

## Terminal project report

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**Terminal Project Report**

**By**

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## **SEMINAR ON USING ENTERTAINMENT AND ADVERTISING FOR DEVELOPMENT COMMUNICATION**

**21 - 24 JANUARY 1991, SINGAPORE**

### **Terminal Project Report**

#### **Background/Introduction**

Traditionally, development communicators have used instructional films and documentaries as the means of broadcasting developmental messages through the electronic media. These techniques have been found to be increasingly inadequate in the light of the growing interest in entertainment through the film and television media. The phenomenal growth of television advertising has also led to the transference of messages which, though effective, are often anti-development in character.

Considering the impact of advertising and entertainment programmes in film and television, development communicators who wish to reach a large audience and hold their interest have to come to grips with the innovations introduced through advertising and entertainment programmes.

#### **Objectives of the Seminar - Workshop**

The principal objective of the seminar-workshop is to bring together development communicators, advertisers and programme producers in the field of entertainment to :

1. describe and exchange experiences through case studies on the use and adaptation of advertising and entertainment programmes to promote development concerns; and
2. evolve ways and means by which some of the strategies and techniques developed by innovative communicators could be further adapted to present developmental messages.

#### **Workshop Participants**

A total of 24 participants and 4 resource persons attended the seminar. Of the 24 participants, 1 was from Australia, 2 from Bangladesh, 2 from India, 1 from Indonesia, 1 from Pakistan, 1 from Philippines, 2 from Singapore and 2 from Sri Lanka. They included development communicators, an independent film maker, a former radio producer-researcher, media and advertising practitioners, non-government agencies.

The resource persons were Mr Y P Chan of Chuo Senko Advertising (Singapore) Pte Ltd, Ms Khoo Ghee Ka, Accounts Director of DNC Advertising (Singapore) Pte Ltd, Ms Leong-Ho Ah Chan, Publicity and Promotions Division of the Ministry of Information and the Arts in Singapore, and Ms Winnie Tang, Deputy Director (Senior Citizens Branch) of the Ministry of Community Development, Singapore.

The directory of participants and resource persons can be found in Annex A

#### Summary of Proceedings

Following is a summary of the workshop proceedings. The programme is found in Annex B.

**21 January 1991**

Opening Session: Mr Vijay Menon, Secretary-General of the Asian Mass Communications Research and Information Centre welcomed the participants to the seminar.

Dr Pradip N Thomas, Asia Regional Coordinator, World Association for Christian Communication (WACC) also welcomed the participants and expressed WACC's wishes for a fruitful seminar.

Following the opening remarks, the participants were given an orientation on the mechanics of the seminar. Then video presentation on the various activities of AMIC and followed by a tea reception.

After tea, Dr Pradip Thomas presented his paper on "Issues in Development-Message Transfer Through Popular Culture and the Media". One of the important factors that influence the process of message transfer is the context-sensitivity of the message. This meant spending time with the target group to learn the local ways of expressing, mode of reasoning and needs. Unfortunately, it is often the case that experts in communications and development approach the target audience with pre-conceived ideas.

Dr Thomas also cited the differences between mass media and traditional/folk media. Nevertheless, the formats available to both mass media and traditional media can and do allow for participatory message generation processes. For example, the radio rural forums that were vague in the 60's in India relied on post-programme discussions for material for ensuing programmes.



Next, Associate Prof. Tawhidul Anwar from the Department of Journalism and Mass Communication, Dhaka University, spoke on the same topic.

He focussed on the idea that the media and popular culture should work in harmony in any development message transfer. He illustrated this with a description of how some forms of popular culture were carried out in Bangladesh.

He expressed the common concern that modernization, in the name of speedy economic development, tend to serve the business interest of multinationals at the cost of the cultural fabric of the societies. In view of fast changing ecological imbalance, the future of development of the third world countries has become more uncertain than it is to the advanced countries.

Still on the topic "Issues in Development-Message Transfer Through Popular Culture and the Media", Dr Teresa H Stuart, Director of Applied Communication Division, Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD) said that community must be integrated into the behaviour, thinking, feeling and doing process of the community. The people directly involved in the development process must be able to understand, accept and act upon new ideas introduced. Hence, access and participation in the communication process must be provided. She went on to illustrate this with some research studies and cases on efforts in development message transfer through popular culture and media in the Philippines.

