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<th>Communication research needs and priorities in Asia : Pulau Pinang 22-24 September 1983 : [programme and list of participants]</th>
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Programme
&
List Of Participants
COMMUNICATION RESEARCH NEEDS AND PRIORITIES IN ASIA

UNESCO

SCHOOL OF HUMANITIES
UNIVERSITI SAINS MALAYSIA
PULAU PINANG
22 – 24 September 1983

All Seminars will take place at the Humanities Conference Room, Building 301.
Introduction

Communications in the last quarter century has witnessed vast and rapid developments including the application of far-reaching technologies. No country in the world is today left untouched by the impact of these changes often described as “the Communications Revolution”. At the international level, discussions on communication have reached a high level of controversy and contention. How these enfolding issues affect and interact with concerns and policies at the national levels is what puzzles leaders and decision makers. Two main sets of issues which this seminar has chosen to focus on are:

(a) the role of research in elucidating, fact-finding, and providing guidance on the effects, impact and future directions of this revolution. There is a need to identify and set priorities for research issues, topics and proposals. Concrete proposals which allow for comparative perspectives developed from studies of situations in developing countries, should be drawn up and undertaken.

(b) the shape and design of communication education for present as well as future needs.

Objectives

1. to identify and set priorities for a research agenda on communications for Asian countries.

2. to propose, develop and promote, structures and mechanisms for cooperation in research as well as for the dissemination and sharing of research results among communication scholars, administrators, and practitioners.

- 3. to discuss and study the implications of the new communication developments especially on the design of communication education and training programs so that they may flexibly crest developments of the future.
Programme

Day 1 (22 September 1983)

9.30 a.m.
Guests are requested to take their seats.

9.35 a.m.
Arrival of Mr. S.M. Ali, UNESCO Regional Communication Adviser for Asia and the Pacific and Mr. Vijay Menon, Secretary General Asian Mass Communication Research and Information Centre (AMIC).

9.45 a.m.
Arrival of The Honourable Datuk Seri Mohd. Adib Adam, DGSM, Minister of Information Malaysia accompanied by The Honourable Datuk Muhamad. DMPN, JSM, PKT, Universiti Sains Malaysia Vice-Chancellor.

10.00 a.m.
Welcoming address by the Chairman of the Seminar Organizing Committee Professor Abdullah Hassan.

10.10 a.m.
Address by Mr. S.M. Ali, UNESCO Regional Communication Adviser for Asia and the Pacific.

10.20 a.m.
Address by Mr. Vijay Menon, Secretary General, Asian Mass Communication Research and Information Centre (AMIC).

10.30 a.m.
Address by The Honourable Datuk Seri Mohd. Adib Adam, DGSM, Minister of Information Malaysia.

11.00 a.m.
Tea break.

11.30 a.m.
Paper: Communication Research in Asia: State of the Art and Future Directions.

Speaker: Dr. Crispin Maslog
Chairman: Dr. Sulaiman Yassin
Discussants: Dr. Somsak Huto

Datin Sharifah Mariam Ghazali
Dr. Harald von Gottberg

12.45 — 2.00 p.m.
Lunch.
2.00 p.m.
Paper: New Communication Technologies and Developing Societies.
Speaker: Dr. Y.S. Yadava
Chairman: Dr. Eddie Kuo
Discussants: Mr. Brajesh Bhatia
Mr. Mohd Yusuf
Ms. Sujiah Salleh

8.00 p.m.
Dinner by Vice-Chancellor

Day 2 (23 September 1983)
6.00 a.m.
Paper: Planning Curricula towards an information Society.
Speaker: Dr. Vincent Lowe
Chairman: Dr. Noordin Sopiee
Discussants: Dr. Alwi Dahlan
Ms. Karuna Tanwar
Mr. Haroon Awang

11.00 – 12.00 p.m.
Working Group Meeting:
Group I
Chairman: Dr. Harald von Gottberg
Rapporteur: Mr. Mustafa Anuar

Group II
Chairman: Mr. S.M. Ali
Rapporteur: Miss Khor Yoke Lim

Group III
Chairman: Professor Abdullah Hassan
Rapporteur: Associate Professor Shawaluddin Anis

Day 3 (24 September 1983)
9.00 a.m.
Plenary: Reports by Group Chairman

10.30 a.m.
Tea Break

11.30 a.m.
Closing Ceremony by Vice-Chancellor of Universiti Sains Malaysia.
SEMINAR ON COMMUNICATION RESEARCH
NEEDS AND PRIORITIES IN ASIA

22 - 24 September 1983

List of Participants and Observers

1. Professor Abdullah Hassan
   Universiti Sains Malaysia.

2. Dr. Alwi Dahlan
   Indonesia.

3. Mr. Brajesh Bhatia
   Asian Institute of Broadcasting Development.

4. Dr. Crispin Maslog
   Philippines.

5. Dr. Eddie Kuo
   Singapore.

6. Dr. Harald Von Gottberg
   AMIC.

7. Mr. Haroon Awang
   Universiti Sains Malaysia.

8. Ms. Karuna Tanwar
   India.

9. Ms. Khor Yoke Lim
   Universiti Sains Malaysia.

10. Mr. Mohamad Yusuf
    Universiti Kebangsaan Malaysia.

11. Mr. Mustapha Annuar
    Universiti Sains Malaysia.

12. Dr. Noordin Sofiée
    New Straits Times, Malaysia.

13. Mr. S.M. Ali
    UNESCO

14. Datin Sharifah Marjan GHamali
    MARA Institute of Technology

15. Mr. Shawaluddin Anis
    Universiti Sains Malaysia

16. Dr. Samsukdi Xuto
    Thailand

17. Ms. Sujiah Salleh
    Universiti Sains Malaysia
18. Dr. Sulaiman Yassin  
   Universiti Pertanian Malaysia.

19. Mr. Vijay Menon  
   AMIC.

20. Dr. Vincent Lowe  
   Universiti Sains Malaysia.

21. Dr. J.S. Yadava  
   India.

22. Mr. Azizal Abd. Aziz (Observer)  
    Universiti Pertanian Malaysia.

23. Mr. Abdul Rashid Md. Ali (Observer)  
    Universiti Pertanian Malaysia.

24. Mr. Abdul Hamid Mohamed (Observer)  
    Institute Technology MARA.

25. Mr. Alias Yatim (Observer)  
    Universiti Sains Malaysia.

26. Dr. Henry Brietrose (Observer)  
    Stamford University, U.S.A.

27. Mr. Ismail Hashim (Observer)  
    Universiti Sains Malaysia.

28. Mr. Leong Ah Chye (Observer)  
    RTM, Penang.

29. Mr. Mansor b. Abdul Rahman (Observer)  
    Information Department Perak.

30. Ms. Mei Ling Young (Observer)  
    Universiti Sains Malaysia.

31. Mr. Mohd. Muslim b. Mohd Yusoff (Observer)  
    Universiti Sains Malaysia.

32. Mr. Musa Abu Hassan (Observer)  
    Universiti Sains Malaysia.

33. Dr. Ralph Kliesch (Observer)  
    Universiti Sains Malaysia.

34. Dr. Reinhardt Keune (Observer)  
    Bonn/AMIC.

35. Mr. Sankaran Ramanathan (Observer)  
    Institute Technology MARA.

36. Mr. Tan Joo Long (Observer)  
    BERNAMA.

37. Mr. Zainol Abidin Ahmad Shariff (Observer)  
    Universiti Sains Malaysia.