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<th>Title</th>
<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
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

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Prof Yusof Hussain
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Dr Mark Hukill
Deputy Director
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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?  
_Chandra Mohan Annam_  
Asian Broadcasting Union

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


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 Ujang
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
SEMERN ON COMMUNICATION EDUCATION AND THE NEEDS OF THE MEDIA
MING COURT HOTEL, KUALA LUMPUR, 29 SEPTEMBER 1994

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