<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Seminar on Communication Research Needs in Asia : September 18-20, 1990, Singapore : [programme and list of participants]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Citation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1990</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/1971">http://hdl.handle.net/10220/1971</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
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
DAY 1

8.30 am  Registration of Participants

9.15 am  Opening Ceremony
  Remarks by * AMIC
  * NUS

  AMIC Video
  Introduction of Participants

10.00 am  Tea/Coffee

10.30 am  Thematic Paper I:
  The International Flow of Media Material:
  Trends and Prospects for Developing Asia

  Dr. Nora Quebral
  Resident Advisor, AIDSCOM
  Discussion

11.10 am  Thematic Paper II:
  Communication Research: New
  Challenges in Changing Asia

  Dr. Godwin C. Chu
  Research Associate, Institute of Culture
  and Communication, East-West Centre
  Discussion
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.50 am</td>
<td>Thematic Paper III: The Social Effects of Mass Media and Their Policy Implications for the Third World Plural Societies</td>
<td>Dr. J.S. Yadava</td>
<td>Director, Indian Institute of Mass Communication</td>
</tr>
<tr>
<td>12.30 pm</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.00 pm</td>
<td>Development and Communication in the 1990s: What Needs to be Done?</td>
<td>Dr. Victor T. Valbuena</td>
<td>Senior Programme Specialist, SIDP, AMIC</td>
</tr>
<tr>
<td>2.30 pm</td>
<td>Communication Research in Asia: Trends, Applications and Needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Country Reports</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Bangladesh</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mr. Abdur Rahman</td>
<td></td>
<td>Deputy Director, Department of Mass Communication</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ministry of Information</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Country</td>
<td>Name</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------</td>
<td>--------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>3.40 pm</td>
<td>Tea/Coffee</td>
<td>Nepal</td>
<td>Mr. Gokul Pokhrel</td>
</tr>
<tr>
<td>4.00 pm</td>
<td></td>
<td>India</td>
<td>Dr. Sunil Misra</td>
</tr>
<tr>
<td>5.00 pm</td>
<td>Discussion</td>
<td>Korea</td>
<td>Prof. Won Woo-Hyun</td>
</tr>
<tr>
<td>5.30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.00 pm</td>
<td>Dinner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Country</td>
<td>Details</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------</td>
<td>---------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>9.00 am</td>
<td>Country Reports (Cont'd)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Malaysia:</td>
<td></td>
<td>Dr. Mohd Salleh Hj Hassan&lt;br&gt;Dept of Development Communication&lt;br&gt;Centre for Extension &amp; Continuing Educ.&lt;br&gt;Universiti Pertanian Malaysia</td>
</tr>
<tr>
<td></td>
<td>Pakistan:</td>
<td></td>
<td>Dr. Ijaz S. Gilani&lt;br&gt;Gallup-Pakistan</td>
</tr>
<tr>
<td></td>
<td>Philippines:</td>
<td></td>
<td>Ms. Rachel Polestico&lt;br&gt;Appropriate Technology Centre</td>
</tr>
<tr>
<td></td>
<td>Singapore:</td>
<td></td>
<td>Prof. Eddie C.Y. Kuo&lt;br&gt;Head, Dept of Mass Communication&lt;br&gt;National University of Singapore</td>
</tr>
<tr>
<td></td>
<td>Sri Lanka:</td>
<td></td>
<td>Dr. Sarath Amunugama&lt;br&gt;Associate Secretary-General&lt;br&gt;Worldview International Foundation</td>
</tr>
<tr>
<td>10.45 am</td>
<td>Tea/Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Location</td>
<td>trình bày</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-------------------</td>
<td>---------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>11.00 am</td>
<td><strong>Taiwan:</strong></td>
<td>Dr. Tsang Kuo-Jen&lt;br&gt;Journalism Department&lt;br&gt;National Chengchi University</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Thailand:</strong></td>
<td>Dr. Darunee Hirunrak&lt;br&gt;Dean, Faculty of Fine Arts&lt;br&gt;Chulalongkorn University</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Australia:</strong></td>
<td>Dr. Tony Stevenson&lt;br&gt;Assoc. Prof. &amp; Director of Research&lt;br&gt;School of Communication&lt;br&gt;Queensland University of Technology</td>
<td></td>
</tr>
<tr>
<td>12.00 noon</td>
<td>Discussion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.30 pm</td>
<td><strong>Lunch</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.00 pm</td>
<td><strong>Formation of Groups</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>I:</strong> Communication Research in Education and Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>II:</strong> Communication Research: Media Practitioners' Perspective</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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)
## DAY 3

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

List of Participants

AUSTRALIA

1. Dr. Tony Stevenson
   Associate Professor & Director
   of Research
   School of Communication
   Faculty of Business
   Queensland University of Technology
   2, George Street
   G.P.O. Box 2434
   Brisbane, QLD 4001
   Tel: (07) 2232111
   Tlx: AA 44699
   Fax: 617 - 2298920

BANGLADESH

2. Mr. Abdur Rahman
   Deputy Director
   Department of Mass Communication
   Ministry of Information
   A.G.B. Bhabon
   Dhaka
   Tel: 415124 (O)/508971 (R)
   Fax: 8802832915 (c/o Hotel Sheraton, Dhaka)

HONG KONG

3. Dr. Joseph Man Chan
   Lecturer
   Department of Journalism & Communication
   Chinese University of Hong Kong
   Shatin, New Territories
   Hong Kong
   Tel: (852) 6952634
   Tlx: 50301 CUKH HX
   Fax: (852) 6010418
INDIA

