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<th>AMIC-Ministry of Information and Broadcasting (Pakistan) Regional Seminar on Mass Media, Tradition and Change: Islamabad, Mar 28-30, 1983: [welcome address]</th>
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<td>Author(s)</td>
<td>Mujib Ur Rahman Khan.</td>
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Welcome Address

By

Mujib Ur Rahman Khan
WELCOME ADDRESS

BY

CHAIRMAN OF THE SEMINAR,
LT GEN MUJIB UR RAHMAN KHAN

28 MARCH, 1983

The Minister for Information and Broadcasting,
Government of Pakistan
Secretary, of the AMIC
Foreign and Pakistani delegates
Excellencies,
Ladies and Gentlemen,

It gives me great pleasure to extend a very
warm and cordial welcome to you all, and particularly to
the foreign delegates, who have come to Islamabad for
the Seminar on "Mass Media: Tradition and Change".

We are glad to have been able to organise this
Seminar in coordination with the Asian Mass Communication
and Information Centre, Singapore (AMIC). We are happy to
have among us the Secretary-General of the AMIC, Mr. Vijay
Menon and Mr. Mustapha Masmoudi, Adviser to the Prime Minister

...of Tunisia.
of Tunisia.

This Seminar proceeds from our awareness, of the vital role of modern Mass Media, in initiating and coping with the phenomenon of change, over the entire spectrum of a nation's life. This includes, identifying the objectives, their validity in mobilising popular will, awareness of the problems that surface in the wake of change, and suggest ways for their solution.

But care has to be taken against unproductive or retrogressive change in order to maintain core values of a society, through every stage of change, and participation in universal progress without loss of individual identity.

Within the frame-work of these basic issues, the specific objectives of this Seminar are:

- **first** To share with the other participants each country's experience of the nature, extent and dynamics of the interaction of tradition and change, within their own society.

- **secondly** To share with the other participants ... each country's
each country's perception of the role of its Mass Media in both initiating and coping with change, the specific problems faced and the manner of their resolution; and thirdly From the exchange of views, to arrive at a clearer understanding of what is universal and what is particular (in our regional and individual context), so that each country may evolve a more effective response in its media operations to our common problem of tradition and change.

Operational constraints of the Seminar compel us to restrict attendance during the working sessions to: the country delegates, the specified observers and members of the press corps covering the proceedings of the Seminar.

We plan to publish a book on the papers which are to be presented, discussed and formally placed on record of the ... Seminar. I hope
Seminar. I hope our effort will receive an abundant
upsurge of creative participation from foreign countries
and Pakistani intellectuals.

I am also confident that the Seminar will be able
to give a fresh look to the conceptual philosophy of Mass Media
and motivative factors of tradition and change, so that each
country may evolve a more effective response to the common
problem of tradition and change in its media operations.

Beside its traditional methods of informing,
entertaining and educating the masses, media in Pakistan are
reshaping their role and responding to the latest technological
developments. It is obvious that this change upward will enrich
socio-cultural life of the country.

This communication growth in the near future, will
not only experience the most developed information society; but
will also be vulnerable to the pernicious onslaught of alien political
ideologies, cultural mores and commercial pressures through
advertising. This will put us in a situation where self-preservation

...and separate identity
and separate identity may become increasingly more difficult.

In order to cope with this situation it may be appropriate to consider if a code of conduct is necessary regarding the use of the flow of information across national borders. Our common efforts should, therefore, aim at identifying many possibilities inherent in this situation and consider sharing experiences with other countries rather than blindly import alien ideologies to the detriment of the future generation.

I thank your excellencies, ladies and gentlemen once again for honouring us with your presence here. I wish the Seminar all success in its deliberations.

I now conclude my presentation and request the Secretary-General of the AMIC, Mr. Vijay Menon, to say a few words, before the inaugural address by our Minister for Information and Broadcasting.