<table>
<thead>
<tr>
<th>Title</th>
<th>AMIC Seminar on Priorities in Communications Research in Asia : Singapore, 17-21 May 1982 : [programme and list of participants]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td></td>
</tr>
<tr>
<td>Citation</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>1982</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/500">http://hdl.handle.net/10220/500</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Programme
&
List Of Participants
AMIC SEMINAR ON

PRIORITIES IN

COMMUNICATIONS

RESEARCH

IN ASIA

AMIC CONFERENCE CENTRE
Singapore
17 - 21 May 1982
It is only when questions seem unanswerable, or when answers may be turned to practical account, society appears to give serious support to research. Research in communications appears to be no exception to this rule. But we think expanded research in the field of communications is sorely needed. In the field which the Commission has been mandated to explore, we do not even possess adequate, or sufficiently reliable, data on a number of questions involving comparative studies, investigations in politically sensitive areas, comprehensive media impact studies, specific problems affecting developing countries—and the list is not exhaustive. Instead of basing our thinking on truly scientific investigations and surveys and pre-existing evaluation, we have had to rely most of the time on fragmentary data, random evidence, incomplete research findings and, ultimately, on personal experience and intuition. Our particular need for more comprehensive information in myriad fields leads us to a major conclusion that there are serious requirements in all societies for broad-based research in order to have solid evidence on which to formulate conclusions and well-founded decisions on communications policies and practices. Given the pivotal role of communications in the modern world this is not an academic question, but a practical necessity.

— Many Voices, One World (Sean MacBride Report page 226)

OBJECTIVES OF SEMINAR

1. To prepare a taxonomy of problems in the field of communications in Asia.
2. To identify, classify and evaluate ongoing research in the field of communications in Asia.
3. To identify lacuna in communications research in the region.
4. To suggest ways and means of filling such gaps in communications research.
5. To determine priorities in communications research, taking into consideration needs of media practitioners, policy makers, planners, researchers and theorists.
6. To discuss the respective roles of administrative and critical research in communications in the Asian context.
7. To suggest ways and means of making available research material and findings to media users, media practitioners, policy makers, planners, researchers and theorists and assisting in the utilisation of such research by them.
8. To review the strengths and weaknesses of research methodologies currently in use.
9. To discuss ways and means of promoting communications research in the region and AMIC’s role in such an endeavour.
PROGRAMME

MAY 17th (Monday)

0845 Registration at Amic Building

0900 OPENING CEREMONY
  - Mr. Sarath Amunugama
    Secretary-General, Amic
  - Mr. Roy O. Daniel
    Chairman, Amic
  - Chief Guest

1000 Refreshments

1030 FOCUS ON RESEARCH
  Main paper presentation:
  "PRIORITIES IN COMMUNICATIONS RESEARCH IN ASIA"
  - Dr. Gloria Feliciano

1100 Discussion

1230 LUNCH

1400 "ADMINISTRATIVE AND CRITICAL RESEARCH: NOTES ON THE SITE EXPERIMENT"
  - Prof. K.E. Eapen

1430 Discussion

1530 Tea/Coffee Break

1600 "COMMUNICATIONS RESEARCH PRIORITIES IN ECONOMIC DEVELOPMENT IN ASIA"
  - Dr. Ralph Pieris

1630 Discussion

1730 CLOSE

1930 DINNER RECEPTION HOSTED BY AMIC

MAY 18th (Tuesday) FOCUS ON MEDIA

0900 "SOCIAL RESEARCH ON BROADCASTING IN ASIA"
  - Dr. Vincent Lowe

1030 Tea/Coffee Break

1100 Discussion contd.

1230 LUNCH

1400 "USE OF COMMUNICATIONS IN THE EDUCATIONAL SECTOR"
  - Mr. Masood-Ur-Rauf

1430 Discussion

1530 Tea/Coffee Break

1600 "COMMUNICATIONS RESEARCH AND RURAL DEVELOPMENT"
  - Dr. Boonlert Supadhiloke

