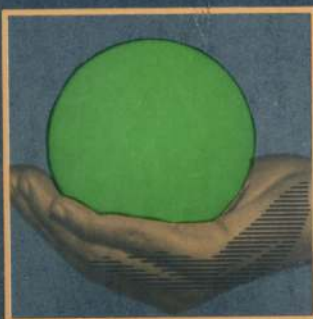
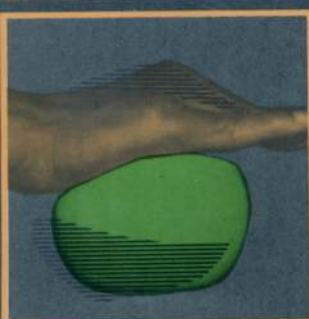
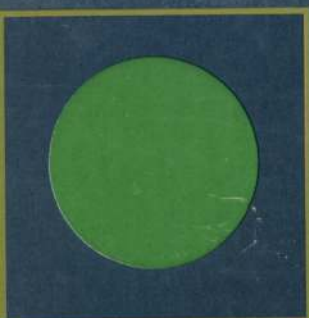


International Conference
**Communication
and Development
in a Postmodern Era**
**Re-evaluating
the Freirean Legacy**

6 – 9 December 1993
Universiti Sains Malaysia



Organised by The Communication Programme, Universiti Sains Malaysia, Penang, Malaysia

About The Conference.....

Paulo Freire's contributions towards the development of alternative and progressive cultural strategies, especially in the developing world, are arguably without equal. Unfortunately, while Freire's works and ideas have been applied with a large degree of success in literacy programmes in many parts of the world, very little of these have so far been utilised in the field of Communication Studies in this region. It is hoped that this Conference will help in some small way to redress the balance.

However, the aim of this Conference is certainly not to blindly celebrate Freire and his contributions. Indeed, the principle aim is to critically assess the relevance of Freire's contributions to communication and culture in what seems to be a rapidly changing era - where old forms of oppression continue just as new ones have emerged. Where, on the plus side, new spaces, new possibilities, also appear to be emerging.

The focus of the Conference will be on examining feasible and progressive *alternatives*. Alternative communication and cultural strategies, especially, which have emerged and developed in different socio-cultural contexts in response - and even in opposition - to the dominant, mainstream discourses imposed on these societies. Alternatives genuinely based on the need of the peoples in these societies to transform their own lives and that of their communities.

It is, thus, hoped that the papers delivered at this Conference, and the discussions generated, will go some way towards examining and illustrating the significance of Freirean and Post-Freirean ideas and strategies for the study of communication and culture. To take that a stage further, perhaps these next few days will signal the beginning of a more concerted effort in this region at coming to terms with the fact that if the study of communication and development is to have any social relevance it cannot afford to ignore wider, but certainly pertinent and related, issues of culture, ideology, social structures and struggles.

Zaharom Nain
Conference Co-Convenor

Firstly, I want to say how sorry I am that I cannot attend the Conference, to exchange ideas with participants, to have the experience of being in communication with them, learning and teaching, since it is impossible to learn without teaching.

I would really like to be there, to listen carefully to what men and women from other countries and cultures have to say about their dreams or against dreaming itself; about utopias or their denial. I not only wish but I *need* to find out how the conference participants characterise what is 'modern', without which it is impossible to talk about what is 'postmodern'. What makes us, say, describe a certain thinker as having a postmodern or just a modern education?

I would like actively to follow the discussions about whether the issue of postmodernity is an historical province in itself, a kind of *sui generis* meant in History as the starting point of a new History, almost without continuity with what went before or what is to come; without ideologies, utopias, dreams, social classes or struggles. It would be a 'round time', 'filled out', 'smooth', without 'edges', in which men and women would eventually discover that its main feature is neutrality. Without social classes, struggles or dreams to fight for, without the need for choice or, therefore, for changes, without the game of conflicting ideologies, it would be an empire of neutrality. It would be a denial of History itself.

I would like to discover whether, on the contrary, postmodernity, like modernity, and traditionalism, on which presses a substantial number of connotations, implies a necessary continuity which characterises History itself as a human experience whose form of being can filter from one moment in time to another. In this sense, each moment in time is characterised by the predominance and not by the exclusivity of its connotations.

For me, postmodernity today, like modernity yesterday, by conditioning the men and women caught up in it, does not destroy nor did it destroy what we call their nature, which not being *a priori* of History, has been socially constructed exclusively through it.

Maybe we can say, using my own argument, that the strength of History, on whose experience human is constructed, or is being constructed and reconstructed, is sufficient to reshape it totally in such a way that one day men and women might no longer recognise themselves in general terms as beings resembling their ancestors.

It seems clear, however, that certain expressions, or certain ways of being human, reveal themselves in time or space in different ways. But we cannot negate the different ways they manifest themselves.

A Note From Paulo Freire.....

