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<th>Seminar on &quot;Communication Education and the Needs of the Media&quot; Seminar &quot;Pendidikan Komunikasi dan Keperluan Media&quot; : Kuala Lumpur, September 29-October 1, 1994 : [programme and list of participants]</th>
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Programme
&
List Of Participants

Paper No.1
Seminar

"Pendidikan Komunikasi dan Keperluan Media"
(Seminar on "Communication Education and the Needs of the Media")

Ming Court Hotel
Kuala Lumpur, Malaysia

September 29-Oct 1, 1994

Organised by
Asian Mass Communication Research and Information Centre
&
AMIC - Malaysia
Day 1, September 29

08:30 - 09:00 Registration

09:00 - 09:20 Opening Session

Welcome Remarks:
Vijay Menon
Secretary-General, AMIC

Steven Fuller
Representative
The Asia Foundation

Inaugural Address:
Hon. Dr Leo Michael Toyad
Deputy Minister of Education, Malaysia

09:20 - 09:45 Tea Break

09:45 - 10:30 Keynote Address:
The Changing Media Environment: Implications for Communication Education and Training

Tan Sri Samad Ismail
Tokoh Wartawan Negara

Discussion

10:30 - 12:30 Communication Education: Responding to Media Needs

Chair: Prof. Abu Bakar Hamid
Writers' Academy
Dr Bukhory Ismail and Mr. Sankaran Ramanathan
Mass Communication Department
Institut Teknologi Mara

Dr Mustafa Kamal Anuar and Mr. Zaharom Nain
Communication Programme
Universiti Sains Malaysia

Dr Samsudin Abdul Rahim
Head
Department of Communication
Universiti Kebangsaan Malaysia

Prof Yusof Hussain
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Mass Communication Department
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Dr Raja Ahmed Tajuddin Shah
Acting Head, Development Comm. Dept
Universiti Pertanian Malaysia

Puan Noor Bathi Haji Badarudin
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Dr Mark Hukill
Deputy Director
Mass Communication Programme
National University of Singapore
Prof Syed Arabi Idid  
President  
Communication Educators Association  
of Malaysia (Didikasi)

12:30 - 14:00 Lunch

14:00 - 15:30  
Continuation of Communication Education Presentations

15:30 - 16:00 Tea Break

16:00 - 17:30 Panel Discussion: Needs of the Broadcast Media: How does Communication Education measure up?  

Chair: Dato' Abdullah Mohamed  
Asia-Pacific Institute of Broadcasting Development

Zainal Abidin Ibrahim  
Controller of TV2  
Radio Television Malaysia

George Abraham  
Controller of Radio 4  
Radio Television Malaysia

20:00 - 21:00 Reception  
Poolside, Ming Court Hotel  
Hosted by Radio Television Malaysia

Day 2, September 30

09:00 - 11:00 Panel Discussion: Needs of the Print Media: How does Communication Education measure up?  

Chair: Ahmed Rejal Arbee  
Group Editor  
Berita Publishing
Haji Taib Ahmad
Editorial Manager
Utusan Melayu Malaysia Berhad

Ahmad Talib
Associate Editor
New Straits Times

Chong Saw Taf
Feature Writer
Sin Chew Jit Poh

11:00 - 11:30 Tea Break

11:30 - 12:30 Panel Discussion: Trends in Media: Implications for Education/Training

Chair: Prof Syed Arabi Idid

M.A. Razman
Manager, Editorial Training
New Straits Times Group

Azman Ujiang
Editor
Malaysian National News Agency (BERNAMA)

12:45 - 15:00 Lunch / Break

15:00 - 17:30 Working Groups
**Working Group 1**

An Action Plan to Relate Education to the Changing Needs of the Print Media

**Working Group 2**

An Action Plan to Relate Education to the Changing Needs of the Broadcast Media

Day 3, October 1

09:00 - 10:30  Presentation of Working Group 1 Reports / Finalisation of Recommendations

10:30 - 11:00  Tea Break

11:00 - 12:00  Closing Remarks:

Towards More Effective Cooperation Between Educational Institutions and the Media

*Dato Jaafar Kamin*

Director-General

Radio Television Malaysia

Summary / Evaluation

12:00 - 13:00  Lunch
SEMINAR ON COMMUNICATION EDUCATION AND THE NEEDS OF THE MEDIA
MING COURT HOTEL, KUALA LUMPUR, 29 SEPTEMBER 1994

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