After lunch, Ms Sai Paranjpye, an independent film maker in India and Mr Mustafa Monwar, Director-General, National Institute of Mass Communication, Bangladesh, took turns to present the topic, "Using Film and TV Entertainment Programmes for DEVCOM".

Mr Mustafa Monwar mentioned that the present generation was a TV generation and that TV, video and film could bring about communication revolution by bringing developmental messages to life. The 'Ka-ar-kha' programme produced by Bangladesh TV was a particularly praiseworthy TV programme that made use of puppetry to deliver early childhood education. Advertisements and rural development programmes in Bangladesh were using story-telling, puppet-show animation and shadow puppets to reflect the cultural and social values. This was necessary to ensure social acceptance and participation.

After tea break, Mr Mohammad Yusoff and Dr Zuraidi Ishak, both from the Communication Programme of the Universiti Sains Malaysia, presented their paper on "Advertising and Development in Malaysia: A Content Analysis of Inter-racial Relationships in Magazine Advertising".



The content analysis was conducted to compare the differences between the portrayal of a single racial image and the portrayal of a national image in some magazine advertisements. The findings were that the advertisements portrayed racial stereotypes and prejudices. This ran contrary to the ultimate value of Malaysian society, that is, the attainment of national unity.

In their presentation, Mr Yusoff and Dr Ishak also advocated that advertising should be a communication support system for the government. It should inculcate a sense of belonging, goodwill and mutual cooperation between the various races.

After that, there were some video presentations.

22 January 1991

Dr Sarath Amunugama, Consultant, Phoenix Advertising in Sri Lanka, talked about "Using Advertising for DEVCOM: Some Approaches and Case Studies". He gave some very interesting examples of how development messages like family planning were propagated in Sri Lanka.

Next, Ms Khoo Ghee Ka, Accounts Director of DNC Advertising (Singapore) Pte Ltd and Ms Leong-Ho Ah Chan, Publicity and Promotion Division, of the Singapore Ministry of Information and the Arts, took turns to present on the topic of "Using Advertising for DEVCOM".

A video programme on the 'Sing Singapore 1991' campaign was shown. The video programme illustrated how television is widely used for publishing national campaigns in Singapore.

After tea, Ms Winnie Tang, Deputy Director, Senior Citizens Branch, Ministry of Community Development, Singapore, also talked on the same topic in the context of her Ministry.

After lunch, Dr Mohd Salleh Hassan from Universiti Pertanian Malaysia presented his paper on "The Use of TV and Radio Entertainment for DEVCOM: The Malaysian Experience". First, he described how the government-owned Radio Television Malaysia used the entertainment function of broadcasting to disseminate development messages. Second, he talked about some of the concerns in using popular entertainment channels to portray development messages in radio and television. For example, one of the concern was whether the messages have been understood by the audience. More indepth researches would have to be made to determine the effects of such messages on audience knowledge, attitude and behaviour.



Next, Mr Narendra Pandey, Joint-Secretary to H.M., The King of Nepal, spoke on the topic "The Use of Community Video in DEVCOM in Nepal". The video had become almost a fad with organisations dealing with development communication. With the help of various international or national organisation, video programmes were produced in the area of agriculture, primary health, sanitation, nutrition, population, forestry and community development.

Mr Pandey gave a few examples of the community video programmes produced. He also concluded that there was a long way before the impact of video technology could be felt in rural Nepal. Presently, community video were limited to shows organised by mobile teams which visited villages according to the schedule of their projected plan. Other problems facing community video were also highlighted.

Mr M.J.R. David, former Producer-Researcher of Mahaweli Community Radio in Sri Lanka, was next to present his paper on "Integrating Traditional Media and Community Radio for DEVCOM". He started off by saying that community radio and folk media were very compatible because both were grassroot media which could supplement and complement each other. Folk media was rich in variety and readily available. It had the potential of reaching areas where modern mass media could not reach sufficiently.

Mr David also observed that not all folk media could be adapted for development communication. In the integration of folk media with mass media, the producer should be careful of the technical aspects of media. For instance, a visual folk media would not be suitable for radio. Next, he described the work and programmes produced by the Mahaweli Community Radio and its effects on its audience.