Throughout History, for instance, the need for certainty about the world has been imposed upon men and women. Certainty contrasted by doubt.

This need was imposed on human beings to such an extent that its absence was an obstacle to human fellowship.

One of the characteristics of modernity was the mystification of certainty. Scientific thinking dogmatically established certainty as being too certain about certainty. As religiosity had previously dogmatised its certainty.

Rigorous methods of approaching and understanding the object turned certainty into a myth (which was previously of a different quality), in the absence of methodical precision. It was modernity's methodical precision, or the mythification of that precision, or perhaps the myth of even greater precision in its findings, that denied the importance of the senses, desires, emotions, of passion in the ways or practice of knowing.

I understand, on the other hand, that as well as there being progressives and reactionaries in former times and modernity, we also find them in postmodernity. There is a reactionary as well as a progressive way of being postmodern.

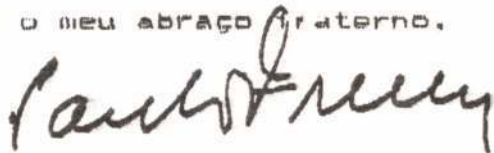
Postmodernity is not free from conflicts, therefore from choices, changes, and decisions.

For me, a progressively postmodern educational practice - which I have followed ever since I emerged shyly into the limelight in the 1950s - is based on democratic respect for the learner as one of the subjects of the process. It treats teaching-learning as an inquisitive and creative moment when educators recognise and reform knowledge previously known and when learners grasp and reproduce what was previously unknown. It is one that uncovers truths instead of hiding them. It is one that encourages purity as a virtue and fights against puritanism as a denial of virtue.

It is one that humbly learns from differences and rejects arrogance.

Com o meu abraço fraterno,

Paulo Freire
São Paulo, Brazil
September 1993



MONDAY, 6 DECEMBER 1993

- 9.00 am - 9.30 am Arrival and registration of delegates
- 9.30 am - 9.40 am Welcome address by Asso. Prof. Ramli Mohamed
Deputy Dean, Communication Programme
- 9.40 am - 9.50 am Welcome address by the Hon. Dato' Haji Musa Mohamad
The Vice-Chancellor, Universiti Sains Malaysia
- 9.50 am - 10.00 am Opening address by His Excellency
Tun Dato' Seri (Dr.) Haji Hamdan bin Sheikh Tahir
The Governor of Penang
- 10.00 am - 10.15 am Refreshments
- 10.15 am - 12.15 pm **Session 1: Communication And Conscientisation In Retrospect**
Chair: Johan Saravannamuttu, *USM, Penang*

Keynote: Stephen Kemmis, *Deakin University, Australia*
Speakers: Roger Deacon, *University of Natal, South Africa*
 Moacir Gadotti, *Paulo Freire Institute, Brazil*
 Peter McLaren, *UCLA, USA*
- 12.15 pm - 12.45 pm Comment/Discussion
- 12.45 pm - 2.00 pm Lunch
- 2.00 pm - 4.00 pm Roundtable
Communication, Pedagogy and Postmodernism - The Way Forward?
- 4.00 pm - 4.30 pm Refreshments

TUESDAY, 7 DECEMBER 1993

- 8.30 am - 11.00 am **Session 2: Cultural Action And The Limits To Solidarity And Participation**
Chair: Francis Loh Kok Wah, *USM, Penang*

Keynote: Costas Criticos, *University of Natal, South Africa*
Speakers: Edna Einsiedel, *University of Calgary, Canada*
 Jeanne Prinsloo, *University of Natal, South Africa*
 Morgan Wilhelmsson, *University of Jönköping, Sweden*
 Maria Jovita Zarate, *MediaVisions, The Philippines*
- 11.00 am - 11.30 am Refreshments
- 11.30 am - 12.30 pm Comment/Discussion
- 12.30 pm - 2.00 pm Lunch
- 2.00 pm - 4.00 pm Roundtable
Rethinking Cultural Strategies In Changing Environments
- 4.00 pm - 4.30 pm Refreshments
- 8.00 pm Dinner hosted by the Vice-Chancellor, Universiti Sains Malaysia
Shangri-La Hotel

WEDNESDAY, 8 DECEMBER 1993

8.30 am - 10.30 am	Session 3: Communication, Culture And The Capitalist Challenge Chair: Khoo Khay Jin, USM, Penang <i>Keynote:</i> Jan Servaes, University of Nijmegen, The Netherlands <i>Speakers:</i> Ang Peng Hwa, NUS, Singapore Bunn Nagara, ISIS, Malaysia Michael Richards, Worcester College, England
10.30 am - 11.00 am	Comment Discussion
11.00 am - 11.30 am	Refreshments
11.30 am - 1.00 pm	Roundtable <i>Paradigms Lost ... And Regained : Critical Pedagogy, Participatory Communication, The State And Capitalism</i>
1.00 pm - 2.00 pm	Lunch
Afternoon	Free
8.00 pm	Barbecue Dinner hosted by Star Publications (M) Berhad Park Inn Hotel

