

Seminar on "Communication Education and the  
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Komunikasi dan Keperluan Media" : Kuala  
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**AMIC SEMINAR ON  
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THE NEEDS OF THE MEDIA,  
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The seminar identified the training needs of print and broadcast media in the region and the extent to which these are being met by existing academic institutions and facilities. It also assessed the effectiveness of communication education activities in Malaysia and identified emerging trends and prospects for development of media institutions and formulated recommendations on key issues.

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