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**Welcome Address**

**By**

**Somkuan Kaviya**

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Workshop on Evaluation Programme for Low-cost Audio-visual Aids  
(Filmstrips) on Population-in-Agriculture Themes  
Chiengmai, Thailand - 19-22 March 1979

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WELCOME ADDRESS

Dr. Somkuan Kaviya

Mr. Governor  
Participants and Observers  
Honourable Guests  
Ladies and Gentlemen

It is both a pleasure and an honour for me that Mr. Governor has kindly come today to preside over the Workshop on low-cost audio-visual aids, co-organised by Asian Mass Communication Research and Information Centre (AMIC), Food and Agriculture Organisation (FAO) and School of Journalism and Mass Communication, Thammasat University.

This workshop is another step in our efforts, to develop communication in Thailand towards the basic accepted philosophy: "Effective communication can contribute a lot to supporting the economic and social developments as well as improving the quality of life in modern society".

The Seminar on National Communication Policy held in Bangkok last year prior to the Intergovernmental Conference on Communication Policies in Asia and Oceania held in Kuala Lumpur in February 1979 has been considered as an important step towards cooperative planning and implementation of the aforesaid basic philosophy.

The Seminar on Information System for Rural Development held in Phuket in August 1978 had laid out a planned structure to be evolved, developed and implemented in the near future.

FILMSTRIPS and sound filmstrips: focus on FAO filmstrips. 60p. [Discussion paper]. In AMIC-FAO Workshop on Evaluation Programmes for Low-Cost Audio-Visual Aids (Filmstrips) on Population-in-Agriculture Themes, Chiengmai, Thailand, 19-22 March 1979 [Papers].

Discusses the advantages and disadvantages of filmstrips, status of filmstrips use and focuses on the evaluation of two FAO filmstrips. Amic 007118d.

I believe that interpersonal and group communications with skilled use of audio-visual materials ought to be included in the communication system for rural development whether in Thailand or in any developing country in Asia. Low-cost materials are, of course, ideal and relevant to the economic situation in this area.

This Workshop is, therefore, a good answer to many questions we are asking or being asked. But I am confident that it will also be a practical answer for proper follow-up actions.

Mr. Governor, I should like to express my deep gratitude to you for coming here to witness this important event in the communication world.

I should also like to extend a special greeting to our communication and agriculture fellows who have come from far-away metropolises as participants and observers at this workshop. Warm welcome to those who particularly come from lovely countries like Indonesia, Malaysia, Philippines, Singapore, Italy, Germany and India.

I should also like to express my thanks to Mr. Francisco Llaguno, FAO for his assistance in holding this meeting in Thailand and to Dr. Sinha Director of AMIC who has once again honoured the School of Journalism and Mass Communication, Thammasat University to help organise this significant workshop at Chiangmai.

I should like, finally to extend my gratitude to the Director-General of the Public Relations Department and his staff, as well as Assistant Professor Sunit Siriwong Mass Communication Department, Chiangmai University with her fellows and her staff.

Mr. Governor, may I ask Mr. Llaguno of FAO to deliver a report to you so that you could be informed of the background of the workshop.