<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>AMIC Conference on Communication, Convergence and Development: Bangkok, Jun 23-25, 1994: [programme and list of participants]</th>
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<tr>
<td><strong>Author(s)</strong></td>
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<td><strong>Rights</strong></td>
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Programme
& List Of Participants
Conference on Communication, Convergence and Development

23-25 June 1994

Montien Hotel
Bangkok, Thailand

Theme: The Changing Communication Scene in Asia: Implications for Development

Organised by

Asian Mass Communication Research and Information Centre
and
Council of Mass Communication Faculties of Thailand
# Programme

**Wednesday, June 22**

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<th>Time</th>
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<tr>
<td>0830 - 0900</td>
<td>Welcome Reception &amp; Registration</td>
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<td>(Meeting Room, Montien Hotel)</td>
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<td><strong>0900 - 1030</strong></td>
<td>Welcome Remarks</td>
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<td></td>
<td>Dr Darunee Hiranruk</td>
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<td>Council of Mass Communication Faculties of Thailand</td>
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<td>Vijay Menon</td>
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<td>Secretary-General AMIC</td>
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<td><strong>Inaugural Address by Chief Guest</strong></td>
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<td>Minister of the Prime Minister Office, Tendpong Chaiyanand</td>
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<td>Kingdom of Thailand</td>
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<td><strong>1230 - 1400</strong></td>
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<td><strong>Trends in Telecommunications</strong></td>
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<td>Chair: Hidetoshi Kato</td>
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<td>National Institute of Multimedia Education Japan</td>
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<td></td>
<td>Graham Davey</td>
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<tr>
<td></td>
<td>Head, Regional Office Asia and the Pacific International Telecommunications Union</td>
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<td></td>
<td>Derek Marsh</td>
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<td>Business Development Manager Telecom Asia</td>
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<td><strong>1530 - 1600</strong></td>
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<td>Chair: Iwan Simatupang</td>
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**Thursday, June 23**

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<td>Chair: Alwi Dahlan</td>
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<td>Former Assistant Minister for Population and Environment Interaction Indonesia</td>
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<td>Group President Shinawatra Group</td>
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<td>Iwan Simatupang</td>
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Dr. Kosol Petchsuwan  
Secretary-General  
Telecommunications Association of Thailand

Engr. Philip Varilla  
Department of Transportation and Communications  
Republic of the Philippines

2. Trends in Broadcasting  
Chair: Dr. Utornrat Siriyvasak  
Chulalongkorn University  
Thailand

M. Shafey Kidwai  
Department of Journalism  
Aligarh Muslim University, India

Dr. Glen Lewis  
University of Canberra  
Australia

Brian Shoesmith  
Edith Cowan University  
Australia

1030 - 2030 Reception at Ruean Thai,  
Chulalongkorn University  
(Hosted by Bangkok Post)

Friday, June 24

0900 - 1030 Plenary Session III  
Communication in the Multi-Media Age  
Chair: Trevor Bart

Mark Christie  
Consultant  
Ngee Ann Polytechnic, Singapore

1030 - 1100 Tea Break

1100 - 1230 Plenary Session IV  
Communicating in a Shrinking World: Reaching Out Across Cultures  
Chair: Dr. David Birch  
Edith Cowan University  
Australia

Javed Jabbar  
Chairman  
South Asian Media Association  
Pakistan

Tony Stevenson  
Director  
The Communication Centre  
Faculty of Business  
Queensland University of Technology

1230 - 1400 Lunch (Hosted by TAC)

1400 - 1500 Parallel Sessions

1. Communication Ethics in a Changing Asia  
Chair: Paisai Sricharatchany  
Bangkok Post

Drs. Max L. Snijders  
Chairman  
Communication Assistance Foundation  
Netherlands

Dr. G.L. Picres  
Vice-Chancellor  
University of Colombo

2. Applications of Information Technology for Development  
Brahma Reddy  
Principal Systems Engineer  
National Informatics Centre, India

Dr. Raja Malik bin Raja Muhammad  
Head
National Computer Training Programme
INTAN, Malaysia

3. Cross-Cultural Communication
Chair: Javed Jabbar
Dr. Peter Gordes
University of New South Wales
Dr. Alan Knight
Australian Centre for Investigative Journalism
Sumedha Dhan
Maharashi Dayanand University
India

