Title: Needed : guidelines and recommendations

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NEEDED: GUIDELINES AND RECOMMENDATIONS

Welcome address by Tan Tiong Liat. Deputy Secretary-General. Amic.

On behalf of the Confederation of Asean Journalists and Amic, I wish to extend to all of you a very warm and cordial welcome to Singapore and to this Study Seminar on Development Communication.

We are indeed honoured that Tuan Haji Sha'ari Tadin, Senior Parliamentary Secretary, Ministry of Culture, despite his tight schedule, has nevertheless made time to be with us this morning and has graciously consented to declare the Study Seminar open. We are grateful to you, Sir.

Amic's scope and functions, as you may be aware, lie in the sphere of promoting expertise among mass communication practitioners in the Asian region as well as bridging the gap that exists between mass communication researchers, practitioners, policymakers, planners and administrators.

To achieve these objectives, Amic carries out a programme of documenting mass communication information in the region and disseminating it upon request and through various publications. Another important task concerns research and training. In the field of training, we organise refresher courses, seminars, workshops and regional conferences in an attempt to bring together from Asian countries people who are involved in communication so that they may share and profit from one another's experiences, as well as expose themselves to some of the latest theories and practice of mass communication.

Amic considers it a privilege to have the opportunity to cooperate with the Confederation of Asean Journalists in organising this seminar which will enable newspaper and broadcast journalists to examine the various facets of Development Communication. It is our hope that this subject, which hitherto does not appear to have received the attention it deserves, will be discussed in depth and that some useful guidelines and recommendations will emerge which will benefit media practitioners.

It will be noted that although a tight seminar programme has been drawn up, the organisers have not been unmindful of the need to mix some pleasure with business. The participants will be able to take a breather on Sunday: and what better place is there than to relax at Sentosa, the Isle of Tranquility! And, thanks to the hospitality of the Confederation of Asean Journalists and the press club and newspaper organisations, a formidable series of luncheons and dinners have been arranged. Take care.

We hope you will enjoy your stay in Singapore and if you return home with a new perspective of development communication, this seminar will have achieved its objectives.