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**Programme
&
List Of Participants**

**SEMINAR ON COMMUNICATION TRAINING
AND THE NEEDS OF MASS MEDIA ORGANISATIONS**

Oct. 29-Nov. 2, 1984
Kuala Lumpur, Malaysia

Sponsors: Malaysian Press Institute (MPI)
Asian Mass Communication Research
and Information Centre (AMIC)
The Asian Foundation (TAF)
World Association for Christian
Communication (WACC)

SCHEDULE

Sunday, Oct. 28, 1984
Arrival of foreign participants.

Monday, Oct. 29, 1984

08.30-09.00	a.m.	Registration
09.00-10.00	a.m.	Session I: Opening Welcome Remarks: AMIC, MPI, TAF
		Keynote Address: YB Encik Mhd. Kassim Ahmad Dy. Minister of Information Malaysia
10.00-10.30	a.m.	Reception
10.30-12.00	a.m.	Session II: Presentation of Papers (Trng. Insts.)
12.00-02.00	p.m.	Lunch
02.00-03.30	p.m.	Session III: Presentation of Papers (Print Media)
03.30-03.45	p.m.	Coffee/Tea Break
03.45-05.00	p.m.	Session IV: Presentation of Papers (Broadcast Media)

Tuesday, October 30

09.00-10.30	a.m.	Session V: Current Issues in Communications "The New World Information Order--It's Role in Communication Training" Panel: S.M. Ali, UNESCO N. Jayaweera, WACC
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10.30-10.45	a.m.	Coffee/Tea Break
10.45-12.00	a.m.	Session VI: Current Issues in Communications "Mass Media and the New Information Technology--The BERNAMA Experience" By Rejal Arbee, BERNAMA
12.00-02.00	p.m.	Lunch
02.00-03.30	p.m.	Session VII: Workshops
03.30-03.45	p.m.	Coffee/Tea Break
03.45-05.00	p.m.	Continuation of Workshops

Wednesday, October 31

09.00-10.30	a.m.	Continuation of Workshops
10.30-10.45	a.m.	Coffee/Tea Break
10.45-12.00	a.m.	Continuation of Workshops
12.00-02.00	p.m.	Lunch
02.00-03.30	p.m.	Session VIII: Presentation of Workshop Reports
03.30-03.45	p.m.	Coffee/Tea Break
03.45-05.00	p.m.	Continuation of Session VIII
05.00-05:45	p.m.	Session IX: Closing of the ASEAN Part of the Seminar

Thursday, November 1

09.00 a.m.-05.00 p.m.	Drafting a Programme of Action for Malaysia
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Friday, November 2

09.00 a.m.-05.00 p.m.	Presentation of Draft Programme and Closing
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Seminar Chairman	Mr. Ahmad Sebi bin Abu Bakar Group Editor, <u>Berita Harian</u> Kuala Lumpur, Malaysia
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Seminar Rapporteur	Ms. Celia Acedo Acting Director School of Communication Silliman University Philippines
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**SEMINAR ON COMMUNICATION TRAINING
AND THE NEEDS OF MASS MEDIA ORGANISATIONS**
Oct. 29-Nov. 2, 1985
Kuala Lumpur, Malaysia

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ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE

The Asian Mass Communication Research and Information Centre (AMIC) is a non-profit mass communication institution serving Asia from its headquarters in Singapore. It is jointly sponsored by the Friedrich Ebert Stiftung, an independent foundation in the Federal Republic of Germany, and the Government of Singapore. AMIC is one of several regional documentation centres around the world which, with the encouragement of UNESCO, are working to promote the dissemination of information pertaining to mass communication.

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