p
- 33. Human Factor in the Multimedia Environment. By Allen Yeung. 3p
- 34. The Human Factor in the Multimedia Environment. By Azizi Meor Ngah. 20p
- 35. The Human Factor in the Multimedia Environment. By Andreas Becker. 10p
- 36. The Human Factor in the Multimedia Environment. By Volker Illert. 17p

- 37. The Social Impact of New Communications Technologies. By Hans d'Orville. 12p
- 38. Social Impact of New Communications Technologies. By Linda Low. 28p
- 39. The Social Impact of New Communications Technologies. By Bernardo M Villegas. 14p
- 40. Information Highways and Byways: the Rural-Urban Divide. By Govindan Nair. 8p
- 41. Communication Technology: Bridging the Rural-Urban Divide. By V Balaji. 6p
- 42. Restructuring the Telecommunications Sectors in Developing Countries:
 Lessons From the Asian Experience. By Heather E Hudson. 17p
- 43. Local Consumption of Global Television In Indonesia. By Hart Cohen. 20p
- 44. No Sex! No Violence! No News! : Satellite and Cable Television in China. By Brian Shoesmith. 24p
- 45. Public Relations: Telling the Truth or Servicing the Client? By Sushil Bahl. 15p
- 46. Public Relations: Telling the Truth or Servicing the Client? By Arun Mahizhnan. 19p
- 47. Beyond Silence: Asia and the Challenge of the Global Communications Order. By Ziauddin Sardar, Merryl Wyn Davies. 18p
- 48. Communicating Across Borders. By Firdaus J Kharas. 7p
- 49. The Media & Business Towards Positive Environmental Interaction. By Rufus Bellamy. 9p
- 50. Involving Media in Asia's Sustainable Development. By Manuel S Satorre Jr. 6p
- 51. Asian Advertising: Where To? By Takayoshi Matsuzaka. 10p
- 52. Asian Advertising: Where To? By Tomas Vessey. 10p
- 53. Asian Advertising: Charting the Trends. By Katherine Toland Frith. 15p
- 54. Monitoring and Managing Information Resources. By Manpreet Singh. 47p
- 55. Telecommunication & World Order: Terra Cyborg. By Naren Chitty. 6p
- 56. Asian Communications: the Way Ahead an UNDP Perspective. By Neil Buhne. 2p
- 57. Summary and Evaluation. By Joe Carlos. 2p