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**Programme  
and  
List of Participants**

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**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



11.50 am	<p>Thematic Paper III: <i>The Social Effects of Mass Media and Their Policy Implications for the Third World Plural Societies</i></p> <p>Dr. J.S. Yadava Director Indian Institute of Mass Communication</p> <p>Discussion</p>
12.30 pm	<p><b>Lunch</b></p>
2.00 pm	<p><i>Development and Communication in the 1990s: What Needs to be Done?</i></p> <p>Dr. Victor T. Valbuena Senior Programme Specialist SIDP, AMIC</p> <p>Discussion</p>
2.30 pm	<p><i>Communication Research in Asia: Trends, Applications and Needs</i></p> <p><b>Country Reports</b></p> <p><i>Bangladesh:</i></p> <p>Mr. Abdur Rahman Deputy Director, Department of Mass Communication, Ministry of Information</p>

*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**

9.00 am            **Country Reports      (Cont'd)**

*Malaysia:*

Dr. Mohd Salleh Hj Hassan  
Dept of Development Communication  
Centre for Extension & Continuing Educ.  
Universiti Pertanian Malaysia

*Pakistan:*

Dr. Ijaz S. Gilani  
Gallup-Pakistan

*Philippines:*

Ms. Rachel Polestico  
Appropriate Technology Centre

*Singapore:*

Prof. Eddie C.Y. Kuo  
Head, Dept of Mass Communication  
National University of Singapore

*Sri Lanka:*

Dr. Sarath Amunugama  
Associate Secretary-General  
Worldview International Foundation

10.45 am            **Tea/Coffee**

11.00 am

*Taiwan:*

Dr. Tsang Kuo-Jen  
Journalism Department  
National Chengchi University

*Thailand:*

Dr. Darunee Hirunrak  
Dean, Faculty of <sup>Communication</sup> 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)**

**DAY 3**

9.00 am Finalization of Group Reports

10.30 am **Tea/Coffee**

10.45 am Presentation of Group Reports

Discussion

12.00 noon **Lunch**

1.30 pm Panel Discussion

*Utilization of Communication Research  
Findings: Theory versus Practice*

Dr. Sunil Misra, India  
Ms. Rachel Polestico, Philippines  
Mr. Y.P. Chan, Singapore  
Mr. Chin Saik Yoon, IDRC Singapore

3.00 pm **Tea/Coffee**

3.30 pm Presentation of Research Agenda

Dr. Anura Goonasekera  
&  
Prof. Eddie C.Y. Kuo

4.30 pm **Closing Remarks**

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IDRC-AMIC-NUS SEMINAR ON  
COMMUNICATION RESEARCH NEEDS IN ASIA

(18 - 20 Sept 1990)

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