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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
Communication Programme
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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 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 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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