

This document is downloaded from DR-NTU, Nanyang Technological University Library, Singapore.

Title	Regional Seminar on Media Ethics in Asia : September 11-13, 2000 Malaysia : [programme]
Author(s)	
Citation	
Date	2000
URL	<a href="http://hdl.handle.net/10220/3199">http://hdl.handle.net/10220/3199</a>
Rights	

**Paper No. 1**

**Regional Seminar on Media Ethics**  
September 11-13, 2000  
Malaysia

**PROGRAMME**

### **ABOUT AMIC**

With its headquarters in Singapore and country representatives throughout the Asia-Pacific, AMIC works to keep its members abreast of the communication scene in the region. It functions as a clearing house of information and as a focal point for practitioners and scholars to exchange experience and ideas. Internationally recognised, AMIC enjoys consultative status with UNESCO.

AMIC was established as a non-profit, non-governmental organization in 1971 with the support of the Government of Singapore and the Friedrich-Ebert-Stiftung of the Federal Republic of Germany. The Centre is now housed in the School of Communication Studies Building of Nanyang Technological University. AMIC has a close working partnership with the School, collaborating in media training, research and publications.

### **AMIC Library**

AMIC's documentation unit has one of Asia's largest collection of documents and audiovisual materials on communication. It has more than 65,000 books, periodicals and conference papers stored in eight computerized databases which can be accessed via AMIC's web page. The audio visual collection comprises slides, video and audio tapes. A significant resource is the library's collection of unpublished work gathered over a period of more than 27 years, making it one of the most extensive collections of fugitive materials in the region.

### **AMIC Publications**

As a publishing house specializing in communication, AMIC publishes periodicals, books and selected papers. Some of these are:

- ◆ Asian Communication Handbook
- ◆ Asian Values in Journalism
- ◆ Asian Women in the Information Age
- ◆ Communication Development and Human Rights in Asia
- ◆ Media Regulations in New Times
- ◆ Communication Research in Asia
- ◆ Media Education: A Teaching Manual
- ◆ Media Monitors in Asia
- ◆ Role of Media in a National Crisis
- ◆ TV Without Borders
- ◆ Information Highways in Asean
- ◆ Growing Up with TV
- ◆ Public Service Broadcasting in Asia

### **RESEARCH**

AMIC's research programme assesses overall trends in communication in the Asia Pacific region, and initiates and coordinates research projects, training programmes and research publications. Training activities seek to enhance the capabilities and research resources of communication institutions in the region.

### **Seminars & Institutional Development Programme**

SIDP organizes AMIC seminars and conferences on important issues and trends in communication, and facilitates networking with leading communication specialists and media practitioners. This unit conducts workshops to enhance media skills.

### **Special Projects**

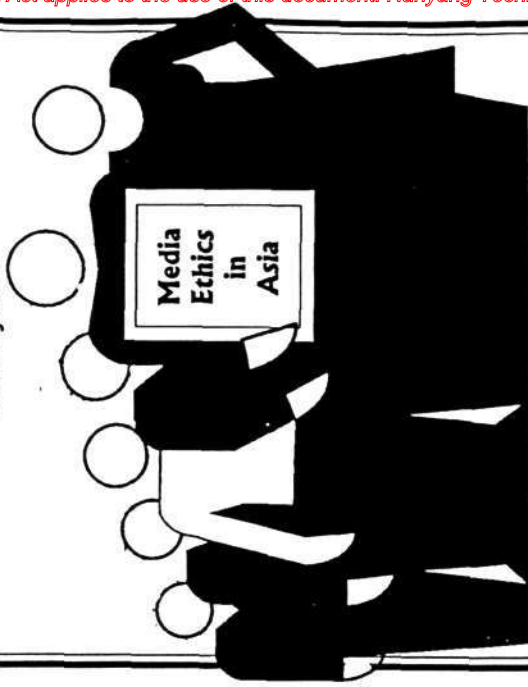
Created in 1996, Special Projects proposes, monitors and undertakes a range of special activities. These include the following monographs on mass media laws and regulations in Asia in collaboration with the publications unit; books, seminars and workshops involving environmental communications, and projects involving use of multimedia/information/technologies for poverty eradication.

### **About Sida**

The Swedish International Development Cooperation Agency (Sida) is the government agency given the task to plan and administer Sweden's bilateral cooperation programmes with developing countries. At present Sida is supporting approximately 2,000 projects. The major part of its resources are allocated to some 20 partner countries where more long-term cooperation is implemented.

