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<th><strong>Title</strong></th>
<th>AMIC Seminar-Workshop on Using Entertainment and Advertising for Development Communication : Singapore, Jan 21-24, 1991 : [contents]</th>
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</thead>
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AMIC SEMINAR-WORKSHOP ON USING ENTERTAINMENT & ADVERTISING FOR DEVELOPMENT COMMUNICATION, SINGAPORE, JAN 21-24, 1991
This seminar/workshop looks at the issues in development-message transfer through popular culture and the media. It also discusses the use of advertising for development communication. Country papers from different parts of Asia are also presented.
CONTENTS

1. Programme and List of Participants. 9p

2. Issues in Development Message Transfer Through Popular Culture and the Media. By Pradip N Thomas. 5p


5. Case Studies on Using Film and Television for Development Communication Programmes. By Mustafa Monwar. 13p


8. The Use of Community Video in Development Communication in Nepal. By Narendra R. Panday. 7p


11. The Use of Folk Media in Advertising and Developmental Communication. By R V Rajan. 12p

12. The Use of Traditional Media in Development Communication. By Ina R. Mariani S. 11p


16. Workshop Reports. 7p