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<th>AMIC Seminar on Priorities in Communications Research in Asia : Singapore, 17-21 May 1982 : [programme and list of participants]</th>
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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 LUNCH
1400 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 Supadhitloke
Dean
Faculty of Journalism & Mass Communication
Thammasat University, Thailand

OBSERVERS

Mr. R. Balakrishnan
Director
Asia-Pacific Institute for Broadcasting Development, Malaysia

Mr. S.M. Ali
UNESCO Regional Adviser
Malaysia

Dr. Alan Hancock
Chief Technical Adviser
c/o Unesco Regional Office for Education in Asia & the Pacific, Bangkok

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 - $200