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<td>Author(s)</td>
<td>Khun Ying Nongyao Chaiser.</td>
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Report

By

Khun Ying Nongyao Chaiser
Report
from
Professor Khun Ying Nongyao Chaiseri
Recter of Thammasat University
at the Opening Ceremony of
The International Symposium on
Communication Theory : The Asian Perspective
Tuesday, October 15, 1985 : 9.00 A.M.
At Thammasat University, Bangkok

Mr. President :

On behalf of Thammasat University and The Asian Mass Communication Research and Information Centre (AMIC), I would like to thank you, Mr. President for the honor you have given us by coming to preside over the opening ceremony of the symposium today.

This symposium, entitled "Communication Theory : The Asian Perspective," has been jointly organized by the Asian Mass Communication Research and Information Centre, Singapore, and the Faculty of Journalism and Mass Communication, Thammasat University. The meeting's objective is to exchange ideas among academicians from the Western and Asian countries. It will focus on communication theories and their adoption and adaptation to the Asian context. Problems faced by the communication practitioners in Asian countries and new approaches that will suit the Asian context are all in the agenda.
We are sure that the results from this symposium will benefit the studies of communication in colleges and universities. Furthermore, it will create a better environment for co-operation among academicians, experts from different countries, and among universities and related government offices in Thailand.

The symposium will highlight paper presentations, followed by discussions and working group meetings. We hope the results will be very useful to Thailand, particularly for the implementation of The National Public Relations Policy and Planning approved by the Cabinet on August 6 this year.

As for the participants today, we have distinguished communication experts from the United States, Europe, and Asian countries, including faculty members from various universities and representatives from many government offices.

May I request Mr. President to address the meeting and declare open the symposium now.