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<th>AMIC-Thammasat University Symposium on Mass Communication Theory : the Asian Perspective, Bangkok, Oct 15-17, 1985 : [programme and list of participants]</th>
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Programme
&
List Of Participants
THAMMASAT UNIVERSITY-AMIC SYMPOSIUM ON
"COMMUNICATION THEORY: THE ASIAN PERSPECTIVE"
Bangkok, Thailand, October 15-17, 1985

PROGRAMME

Tues, October 15:

9.00 - 10.00 a.m. OPENING CEREMONY

1. Welcomes:
   - Prof. Khunying Nongyao Chaiseri
   Rector, Thammasat University

2. Opening:
   - Prof. Prapasna Auychai
   The President of Thammasat University Council

3. Keynote:
   - Dr. Harald von Gottberg
   Deputy Secretary-General AMIC

10.00 - 10.30 a.m. Coffee Break

10.30 - 11.00 a.m. "OVERVIEW on COMMUNICATION THEORY:
An Asian Perspective"

Presenter: Dr. Godwin Chu,
East-West Center, Institute of Culture & Communication,
1777 East-West Road, Honolulu, HI 96848 USA.

11.00 - 11.30 a.m. Discussion

11.30 - 12.30 p.m. "COMMUNICATION THEORY and CATHOLIC THEOLOGY"

Presenter: Rev. Fr. Nick Cruz, S.J.,
Acting Chairman, Dept. of Communications,
Ateneo de Manila University,
Loyola Heights, Quezon City 3004, Philippines

- Contd.-
Tues, October 15 (Contd):

12.30 - 1.00 p.m. Discussion
1.00 - 2.00 p.m. Lunch Break
2.00 - 3.00 p.m. "COMMUNICATION THEORY: THE CHINESE PERSPECTIVE"

Presenter: Dr. Leonard L. Chu, Lecturer & Head of Graduate Studies, The Chinese University of Hong Kong, Shatin, New Territories, Hong Kong.

3.00 - 3.30 p.m. Discussion
3.30 - 4.00 p.m. Coffee Break
4.00 - 5.00 p.m. "ISLAMIZATION OF COMMUNICATION THEORY: VIEW FROM MALAYSIA"

Presenter: Dr. Mohd. Yusof Hussain Head, Dept. of Development Communication University Pertanian Malaysia Centre for Extension & Continuing Education, Serdang, Selangor Malaysia.

5.00 - 5.30 p.m. Discussion

Wed, October 16:

9.00 - 9.30 a.m. Synthesis of Previous Day's Presentations

Usma Rizdi
Dr. Eddie Ky Kuc
National University of Singapore Symposium Coordinator

9.30 - 10.30 a.m. "COMMUNICATION THEORY: THE ISLAMIC PERSPECTIVE"

Presenter: Dr. Djajusman, Senior Lecturer, Fakultas Ilmu-Ilmu Sosial, Universitas Indonesia, Jl. Pemuda-Rawamangun, Jakarta 13220, Indonesia.

10.30 - 11.00 a.m. Discussion
11.00 - 11.30 a.m. Coffee Break

-Contd.-
Wed, October 16 (Contd):

11.30 - 12.30 p.m.  "COMMUNICATION THEORY: THE BUDDHIST VIEWPOINT"
Presenter: Mr. R.D.K. Jayawardena, Colombo, Sri Lanka

12.30 - 1.00 p.m. Discussion

1.00 - 2.00 p.m. Lunch Break

2.00 - 3.00 p.m. "COMMUNICATION THEORY: A THAI CASE STUDY"
Presenter: Dr. Seri Wongmonta, Associate Dean in Research & Planning, Faculty of Journalism & Mass Communication, Thammasat University, Bangkok 10200, Thailand.

3.00 - 3.30 p.m. Discussion

3.30 - 4.00 p.m. Coffee Break

4.00 - 5.00 p.m. "COMMUNICATION THEORY: AN INDIAN PERSPECTIVE"
Presenter: Dr (Ms) Usha Vyasulu Reddi, Reader & Head, Dept. of Communication & Journalism, Osmania University, Hyderabad 500 007 (A.P.), India.

