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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
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
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Dr Samsudin Abdul Rahim
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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
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
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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
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