



Bangkok Seminar – Draft Program

Title of Seminar:

Mindful Communication for ASEAN Integration

Dates:

14th and 15th December 2015

Venue:

Communication Arts Faculty, Chulalongkorn University, Bangkok, Thailand

Aims and Objectives of Seminar:

The ASEAN Economic Community (AEC) will come into force at the end of 2015 that will transform ASEAN into a region with free movement of goods, services, investment, skilled labour and freer flow of capital. To achieve these goals the media needs to play an important role in facilitating and promoting regional integration. This may also need a new look at aspects of training journalists to look at issues from a regional perspective with less emphasis on conflicts. There needs to be new thinking on how to report on economic, business, environment and development issues, where Asia's needs, its priorities and its historical experiences are taken into account. This is where developing mindful communication methodologies, that take into account the region's cultural and social norms and traditions will come into play.

Mass Communication courses taught in universities across the world are usually based on western concepts of communication with heavy focus on individual rights and freedom of expression. In the ASEAN region (as well as Asia in general) where the protection and promotion of community and social harmony plays an important role in political and social discourse, media practitioners' focusing on individual rights over community harmony sometimes creates unnecessary conflicts that could be avoided by more sensitive and mindful communication strategies, that would have the same result of opening up public and community space for more freedom of expression and communication.

This seminar is part of an UNESCO funded project implemented by the Communication Arts Faculty of Chulalongkorn University to develop course material and train-the-trainers to implement journalism training in the ASEAN (and SAARC) region that will take a unique approach to developing communication strategies based on Asian concepts of communications. To do this, the project would incorporate Asian philosophical ideas and communication theories emanating from Buddhist, Hindu and Confucius teachings that cover areas such as social harmony, protecting nature and

environment, respecting cultural diversity and encouraging sufficiency economic models.

The process of developing curriculum will involve this two-day seminar cum workshops in Bangkok where a select number of Asian communication scholars, media practitioners and philosopher will be invited to present papers and share ideas. After which a core team of scholars will develop a web-based curriculum and resource material utilising the material presented during the seminar. A two-weeks training-the-trainer consultation will take place next year to introduce this curriculum to journalism trainers in the region.

Program:

Day 1:

- 9.00-9.30 Opening Welcome by UNESCO and Chulalongkorn University
- 9.30-10.30 Keynote: **Mindful Reporting - A Buddhist Approach**
Speaker: Venerable Phuwadol Piyasilo Bhikkhu, Yen Boon Forest Monastery (Thailand)
- 10.30 – 11.00 Tea/Coffee Break
- 11.00 – 13.00 *Session 1* **Panel Discussion “Issues and Challenges in Asian/ASEAN Journalism”**
Moderator: Dr. Jessada Salathong
Speakers:
1 - Dr Kalinga Seneviratne, Coordinator, Lotus Communication Network (Singapore)
2 - Dr Sanjay Ranade – Dept of Journalism and Communication, Mumbai University (India).
3 - Lim Kooi Fong – Managing Editor, Buddhist Channel (Malaysia)
4 - Pipope Panitchpakdi - Vice President of Thai Broadcasting Journalists Association (Thailand)
- 13.00 – 14.00 Lunch Break
- 14.00 – 16.00 *Session 2* **Buddhist and Hindu Values in Asian/Global Journalism**
Moderator: Dr Jirayudh Sinthuphan
Speakers:
1 – Dr Binod Agarwal, Taleem Research Institute, Ahmedabad (India)
2 - Buncha Pongpanich M.D., Buddhadasa Indapanno Archives (Thailand)
3 - Emi Hayakawa, Head of Overseas Operation of the Korean Buddhist TV
4 – Dr Sugath Senarath, Lecturer, Dept of Mass Communications, University of Colombo (Sri Lanka)

5 - Khunying Chamnongsri Hanchanlash, Author (Thailand)

16.00 – 16.30 Tea/Coffee Break

16.30 – 18.00 **Session 3 – Confucius and Tao of Asian Journalism**

Moderator: Dr Kalinga Seneviratne

Speakers:

1 - Prof. Park Kwangsoo, Wonkwang University (Korea)

2 - Ser Shaw Hong (Malaysia)

3 - Assistant Professor Preeda Akrachantachote (Thailand)

Day 2:

9.00-10.00 Keynote: **Mindful Communication for Sustainable Development**

Speaker: Sulak Sivaraksa – Founder International Network of Engaged Buddhists (Thailand)

10.00 – 10.30 Tea/Coffee Break

10.30-12.30 **Session 4– Mindful Communication, Deep Ecology and Sustainable Development**

Moderator: Dr Jirayudh Sinthuphan

Speakers

1 - Supaporn Phokaew, Chulalongkorn University (Thailand)

2 - Dr Ananda Kumaraseri, Human Development and Peace Foundation (Malaysia)

3 - Assistant Professor Surat Horachaikul, Director School of Wellbeing (Thailand)

4 - Dasho Kinley Dorji , The secretary of the Ministry of Information and Communications (Bhutan)

12.30 – 13.30 Lunch Break

Workshops: The workshops will be run in an interactive fashion where scholars and journalism practitioners will be able to exchange ideas. The facilitator will moderate the discussions. The proceedings will be recorded on audio. The workshop inputs will be considered as resource material for curriculum development. Thus, participants who are not speakers at the seminar are encouraged to submit papers/articles for discussion during workshops and for possible inclusion in the curriculums. Seminar non-speakers would be given 5-10 minutes for a presentation upon prior agreement arrangement with the facilitator.

13.30-15.00 **Workshop 1: Environment and Modernisation – An Asian/ASEAN Approach to Reporting**

Facilitator: Dr Binod Agarwal

15.00-16.30 *Workshop 2: **Reporting Human Rights, Democracy and Good Governance Issues - Buddhist, Hindu and Confucius Approach***

Facilitators: Dr Kalinga Seneviratne and Supaporn Phokaew

16.30-17.00 Tea/Coffee Break

17.00 – 18.00: Closing Session Presentation of workshop recommendations and reflections

Facilitator: Dr Jirayudh Sinthuphan

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