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Title	Communication research needs and priorities in Asia : Pulau Pinang 22-24 September 1983 : [programme and list of participants]
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**Programme
&
List Of Participants**

**COMMUNICATION
RESEARCH NEEDS
AND PRIORITIES
IN ASIA**



**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 meet 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 Mu. Mohamad, 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)

9.00 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. Mr. Maslog Maslog (Observer)
Institute Technology MARA.
5. Dr. Eddie Kuo
Singapore. Dr. Eddie Kuo (Observer)
Universiti Sains Malaysia.
6. Dr. Harald Von Götterberg
AMIC. Dr. Harald Von Götterberg (Observer)
State University, U.S.A.
7. Mr. Haroon Awang
Universiti Sains Malaysia. Mr. Haroon Awang (Observer)
Universiti Sains Malaysia.
8. Ms. Karuna Tanwar
India. Ms. Karuna Tanwar (Observer)
New Delhi.
9. Ms. Khor Yoke Lim
Universiti Sains Malaysia. Ms. Khor Yoke Lim (Observer)
Universiti Sains Malaysia.
10. Mr. Mohamad Yusuf
Universiti Kebangsaan Malaysia. Mr. Mohamad Yusuf (Observer)
Universiti Kebangsaan Malaysia.
11. Mr. Mustapha Annuar
Universiti Sains Malaysia. Mr. Mustapha Annuar (Observer)
Universiti Sains Malaysia.
12. Dr. Noordin Sopiee
New Straits Times, Malaysia. Mr. Musa Abu Hassan (Observer)
Universiti Sains Malaysia.
13. Mr. S.M. Ali
UNESCO. Mr. S.M. Ali (Observer)
Paris, France.
14. Datin Sharifah Mariam-Ghazali
MARA Institute of Technology. Datin Sharifah Mariam-Ghazali (Observer)
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.