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<th>Seminar on &quot;Communication Ethics From South Asian Perspective&quot; : Colombo, Sri Lanka, November 9-12, 1993 : [programme]</th>
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Programme
SEMINAR ON
“COMMUNICATION ETHICS FROM A SOUTH ASIAN PERSPECTIVE”

Colombo, Sri Lanka
November 9 - 12, 1993

Organised by
Asian Mass Communication Research & Information Centre, S'pore
World Association for Christian Communication, UK
International Centre for Ethnic Studies, Sri Lanka

With support from
Friedrich-Ebert-Stiftung, Sri Lanka
PROGRAMME

Day 1: November 9

08:30 - 09:00  Registration

09:00 - 10:30  Opening Ceremonies
   Welcome Remarks

   Vijay Menon
   AMIC

   Michael Traber
   WACC

   Radhika Coomaraswamy
   ICES

   Inaugural Address

   Godfrey Gunatilake
   Vice-Chairman
   Marga Institute

   Keynote Paper

   Communication Ethics from a South Asian Perspective

   Nikhil Chaîravarty
   Editor
   Mainstream

   Overview

   Regi Siriwardena
   Editor
   ICES
10:30 - 11:00  
Tea Break

11:00 - 13:00  
Communication Ethics and Media Practitioners

Chairperson: M J Akbar

Lucien Rajakarunanayake  
Editor  
Thomson Lanka (Pvt) Ltd  
Sri Lanka

Communication Ethics and Media Institutions

Zakariyya Sajid  
Director-General  
Press Institute of Pakistan

Discussion

13:00 - 14:00  
Lunch

14:00 - 15:30  
Environmental and Cultural Factors Affecting Media Ethics

Chairperson: Zakariyya Sajid

Tawhidul Anwar  
Director-General  
Press Institute of Bangladesh

G. D. Shrestha  
Editor  
The Commoner  
Nepal

Discussion

15:30 - 16:00  
Tea Break
16:00 - 17:30 The Influence of Policies and Government on Ethical Media Practice

Chairperson: G. D. Shrestha

Razia Bhatti
Newsline Publication (Pvt) Ltd
Pakistan

M J Akbar
Editor
Asian Age
India

Discussion

Day II: November 10

09:00 - 10:30 Ethical Standards: The Role of Press Councils and Journalists Unions

Chairperson: A. Sivanesaselvan

Mervyn de Silva
Editor
Lanka Guardian
Sri Lanka

Javed Jabbar
President
South Asian Media Association

Discussion

10:30 - 11:00 Tea Break

11:00 - 12:30 The Communication Environment and the Teaching of Media Ethics
Chairperson: Manik de Silva

Gokul Pokhrel
Secretary
Nepal Press Institute

Prof Dissanayake
University of Colombo
Sri Lanka

Discussion

12:30 - 14:00
Lunch

14:00 - 17:30
Working Groups:

1. Towards a New Framework for Teaching Communication Ethics
   Chairperson: Michael Traber
   (Develop outline, content and approaches to teaching communication ethics in tertiary institutions and media training centres)

2. Towards a New Ethics for the Media Professions
   Chairperson: Regi Siriwardena
   (Develop structure, content and contexts for communication ethics for people in media professions)

Day III: November 11

09:00 - 10:30 Presentation of Working Group Reports

10:30 - 11:00 Tea Break

11:00 - 12:30 Finalization of Recommendations
Day IV: November 12

(SEMINAR FOR SRI LANKA JOURNALISTS / MEDIA PERSONS)

09:00 - 10:30 Opening Session
Welcome Remarks

Keynote Address:
The Need for a New Communication Ethics

Ajit Samaranayake
Editor
The Island
Sri Lanka

Open Discussion

10:00 - 10:30 Tea Break

10:30 - 12:45 Presentation & Discussion of Workshop Reports & Recommendations

Chairperson: Ajit Samaranayake

A New Framework for Teaching Communication Ethics

An Action Plan on Communication Ethics for Media Practitioners

12:45 - 13:00 Closing Ceremonies

13:00 - 14:00 Lunch