4. Dr. J.S. Yadava
   Director
   Indian Institute of Mass Communication (IIMC)
   Shaheed Jit Singh Marg
   J.N.U. New Campus, Sector XIII
   New Delhi 110 067
   Tel: 657492/650940 (O)
       665069 (H)
   Gram: MASSMEDIA

5. Dr. Sunil Misra
   All India Radio
   Audience Research Officer
   D-11/43 Kaka Nagar
   New Delhi 110 003
   Tel: 623371/617466

INDONESIA

6. Mr. Sumaryanto
   Sub-Directorate for News
   Directorate TVRI
   Jl. Gerbang Pemuda
   Senayan
   Jakarta
   Tel: 5704740
   Fax: 6221-583122

KOREA

7. Prof. Won Woo-Hyun
   Dept. of Mass Communication
   Korea University
   5GA-1, Anam-Dong, Sungbuk-Ku
   Seoul
   Korea
   Tel: 920-1417 (Off)
       576-1027 (Res)
MALAYSIA

8. Dr. Mohd Salleh Hj Hassan
Department of Communication Development
Centre for Extension & Continuing Education
Universiti Pertanian Malaysia
43400 UPM Serdang
Selangor Darul Ehsan

Tel: 9486101/9486245
Tlx: UNIPER MA 37454

NEPAL

9. Mr. Gokul Pokhrel
Member-Secretary
Nepal Press Institute
Kha 1/774 Babar Mahal
P.O. Box 4128
Kathmandu

Tel: 228943
Fax: 977-1-226820 (Attn: NPI)

PAKISTAN

10. Dr. Ijaz S. Gilani
Chairman, Gallup-Pakistan
Rasheed Plaza
Blue Area
Islamabad

Tel: 825406
Fax: 92-51-852724 c/o FES Pakistan

PHILIPPINES

11. Dr. Nora Quebral
Resident Advisor
AIDSCOM
3 Dona Aurora
College, Laguna 4031

Tel: 3356 (O)
2386 (H)
12. Ms. Rachel Polestico  
Appropriate Technology Centre  
c/o SEARSOLIN  
Fr. William F. Masterson Avenue  
Manresa  
P.O. Box 89  
9000 Cagayan de Oro City  
Tel: 4881  
Tlx: (ITT) 46401 GMCRCDO PM

SINGAPORE

13. Prof. Eddie C. Y. Kuo  
Head, Department of Sociology  
& Head, Department of Mass Communication  
National University of Singapore  
Kent Ridge, Singapore 0511  
Tel: 7765555

14. Prof. Peter S. J. Chen  
Department of Sociology  
National University of Singapore

15. Dr. Tony Keulemans  
Principal Lecturer/Mass Communication Course Coordinator  
English Language Centre  
Ngee Ann Polytechnic  
535 Clemeti Road  
Singapore 2159

16. Mr. Y.P. Chan  
General Manager  
Chuo Senko Advertising (S) Pte Ltd  
70 Shenton Way #21-02 Marina House  
Singapore 0207  
Tel: 2253511  
Fax: 2239327

SRI LANKA

17. Dr. Sarath Amunugama  
Associate Secretary-General  
Worldview International Foundation  
10 Kinross Avenue  
Colombo 4  
Sri Lanka  
Tel: 584667/583108 (O)/ 586789 (H)  
Fax: 005-94-1-589225
TAIWAN

18. Dr. Tsang Kuo-Jen
   Journalism Department
   National Chengchi University
   Mucha, Taipei
   Tel: (02) 9393091 ext 229
   Fax: 886-2-9398042

THAILAND

19. Dr. Darunee Hirunrak
   Dean
   Faculty of Communication Arts
   Chulalongkorn University
   Phyahtai Road
   Bangkok 10330
   Tel: 2150870-71/2225 (O)
   4572634 (H)
   Tlx: 20217 UNICHUL TH

U.S.A.

20. Dr. Godwin C. Chu
   Research Associate
   Institute of Culture and Communication
   East-West Center
   1777 East-West Road
   Honolulu
   Hawaii 96848
   Tel: (808) 944-766
   Fax: (808) 944-7970

IDRC

21. Mr. Chin Saik Yoon
   Senior Program Officer, Communications Division
   International Development Research Centre
   Southeast and East Asia Regional Office
   Tanglin P.O. Box 101
   SINGAPORE 9124
   Tel: 2351344
   Tlx: RS 21076 SINIDRC
   Fax: 65-2351849
22. Dr. Mira B. Aghi  
International Development Research Centre  
11 Jor Bagh  
New Delhi 110 003  
INDIA  
Tel: 619411 (O)/ 01272-21154 (H)  
Tlx: 31-61536

AMIC

23. Dr. Anura Goonasekera  
Senior Programme Specialist  
Research Programme

24. Dr. Victor T. Valbuena  
Senior Programme Specialist  
Seminars and Institutional Development Programme

25. Ms. Lock Yut Kam  
Assistant Programme Specialist  
Research Programme

OBSERVERS

26. Dr. Margaret S. Gremlı  
Lecturer & Consultant  
Human Resources Development  
Alexia Associates  
10-A Hume Heights  
Singapore 2159  
Tel: 469 2646 (O)/ 467 4307 (H)  
Fax: 469 6924  
Pager: 7077197