# **Regional Seminar on Media Ethics in Asia**

**September 11 - 13, 2000  
Malaysia**



*Organised by*  
**Asian Media Information  
And Communication Centre**

*With the support of*  
**Swedish International Development  
Cooperation Agency (SIDA)  
and  
The National Press Club, Malaysia**



**Asian Media Information and  
Communication Centre**

Jurong Point P O Box 360

Singapore 916412

Tel: (65) 792 7570

Fax: (65) 792 7129

Email: [amicline@singnet.com.sg](mailto:amicline@singnet.com.sg)

URL: [www.amic.org.sg](http://www.amic.org.sg)

# PROGRAMME

## Rationale

New media products and services abound in Asia. Rapid economic development, trade policy liberalization, and the critical role of information technologies in socio-economic progress, among others, account for a robust media industry in the region. As a result, media have a stronger and more complex influence upon how the region understands and perceives its role in the world. Indirectly, they have also affected our beliefs, values and fundamental commitments.

With media's powerful influence, increasing public debate has grown, particularly against some perceived wrongs committed by media. These include accusations of bias, press cynicism, media manipulation, condemnation of journalistic intrusions into privacy, and worries about the damaging or distortive effect of the television medium among others.

Unethical journalistic activity undermines the public trust in the media and without that relationship of trust, media will find it difficult to exercise their role in society. Media justify their behaviour, for instance, on privacy violation, on the ground of the "people's right to know".

Given this background, AMIC believes it can contribute to the debate on media ethics, highlighting the need to review codes of ethics and their parameters and the role of various players; and enhance media's ability to make critical judgement and defend the exercise of their editorial task on some rational basis.

## Objectives

- To spread awareness and stimulate meaningful discussion of the subject among journalists, media proprietors, academic specialists and government policy-makers.
- To produce a set of standards on media ethics for consideration by journalists, media proprietors, academics, specialists and government policy-makers.
- To provide materials for a substantial book, which would map current laws, practices and trends on media ethics in Asia.
- To serve as a venue for exchanging experiences and networking among participants.

<u>Day One, 11 September 2000</u>		<u>Day Two, 12 September 2000</u>		<u>Day Three, 13 September 2000</u>	
0830 - 0900	Registration	1230 -1400	Lunch Break	1030 -1100	Tea Break
0900 - 0930	Welcome Remarks	1400 -1530	MEDIA ETHICS: SELF-REGULATION vs. STATUTORY REGULATION (Country Presentation)	1100 -1230	MEDIA ETHICS: SELF-REGULATION vs. STATUTORY REGULATION (Country Presentation)
	Mr. Vijay Menon Secretary-General Asian Media Information And Communication Centre Singapore		Mr. Gengo Nakajima Director and Manager Nihon Shinbun Kyokai Japan		Mr. Bhag Singh Lawyer Bhag, Suliaman & Co Malaysia
	Mr. Zainon Ahmad Senior Writer / Editorial Consultant The New Straits Times Press Malaysia Bhd. President, National Press Club Malaysia	1530 -1600	Tea Break		Ms.Chay Hoffliena Fellow Phil. Centre for Investigative Journalism Philippines
0930 - 1030	Opening Speech	1600 -1730	PROMOTING ETHICAL STANDARDS: (Country Presentation)	1230 -1400	Lunch Break
	MEDIA ETHICS: OBEDIENCE TO THE UNENFORCEABLE		Mr. Muhammad Ziauddin Bureau Chief Daily Dawn Islamabad Pakistan	1400 -1530	PROMOTING ETHICAL STANDARDS: PERSPECTIVES FROM PRESS COUNCILS, OMBUDSMEN AND ACADEMICS (Country Presentation)
	Dr. Venkat Iyer School of Public, Economic & Law, University of Ulster at Jordanstown United Kingdom		Ms. Almas Zakiuddin Managing Editor The Independent Dhaka Bangladesh		Ms. Reva Khetrapal Press Council of India India
	JOURNALISM AND MEDIA ETHICS IN ASIA: CAN THEY CO-EXIST?		Mr. Manich Sooksomchitra Senior Editor The Thai-Rath Daily Thailand		Dr. Indrajit Banerjee Associate Professor University of Sains Malaysia Malaysia
	Prof. John C. Merrill School of Communication Studies Nanyang Technological University Singapore	0900-1030	MEDIA ETHICS: SELF-REGULATION vs. STATUTORY REGULATION (Country Presentation)	1530 -1600	Tea Break
1030 -1100	Tea Break		Mr. S. Venkat Narayan Syndicated Journalist India	1600 -1730	Working Group Sessions (Divided into 2 groups)
1100 -1230	MEDIA ETHICS: SELF-REGULATION vs. STATUTORY REGULATION (Country Presentation)		Ms. Seema Mustafa Journalist The Asian Age India		
	Mr. Isagani Yambot Publisher The Philippine Daily Inquirer Philippines		Mr. Teo Yi Ling Lecturer Ngee Ann Polytechnic Singapore		
	Mr. Azman Ujang Executive Editor Berhama Malaysia				

1230 -1400  
Closing Ceremony  
Lunch Break