THURSDAY, 9 DECEMBER 1993

8.30 am - 10.30 am	Session 4: Beyond Dependency? Communication And Culture In A Changed International Order Chair: Khor Yoke Lim, USM, Penang <i>Keynote:</i> Peter Golding, Loughborough University, England <i>Speakers:</i> Aggrey Brown, University of The West Indies, Jamaica Adriana Puiggrós, University of Buenos Aires, Argentina John Sinclair, Victoria University, Australia
10.30 am - 11.00 am	Comment Discussion
11.00 am - 11.30 am	Refreshments
11.30 am - 1.00 pm	Roundtable <i>Communication Technology, Pedagogy And The New World Order</i>
1.00 pm - 2.00 pm	Lunch
2.00 pm - 3.30 pm	<i>Summary of Discussions/Comments/Unfinished Agendas</i> Chair: Wong Soak Koon, USM, Penang
3.30 pm - 4.00 pm	Closing ceremony
4.00 pm - 4.30 pm	Refreshments

About The Speakers.....

Ang Peng Hwa (Singapore) is on the faculty of the Department of Mass Communication, National University of Singapore.

Aggrey Brown (Jamaica) is a Professor and the Director of the Caribbean Institute of Mass Communication, University of The West Indies.

Costas Criticos (South Africa) is the Director of the Media Resource Centre, University of Natal.

Roger Deacon (South Africa) is on the faculty of the Media Resource Centre, University of Natal.

Edna Einsiedal (Canada) is a Professor at the Graduate Programme in Communication Studies, University of Calgary.

Moacir Gadotti (Brazil) is a Professor and the Director of the Paulo Freire Institute, São Paulo.

Peter Golding (England) is a Professor of Sociology and the Head of the Department of Social Sciences, Loughborough University.

Maria Jovita Zarate (The Philippines) is a Trainer at MediaVisions, Quezon City.

Stephen Kemmis (Australia) is a Professor and the Head of Graduate School at the Faculty of Education, Deakin University, Victoria.

Peter McLaren (USA) is an Associate Professor at the School of Education, University of California, Los Angeles.

Bunn Nagara (Malaysia) is a Senior Analyst at the Institute of Strategic and International Studies (ISIS), Kuala Lumpur.

Jeanne Prinsloo (South Africa) is the Coordinator of the Media Resource Centre, University of Natal.

Adriana Puiggrós (Argentina) is a Professor of History of Argentine and Latin American Education at the University of Buenos Aires.

Michael Richards (England) is a Professor and the Vice-Principal of Worcester College.

Jan Servaes (The Netherlands) is a Professor of International Communication at the Catholic University of Nijmegen.

John Sinclair (Australia) is an Associate Professor at Victoria University and a Research Associate at the Centre for International Research on Communication and Information Technologies (Melbourne)

Morgan Wilhelmsson (Sweden) is the Director of the Communication Programme, University of Jönköping.

Universiti Sains Malaysia (USM) has offered undergraduate communication courses since 1970, emphasising the necessity of meeting the needs of the communication industries in this country.

In 1983, the University's Board of Studies produced a report which recommended the setting up of a Bachelor of Communication Programme under the School of Humanities. This recommendation was approved by the Ministry of Education in June 1984, thus leading to the emergence of the current Programme in the same year.

The Programme offers students a study scheme that exposes them to a number of traditions informing the field. The ultimate purpose of the Programme is to provide an open and integrated approach to communication studies.

Not surprisingly, the Programme is *multi-disciplinary* and encourages students to explore knowledge from the many different areas which are related to communication studies. Its course structure also attempts to *integrate* theory with practice.

The objectives of the Communication Programme are threefold:

- to increasingly encourage critical evaluation of the communication systems and professions in this country
- to upgrade students' skills for the existing communication professions and offer them a more comprehensive study programme which will provide them with greater employment opportunities
- to help develop the country's communication systems through research and consultation

As perhaps with other academic departments, the ideological orientations of the academic staff of the Programme do vary. This is clearly evident in their research interests and their different conceptions of the role of communication in Malaysian society and of the role of communication studies in general.

Acknowledgements.....

The Conference Organising Committee wishes to express its gratitude to the following individuals and organisations for their support and assistance:

His Excellency The Governor of Penang

The Hon. Vice-Chancellor, Universiti Sains Malaysia (USM)

The Dean, School of Humanities, USM

Paulo Freire

Pradip Thomas, London

Michael Traber, London

Philip Lee, London

Carlos Valle, London

Star Publications (M) Berhad

Ray Langenbach, NTU, Singapore

Ismail Hashim, The Arts Centre, USM

Janet Pillai, The Arts Centre, USM

Janet Wong, UM

The Secretarial Staff, Communication Programme, USM

The Student Assistants, USM

...and everybody else who has worked hard to ensure the success of the Conference.