1630 Discussion

1730 CLOSE

MAY 19th (Wednesday) CASE STUDIES

0900 "PRIORITIES OF COMMUNICATIONS RESEARCH IN BANGLADESH"
  - Mr. Khorshed Alam

0930 Discussion

1030 Tea/Coffee Break

1100 Discussion contd.

1230 LUNCH

1400 "COMMUNICATION PRIORITIES IN CHINA"
  - Dr. Timothy Yu

1430 Discussion

1530 Tea/Coffee Break

1600 Discussion contd.

1730 CLOSE

MAY 20th (Thursday) FOLLOW-UP ON RESEARCH

0900 "HOW DO POLICY MAKERS AND PLANNERS VIEW COMMUNICATIONS RESEARCH"
  - Dr. Alwi Dahlan

0930 Discussion

1030 Tea/Coffee Break

1100 "LINKING RESEARCH WITH POLICY AND PRACTICE: THE SINGAPORE EXPERIENCE"
  - Dr. Eddie Kuo

1130 Discussion

1230 Tea/Coffee Break

1300 Working Groups Discussion

1530 Tea/coffee Break

1600 Working Groups Discussion contd.

1730 CLOSE

MAY 21st (Friday)

0900 PRESENTATION OF REPORTS AND DISCUSSION

1100 Tea/Coffee Break

1130 DISCUSSION: ‘COMMUNICATIONS RESEARCH IN ASIA AND THE ROLE OF AMIC’

1230 CLOSE
LIST OF PARTICIPANTS

Mr. Khorshed Alam  
Secretary  
Ministry of Information and Broadcasting Bangladesh

Prof. Timothy Yu  
Director  
Center for Communication Studies  
The Chinese University of Hong Kong

Prof. K.E. Espen  
Head  
Dept. of Journalism  
Kerala University, India

Dr. Alwi Dahlan  
Asst. State Minister for Development Supervision and Environment, Indonesia

Dr. Vincent Lowe  
Senior Lecturer  
Universiti Sains Malaysia

Mr. Masood Ur-Rauf  
Additional Secretary  
Ministry of Information and Broadcasting, Pakistan

Dr. Gloria D. Feliciano  
Dean  
Institute of Mass Communication  
University of the Philippines

Dr. Eddie Kuo  
Senior Lecturer  
Dept. of Sociology  
National University of Singapore

Dr. Ralph Pieris  
Professor of Sociology  
Dept. of Sociology  
University of Sri Lanka

Dr. Boonlert Supadhiloke  
Dean  
Faculty of Journalism & Mass Communication  
Thammasat University, Thailand

Dr. Eddie Kuo  
Senior Lecturer  
Dept. of Sociology  
National University of Singapore

Dr. Ralph Pieris  
Professor of Sociology  
Dept. of Sociology  
University of Sri Lanka

Dr. Boonlert Supadhiloke  
Dean  
Faculty of Journalism & Mass Communication  
Thammasat University, Thailand

Dr. Eddie Kuo  
Senior Lecturer  
Dept. of Sociology  
National University of Singapore

Dr. Ralph Pieris  
Professor of Sociology  
Dept. of Sociology  
University of Sri Lanka

Dr. Boonlert Supadhiloke  
Dean  
Faculty of Journalism & Mass Communication  
Thammasat University, Thailand

Dr. Eddie Kuo  
Senior Lecturer  
Dept. of Sociology  
National University of Singapore

Dr. Ralph Pieris  
Professor of Sociology  
Dept. of Sociology  
University of Sri Lanka

Dr. Boonlert Supadhiloke  
Dean  
Faculty of Journalism & Mass Communication  
Thammasat University, Thailand

Dr. Eddie Kuo  
Senior Lecturer  
Dept. of Sociology  
National University of Singapore

Dr. Ralph Pieris  
Professor of Sociology  
Dept. of Sociology  
University of Sri Lanka

Dr. Boonlert Supadhiloke  
Dean  
Faculty of Journalism & Mass Communication  
Thammasat University, Thailand

If you wish to participate as an observer please write to:-

Secretary-General  
Asian Mass Communication Research and Information Centre  
39 Newton Road  
Singapore 1130

Enrolment fee - S$200