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<th>AMIC Seminar-Workshop on Using Entertainment and Advertising for Development Communication: Singapore, Jan 21-24, 1991: [programme and list of participants]</th>
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Programme
and
List of Participants
WACC-AMIC SEMINAR ON USING ENTERTAINMENT AND ADVERTISING FOR DEVELOPMENT COMMUNICATION

21 - 24 JANUARY 1991
SINGAPORE

PROGRAMME

Monday, 21 January

9.00 - 10.00 Opening Ceremonies

Opening Address

Mr. Vijay Menon
Secretary General, AMIC

Dr. Pradip N. Thomas
Asia Regional Coordinator, WACC

Introduction of Participants

AV Show: Orientation to AMIC

10.00 - 10.30 Tea Break

10.30 - 12.30 Panel Presentation cum Discussion:

Issues in Development-Message Transfer Through Popular Culture and the Media

Dr. Pradip N. Thomas
World Association for Christian Communication, London

Associate Professor Tawhidul Anwar
Dept. of Journalism and Mass Comm.
Dhaka University, Bangladesh

Dr. Teresa H. Stuart
Director, Applied Communication Division
PCARRD, Philippines

Open Forum / Discussion

12.30 - 2.00 Lunch Break
2.00 - 3.30  Using Film and TV Entertainment Programmes for DEVCOM: Some Approaches and Case Studies

Ms. Sai Paranjpye
Film Maker
India

Mr. Mustafa Monwar
Director-General, National Institute of Mass Communication, Bangladesh

3.30 - 4.00  Tea Break

4.00 - 5.30  Advertising and Development in Malaysia: Some Considerations from the Print Media

Mr. Mohamad Mohd Yusoff /
Dr. Zuraidi Ishak
Communication Programme
Universiti Sains Malaysia

Approaches to Using Advertising for Development Communication

Ms. Nanette F. Diyco
Management Supervisor
J. Walter Thompson, Philippines

Video Presentations

Tuesday, 22 January

9.00 - 10.30  Using Advertising for DEVCOM: Some Approaches and Case Studies

Dr. Sarath Amunugama
Consultant
Phoenix Advertising, Sri Lanka

Ms. Khoo Ghee Ka
Accounts Director
DNC Advertising (Singapore) Pte Ltd

10.30 - 11.00  Tea Break

11.00 - 12.30  Continuation...

Ms. Winnie Tang
Deputy Director, Sr. Citizens Branch
Ministry of Community Development
Republic of Singapore

Video Presentations
12.30 - 2.00  Lunch Break

2.00 - 3.30  Using Other Media for DEVCOM

Radio and TV

Dr. Mohd Salleh Hj Hassan
Dept. of Development Communication
Universiti Pertanian Malaysia

Video

Mr. Narendra R. Pandey
Jt. Secretary to H.M.
The King of Nepal
Community Radio and Folk Media

Mr. M.J.R. David
Producer-Director
Mahaweli Community Radio, Sri Lanka

3.30 - 4.00  Tea Break

4.00 - 5.30  Continuation...

Folk Theatre

Mr. R.V. Rajan
Managing Director
Anugrah Marketing, India

Ms. Ina R. M. Suparto
Department of Communication
Universitas Indonesia

Wednesday, 23 January

9.00 - 10.30  Parallel Workshops

Workshop I:
How to Enlist Participation of Private, Commercial Organizations in Development and Production of DEVCOM Oriented Film and Television Features

Workshop II:
How to Enlist Support of Film and Television Production Outfits in DEVCOM Programmes

Workshop III:
How to Tap Advertising Agencies for Support to DEVCOM Programmes
10.30 - 11.00  Tea Break
11.00 - 12.30  Continuation of Workshops
12.30 - 2.00  Lunch Break
2.00 - 3.30  Enlisting Advertising Support for DEVCOM Programmes
             Mr. Y.P. Chan
             Chuo Senko Advertising (S) Pte Ltd
             Generating Support of Entertainment Workers for DEVCOM Programmes
             Dr. Victor T. Valbuena
             Senior Programme Specialist, AMIC
3.30 - 4.00  Tea Break
4.00 - 5.30  Presentation of Workshop Reports and Recommendations

Thursday, 24 January

9.00 - 10.30  Panel Presentation cum Discussion:
               Development and Anti-Development Messages in Film, TV and Advertising
               Mr. Mohd Hamdan Hj Adnan
               President, Federation of Malaysian Consumers Associations
               Associate Professor Nizar Zuberi
               Department of Mass Communication
               University of Karachi, Pakistan
               Professor Won Woo-Hyun
               Department of Mass Communication
               Korea University
               Open Forum / Discussion
10.30 - 11.00  Tea Break
11.00 - 12.30  Seminar Summary and Recap
               Closing Ceremonies
WACC-AMIC SEMINAR-WORKSHOP ON USING ENTERTAINMENT AND ADVERTISING FOR DEVELOPMENT COMMUNICATION
Singapore, 21-24 January 1991

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