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AMIC-THAMMASAT UNIVERSITY
SYMPOSIUM ON
MASS COMMUNICATION THEORY:
THE ASIAN PERSPECTIVE,
BANGKOK,
OCT 15-17, 1985
The seminar was an attempt at assessing the relevance and applicability of western communication theory to the Asian situation. Of the papers presented, some made attempts to define communication theories and proposed specific action to indigenize them to suit Asian culture; others describe 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 rethink the assumptions and hypotheses of established communication models and theories; still, others described the role of religion and power politics in communication process and behaviour in Asia.
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