5.00 - 5.30 p.m. Discussion

7.30 - 9.30 p.m. AMIC RECEPTION

- Contd.-
Thurs., October 17:

9.00 - 9.30 a.m. Synthesis of Previous Day's Presentations
Dr. Eddie C.Y. Kuo
Symposium Coordinator

9.30 - 1.00 p.m. Small Group Discussions

Group 1:
"The Relevance and Validity of Western Communication Theories to Media Practice in Asia"
Discussion Leader: Dr. Eddie C.Y. Kuo

Group 2:
"Integrating the Asian Perspective in Communication Theory Courses in Asian Communication Schools"
Discussion Leader: Dr. Godwin Chu

* Tea Break at 10.30 - 11.00 a.m.

1.00 - 2.00 p.m. Lunch Break

2.00 - 3.00 p.m. Presentation of Group Discussion Reports/Recommendations

3.00 - 3.30 p.m. Discussion

3.30 - 4.00 p.m. Coffee Break

4.00 - 5.00 p.m. CLOSING CEREMONY

* * *

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LIST OF PARTICIPANTS

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THAILAND  8. Prof. Chamnong Kumalvisai  
Director-General  
Public Relations Department  

9. Mr. Prachan Valigo  
Head, Thai News Agency  
Thailand Mass Communication Organization  

10. Mr. Chavala Sukulmalanain  
ESSC Oil Company  
Thailand  

11. Dr. Surapol Virulrak  
Dean, Faculty of Communication Arts  
Chulalongkorn University  

12. Dr. Darunee Hirunruck  
Deputy Dean in Education  
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Thammasat University  

19. Dr. Harald van Gottberg  
Deputy Secretary-General  

20. Dr. Victor Valbuena  
Senior Programme Specialist
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4. Miss Kruawan Meechuay
PREFACE

The recently-concluded "Symposium on Communication Theory: The Asian Perspective", held at Thammasat University, Bangkok, was an enlightening attempt at assessing the relevance and applicability of Western communication theory to the Asian situation.

Of the papers presented at the symposium, some made honest, sincere attempts to define communication theories and proposed specific action to indigenize them to suit Asian cultures; others described the constraints in operationalizing the principles of Western theories in multi-ethnic, pluralistic societies in Asia; others focused on specific characteristics of particular Asian cultures and how they may be used to re-think the assumptions and hypotheses of established communication models and theories; still, others described the role of religion and power politics in communication processes and behaviour in Asia.

The focus, treatment, and quality of scholarship of the papers varied greatly. So did the discussions that followed.

On the whole, however, the symposium was instructive and enlightening. It provided very useful insights on the perceptions of Western communication theory among Asian communication scholars and practitioners. It is probable that the participants, especially the academics and researchers, may have been stimulated enough to pursue some of the directions and implications resulting from the symposium. Among others, the serious thinking and re-thinking on the place of Western communication theory in Asian communication research, scholarship, and media practice.

The symposium papers and discussions pointed out that Western communication theory has a rightful place in Asian communication education, research, and media practice. It need not be discarded in favor of narrow-minded chauvinism. What is needed is an objective evaluation of its potentials in generating knowledge and insights; a flexibility
and innovativeness to be able to modify or adapt its parameters to local situations; and a heightened creativity to use Asian communication processes, behaviour patterns, and experiences for enriching Western-oriented theories, as well as for developing new and Asian-originated communication models and theories.

The task at hand is to harness suitable individuals and institutions who should take the lead in this direction. Researchers, academics, and extension professionals should be identified and encouraged to undertake studies that will test further, the applicability of Western theoretical assumptions in the context of Asia, as well as the validity of emerging Asian communication models and constructs not only in their own local milieu but also in non-Asian locales. Such effort is necessary to ensure that the good start made at the recent symposium is pursued to its rightful conclusion.

The summary of proceedings, programme of activities, resource papers, discussion reports and other pertinent papers of the symposium are contained in the following pages.

Grateful acknowledgement is due to the World Association for Christian Communication (WACC) for its financial support to make this symposium possible.

AMIC
October 1985