<table>
<thead>
<tr>
<th>Title</th>
<th>Seminar on Communication Research Needs in Asia: September 18-20, 1990, Singapore: [programme and list of participants]</th>
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<tr>
<td>Author(s)</td>
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<tr>
<td>Citation</td>
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Programme
and
List of Participants
SEMINAR ON COMMUNICATION RESEARCH NEEDS IN ASIA

September 18 - 20, 1990
Singapore

PROGRAMME

Sponsored by
International Research Development Centre (IDRC)

Organised by
Asian Mass Communication Research and Information Centre (AMIC)
Department of Sociology, National University of Singapore
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8.30 am</td>
<td>Registration of Participants</td>
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<tr>
<td>9.15 am</td>
<td>Opening Ceremony</td>
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<td>Remarks by * AMIC * NUS</td>
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<td>AMIC Video</td>
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<td>Introduction of Participants</td>
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<tr>
<td>10.00 am</td>
<td>Tea/Coffee</td>
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<tr>
<td>10.30 am</td>
<td>Thematic Paper I:</td>
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<tr>
<td></td>
<td>* The International Flow of Media Material:</td>
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<td></td>
<td>* Trends and Prospects for Developing Asia</td>
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<tr>
<td></td>
<td>Dr. Nora Quebral</td>
</tr>
<tr>
<td></td>
<td>Resident Advisor, AIDSCOM</td>
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<td></td>
<td>Discussion</td>
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<tr>
<td>11.10 am</td>
<td>Thematic Paper II:</td>
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<tr>
<td></td>
<td>* Communication Research: New</td>
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<td></td>
<td>* Challenges in Changing Asia</td>
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<tr>
<td></td>
<td>Dr. Godwin C. Chu</td>
</tr>
<tr>
<td></td>
<td>Research Associate, Institute of Culture and</td>
</tr>
<tr>
<td></td>
<td>Communication, East-West Centre</td>
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<tr>
<td></td>
<td>Discussion</td>
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</tbody>
</table>
11.50 am  Thematic Paper III:  
*The Social Effects of Mass Media and Their Policy Implications for the Third World Plural Societies*

Dr. J.S. Yadava  
Director  
Indian Institute of Mass Communication

Discussion

12.30 pm  Lunch

2.00 pm  *Development and Communication in the 1990s: What Needs to be Done?*

Dr. Victor T. Valbuena  
Senior Programme Specialist  
SIDP, AMIC

Discussion

2.30 pm  *Communication Research in Asia: Trends, Applications and Needs*

**Country Reports**

*Bangladesh:*

Mr. Abdur Rahman  
Deputy Director, Department of Mass Communication, Ministry of Information
Hong Kong:

Dr. Joseph Man Chan
Dept of Journalism and Communication
The Chinese University of Hong Kong

Nepal:

Mr. Gokul Pokhrel
Nepal Press Institute

3.40 pm Tea/Coffee
4.00 pm India:

Dr. Sunil Misra
Audience Research Officer
All India Radio

Indonesia:

Mr. Sumaryanto
Sub-Directorate for News, TVRI

Korea:

Prof. Won Woo-Hyun
Dept of Mass Communication
Korea University

5.00 pm Discussion
- 5.30 pm
7.00 pm Dinner
(Hosted by IDRC/AMIC/NUS)
**DAY 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9.00 am</td>
<td><strong>Country Reports (Cont'd)</strong></td>
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<tr>
<td></td>
<td><strong>Malaysia:</strong></td>
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<tr>
<td></td>
<td>Dr. Mohd Salleh Hj Hassan</td>
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<td></td>
<td>Dept of Development Communication</td>
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<tr>
<td></td>
<td>Centre for Extension &amp; Continuing Educ.</td>
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<td></td>
<td>Universiti Pertanian Malaysia</td>
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<td><strong>Pakistan:</strong></td>
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<tr>
<td></td>
<td>Dr. Ijaz S. Gilani</td>
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<td>Gallup-Pakistan</td>
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<td></td>
<td><strong>Philippines:</strong></td>
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<tr>
<td></td>
<td>Ms. Rachel Polestico</td>
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<td>Appropriate Technology Centre</td>
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<td><strong>Singapore:</strong></td>
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<tr>
<td></td>
<td>Prof. Eddie C.Y. Kuo</td>
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<td></td>
<td>Head, Dept of Mass Communication</td>
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<td></td>
<td>National University of Singapore</td>
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<td><strong>Sri Lanka:</strong></td>
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<td></td>
<td>Dr. Sarath Amunugama</td>
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<td></td>
<td>Associate Secretary-General</td>
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<td>Worldview International Foundation</td>
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<tr>
<td>10.45 am</td>
<td><strong>Tea/Coffee</strong></td>
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</table>
11.00 am  
Taiwan:
  Dr. Tsang Kuo-Jen  
  Journalism Department  
  National Chengchi University

Thailand:
  Dr. Darunee Hirunrak  
  Dean, Faculty of Fine Arts  
  Chulalongkorn University

Australia:
  Dr. Tony Stevenson  
  Assoc. Prof. & Director of Research  
  School of Communication  
  Queensland University of Technology

12.00 noon Discussion

12.30 pm Lunch

2.00 pm Formation of Groups

I: Communication Research in Education and Development

II: Communication Research: Media Practitioners' Perspective
Group Meetings

- to examine the gaps in research identified in the thematic and country papers

- to identify themes and methodologies specific to Asian cultures and emergent needs

- to draw a research agenda, paying close attention to the practical needs of communicators as well as the need to build a body of knowledge.

3.30 pm  Tea/Coffee

3.50 pm  Group Meetings (Cont'd)
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>9.00 am</td>
<td>Finalization of Group Reports</td>
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<tr>
<td>10.30 am</td>
<td>Tea/Coffee</td>
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<td>10.45 am</td>
<td>Presentation of Group Reports</td>
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<td>Discussion</td>
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<td>12.00 noon</td>
<td>Lunch</td>
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<td>1.30 pm</td>
<td>Panel Discussion</td>
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<td>Utilization of Communication Research</td>
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<td>Findings: Theory versus Practice</td>
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<td></td>
<td>Dr. Sunil Misra, India</td>
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<td></td>
<td>Ms. Rachel Polestico, Philippines</td>
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<td>Mr. Y.P. Chan, Singapore</td>
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<tr>
<td></td>
<td>Mr. Chin Saik Yoon, IDRC Singapore</td>
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<tr>
<td>3.00 pm</td>
<td>Tea/Coffee</td>
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<tr>
<td>3.30 pm</td>
<td>Presentation of Research Agenda</td>
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<td>Dr. Anura Goonasekera</td>
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<td>&amp;</td>
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<td></td>
<td>Prof. Eddie C.Y. Kuo</td>
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<tr>
<td>4.30 pm</td>
<td>Closing Remarks</td>
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</table>
IDRC-AMIC-NUS SEMINAR ON
COMMUNICATION RESEARCH NEEDS IN ASIA
(18 – 20 Sept 1990)

List of Participants

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5. Dr. Sunil Misra  
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        2386 (H)
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14. Prof. Peter S. J. Chen  
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National University of Singapore

15. Dr. Tony Keulemans  
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Research Programme

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25. Ms. Lock Yut Kam  
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Research Programme

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Pager: 7077197

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