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<th>AMIC Seminar on the Social and Cultural Impact of Satellite Broadcasting in Asia : Singapore, Feb 1-3, 1993 : [programme]</th>
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Programme
**PROGRAMME**

Day One

09:00 - 10:00  Session One: Opening Ceremonies

Welcome Remarks
  *Mr Vijay Menon*
  Secretary-General
  AMIC

Introduction of Participants and Guest Speaker
  *Dr Victor T Valbuena*
  Seminar Coordinator
  AMIC

Inaugural Speech
  *Mr Anthony Chia*
  Director (News)
  Singapore Broadcasting Corporation

10:00 - 10:30  Tea Break

10:30 - 11:30  Session Two: Overviews

Satellite Communications in Asia
  *Mr O P Khushu*
  Director, Technical Centre
  Asia-Pacific Broadcasting Union (ABU)

Multi-Channel Television
  Opportunities in South Asia
  *Mr Brajesh Bhatia*
  Managing Director
  Fourth Dimension (M) Sdn Bhd

Session Chairperson:
  *Mr Vijay Menon*
11:00 - 12:30 Session Seven: Paper Presentations

Dr Nizar A Zuberi  
Professor  
Department of Mass Communication  
University of Karachi, Pakistan

Dr Mohd Tawhidul Anwar  
Director General  
Press Institute of Bangladesh

Open Discussion

Session Chairperson:  
Mr R V Rajan

12:30 - 14:00 Lunch Break

14:00 - 15:30 Session Eight: Paper Presentations

Mr Irvin Weerackody  
Managing Director  
Phoenix Advertising  
Colombo, Sri Lanka

Dr Teresa H Stuart  
Associate Professor  
Institute of Development Communication  
University of the Philippines at Los Banos

Open Forum

Session Chairperson:  
Dr Nisar A Zuberi

15:00 - 16:00 Tea Break
11:30 - 12:30  Session Three: Paper Presentations

Dr Won Woo-Hyun
Professor
Department of Mass Communication
Korea University

Dr Mark Hukill
Lecturer
Mass Communication Programme
National University of Singapore

Open Discussion

Session Chairperson:
Dr Victor T Valbuena

12:30 - 14:00 Lunch Break

14:00 - 15:30 Session Four: Paper Presentations

Drs Ina R M Suparto
Vice Dean
Faculty of Social and Political Sciences
University of Indonesia

Mr Zainoor Sulaiman
Editor
Corporate Services
Malaysian National News Agency (BERNAMA)

Open Discussion

Session Chairperson:
Dr Anura Goonasekera
Head, Research Programme, AMIC

15:30 - 16:00 Tea Break
16:00 - 17:30  
**Session Five: Paper Presentations**

*Dr Ubonrat Siriyuwasak*  
*Associate Dean for Graduate Studies*  
*Faculty of Communication Arts*  
*Chulalongkorn University, Thailand*

*Mr Amos Owenares Thomas*  
*Lecturer, The Business School*  
*University of Tasmania at Launceston*  
*Tasmania, Australia*

Open Discussion

**Session Chairperson:**  
*Drs Ina R M Suparto*

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**Day Two**

09:00 - 10:30  
**Session Six: Paper Presentations**

*Mr R V Rajan*  
*Managing Director*  
*Anugrah Marketing and Advertising*  
*Madras, India*

*Mr Narendra Raj Pandey*  
*Jt Secretary to H M The King*  
*Principal Press Secretariat*  
*H M Government of Nepal*

Open Discussion

**Session Chairperson:**  
*Dr Ubonrat Siriyuwasak*

10:30 - 11:00  
Tea Break
16:00 - 17:30 Parallel Workshops

**Workshop 1.** Harnessing the potentialities of transnational satellite broadcasting for socio-economic development in Asia: some action plans

**Workshop 2.** Enhancing the positive potential of satellite broadcasting for educational and cultural development in Asia: recommendations for policy and practice

Day Three

09:00 - 10:30 Presentation and Discussion of Workshop Recommendations

Adoption of Recommendations

10:30 - 11:00 Tea Break

11:00 - 12:00 Open Discussion

Suggestions for Follow-up Activities

12:00 - 12:30 Closing Session

Summary and Conclusion

Closing Remarks

Vote of Thanks