I530 - 1600 Tea Break

1600 - 1730 Parallel Sessions

1. Newspapers in Education
Chair: N.S. Jaganathan
National Media Centre
India
Izumi Tadokoro
Deputy Secretary-General
Nihon Shinbun Kyokai
Japan
Dr. Samuel Coad Dyer, Jr.
School of Management
Communication
University of Waikato,
New Zealand

2. Communication and Development
Chair: Dr. Tawhidul Anwar
Press Institute of Bangladesh
Kalinga Seneviratne
University of Technology Sydney

Dr. Aurobindo Mazindar
Gauhati University, India
Samil Behera
Berhampur University, India

3. Telelearning and the Classroom
Chair: Zakariyya Sajid
Press Institute of Pakistan
Chai Theong Ham
Manager
Multimedia Unit
Ngee Ann Polytechnic
K. Viswanatha Reddy
Ambedkar Open University
India

Saturday, June 25

0900 - 1030 Plenary Session V
Asian Advertising in the New Communication Age
Chair: Sylvester da Cunha
DaCunha Associates
India
Alyque Padamsee
President
A.P. Associates
Jonathan Badman
Regional Director, Marketing
Pan Pacific Hotel & Resorts

1030 - 1100 Tea Break

1100 - 1230 Plenary Session VI
Beyond the printed word: Developments in IT and the Impact on Newspapers
Chair: Dr. Borschungpram
Kamalasiri, Bangkok University, Thailand

Volkert Hart
Chief Executive Officer
Fleishman, Partner GmbH
Germany

Roger Fidler
Director
Knight-Ridder Information
Design Laboratory
Boulder, CO USA

1230 - 1400 Lunch

1400 - 1530 Parallel Sessions

1. Expanding the Role of Media in Environmental Protection

Chair: David Laschans
UN Environment Programme

Kunda Dixit
Regional Director
Inter Press Service

Alwi Dahlan
Former Assistant Minister
for Population and
Environment Interaction
Indonesia

2. Regionalisation: Impact and Issues for the Media

Chair: Neville Petersen
University of Western Sydney

Anthony Chia
Director of News
Singapore Broadcasting
Corporation
Brian McGuirk
Managing Director
Turner International Hongkong

J. The New Communication Environment and Media Education

Chair: Dr. Murit Boonawasert
University of Thai Chamber of Commerce, Thailand

Abdul Khan
Commonwealth of Learning,
Canada

Ms. S. Kalaiyani
Sri Pancasakti College for Women,
India

Yusaku Otsuka
National Institute of Multimedia Education
Japan

1530 - 1600 Tea Break

1600 - 1700 Closing Plenary:
Telecommunications and Development

Chiao Thongma
Executive Adviser
Communication Authority of Thailand

Summary

1815 - AMIC Annual General Meeting
(for AMIC members)

1930 - 2030 Reception at the Tawana Ramada Hotel (Hosted by The Nation)

(The organisers reserve the right to revise the programme as may be deemed necessary.)
AMIC is a non-profit mass communication organization serving Asia and the Pacific from its headquarters in Singapore. It is supported by the Government of Singapore and the Friedrich-Ebert-Stiftung, an independent organization in the Federal Republic of Germany. As a regional documentation centre, AMIC works in co-operation with Unesco to promote dissemination of information pertaining to mass communication.

In addition, as a mass communication centre, AMIC strives to raise the standards of teaching, training, research and practice of mass communication in the region. It does this by convening conferences and seminars, by organizing refresher courses, by offering consultancy services, and through a publishing programme which includes a quarterly journal, Media Asia, a newsletter, Asian Mass Communication Bulletin (AMCB), books and monographs, occasional papers, bibliographies, etc.

Membership is open to individuals and institutions involved and interested in the study and practice of mass communication. All members receive Media Asia and the AMCB. They are also entitled to discounts on other AMIC publications and services.

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• TAC Corporation
• Telecom Asia
• Thai Airways International
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7. **Ms. Chalermsri** Hoonchareon

8. **Dr. Chandara** Choomeuangpak

9. **Ms. Charasrat** Pakluck
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<td>Mr. Danai</td>
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<td>Dr. Glen Lewis</td>
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<td>Asst.Prof. Jaranai Gadkoson</td>
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