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<td>Author(s)</td>
<td>Chareonsuk Silaphand</td>
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Closing Address

By

Chareonsuk Silaphand
Closing Address
by
Mr. Chareonsuk Silaphand
Governor of Tak province
at the closing ceremony of
the international seminar on
Communication Policy for Rural Development
at the Bhumiphol Dam, Tak province, Thailand

Distinguished participants, Ladies and Gentlemen:

It is my great honour to be present among remarkable scholars and distinguished participants at the closing ceremony today. And it is also an honour to the Tak province to be chosen the venue of this important international seminar.

I would like to offer my congratulations to Thammasat University Faculty of Journalism and Mass Communication, East-West Communication Institute (EWCI), and Asian Mass Communication Research and Information Centre (AMIC) on your success in jointly organising this international seminar which has turned out to be a thought stimulating and fruitful one. I am certain that the knowledge and recommendations derived from the presentations and discussions during this seminar will provide a wide range of new perspectives and new approaches to be used by policy and programme planners both at the national and regional level.

In my opinion, it is benefiting for all developing countries to identify the place and role of communication in the overall efforts of mankind to fight against backwardness and poverty, with a view to improving the people's standard of living. Communication can be seen as a social-engineering device which will persuade the society to move upward as a whole toward greater progress. Believing so, we, as
thinkers, researchers, or personnel both in the public or private sectors, would hope to see the role of communication in development expandingly integrated into the national development plans. May this international seminar serve as a stepping-stone for scholars and those involved in the field of communication to emerge in their interests and efforts to advocate the importance of communication policy-making in rural development.

Again, on behalf of the people in the Tak province, I would like to thank the seminar organisers for having honoured us with their choice of the seminar venue and also all distinguished participants for being here and having made this seminar a success. May I take this opportunity to wish you all a safe and pleasant trip home where you will make profitable the experience, knowledge and new ideas gained from this seminar. I now would like to declare this seminar close.