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Report Of Working Groups
PREAMBLE:
A group of 50 journalism practitioners and educators from 14 countries in Asia and Australia met in Kuala Lumpur to discuss issues of identifying and applying diverse Asian values to media practices. Participants made recommendations from two perspectives:

APPROACHES:
1. Asian organisations involved in the promotion and development of journalism curricula should cooperate and coordinate their research activities.

2. Journalism educators should adopt a more historical, comparative and critical approach to journalism teaching.

3. Journalism educators should seek greater involvement of media institutions with regional schools of journalism.

4. The media industry should create greater access to the creative energies of youth which is a significant and growing segment in the region.

5. Efforts should be made to create effective media watch groups in respective countries to monitor deviations from professed journalistic ethics and standards in the Asian setting.

STRATEGIES:
1. Establish an Internet discussion group and a World Wide Web home page for journalism educators and practitioners in the region.

2. Develop teaching resources/manuals, audio-visual materials and video programs geared towards identifying an Asian-centred journalistic discourse.

3. Conduct focused practical workshops to establish a workable concept of Asian-centred journalism.

4. Seek sponsorship for graduate studies in journalism and promote academic exchange in Asian communication schools.

5. Establish annual awards to recognise outstanding achievements in Asian-centred journalism.

6. Promote collaborative research related to Asian-centred journalism.

7. Regularly upgrade practical and conceptual skills in journalism among practitioners and educators.

8. Initiate effective interaction between the media and under-represented groups such as women, ethnic minorities, and the economically and socially disadvantaged.
Today I signed the Amic membership renewal form and authorised payment of US$60 for my 1996 membership. However, I did so with a good degree of reluctance because I have felt for some time that I don't get my money's worth.

As you may know, I have been a member of Amic for more than two decades. The last occasion I was able to participate in an annual meeting was in Penang (1976).

Amic's publications and conferences alone are insufficient as a service to all members. I have no idea how conference topics and participants are selected. Amic's publications also seem to need a thorough assessment for quality.

Members located in South, Southeast and East Asia have the capacity to benefit from most Amic activities. However, they pay less for their membership than I simply because I happen to live in North America. It's time for Amic to re-assess the equity of this situation.

I urge Amic to set up as soon as possible a Web site to provide, without charge, much of the documentary resources at its disposal. For instance, all regular Amic periodicals ought to produce an HTML version for the Web. Amic can designate someone to respond to research queries from members -- again, with no additional financial obligation. This can be built into the Web service. Your Web service can also provide links to all the online newspapers and broadcasting outlets in Asia.

Finally, it may be a good idea to extend a better welcoming hand to members who take the trouble to visit Amic headquarters. Set up a modest entertainment account to invite them to "English tea" or whatever. There's no need to penny-pinch to let them use Amic's e-mail facility to send a message to their home base.

Happy Thanksgiving.