After tea break, it was Mr R.V. Rajan's turn to present his paper on "The Use of Folk Media in Advertising and DEVCOM". Mr Rajan is the Managing Director of Anugrah Marketing & Advertising Ltd, India. While growing urbanisation and lack of opportunities were forcing a number of folk art practitioners out of business, the growing influence of electronic media and its effort to popularise folk arts were giving a new lease of life to some of the folk artists. In Tamilnadu, for instance, extensive reach of the TV medium in the remote village had helped a few folk artists become household names.

Mr Rajan gave another example of using magic shows in advertising for a brand of fertiliser to show the success of blending traditional media with electronic media. However, he also mentioned that experience showed that most of the time, TV tried to straitjacket the traditional art form into its structural forms and time frames and, in the process, hurt the traditional form considerably. There was a need to work more

closely with the traditional media artists on these aspects for a better integration with the electronic media.

Ms Ina R.M. Suparto, Universitas Indonesia, then spoke on the topic "The Use of Traditional Media in DEVCOM in Indonesia". In her paper, Ms Suparto also highlighted the need for more research to be done in traditional media. She illustrated this with the traditional media, "wayang", which had been a popular form of entertainment as well as an educational tool. However, one research had shown that traditional performances did not have the actual substances as hoped. The problem might be caused by the minimum use traditional media as an information tool. Judging from the Indonesian background whose majority were rural in attitude and character, it was understandable why traditional performance media would have a large part in development communication.

23 January 1991

The participants were put into three groups for parallel workshops. Following is a summary of the 3 workshop reports:

Workshop I :       **"How to Enlist Participation of Private, Commercial Organisations in Development and Production of DEVCOM Oriental Film and Television Feature".**

The group suggested to call regional and national meetings to initiate plans and programmes on the subject. During the meetings, relevant private and government agencies would be identified to participate in the project. A network of national and local participants could then be established.

Workshop II :       **"How to Enlist Support of Radio, TV and Film Production Organisations for DEVCOM".**

The second group's suggestions were:

1. establish a register or index of folk media
2. plan the approach to convince broadcasting bodies to use the programmes
3. long-term planning
4. establish contact with local people and get their participation
5. produce a package of video/radio programmes on DEVCOM subjects.

Workshop III:       **"How to tap Advertising Agencies for Support to DEVCOM Programmes".**



The third group recommended the following support strategies for advertising agencies:

1. Get advertising agencies to contribute their own advertising for DEVCOM programmes.
2. Get advertising agencies to produce commercials or print advertisements and donate them to the government who will then cover the cost of airing or publishing them.
3. Persuade clients to incorporate development messages in their advertisements.
4. Establish an independent body to handle the dissemination of developmental messages.
5. Get the central body of advertising agencies to directly be involved in DEVCOM.
6. Pull government resources together to minimise the problem of overlapping in the process of disseminating developmental messages.
7. Encourage individual contribution from advertising professionals.
8. Create opportunities for advertising agencies and professionals to visit the fields so that they can get first hand experiences of the DEVCOM process.
9. Get the government to form a committee of experts who can help government bodies in disseminating DEVCOM messages.
10. Establish an exclusion agency to deal with DEVCOM.

After lunch, Mr Y.P. Chan from Chuo Senko Advertising Pte Ltd, Singapore, presented his paper "Enlisting Advertising Support for DEVCOM Programmes". Mr Chan gave some guidelines on how to obtain optimum value from an advertising agency for support to DEVCOM programmes. He illustrated this with 3 campaigns - Productivity Campaign in Singapore, Killer Litter Campaign in Hong Kong and Anti-Smoking Campaign in Singapore.

Next, Dr Victor Valbuena, AMIC's Senior Programme Specialist, gave a presentation of the topic "Generating Support of Entertainment Workers for DEVCOM Programmes".

After tea break, the participants were asked to present their workshop reports and recommendations. Their full texts can be found in Annex C.

**24 January 1991**

A panel presentation cum discussion was held on the topic "Development and Anti-Development Messages in Film, TV and Advertising".

The panel speakers were Mr Mohd Hamdan Adnan, President, Federation of Malaysian Consumers Associations, Associate Professor Nizar Zuberi, from the Department of Mass Communication, University of Karachi, and Professor Won Woo-Hyun, Department of Mass Communication, Korea University.

#### **Closing Session**

After a brief summary and recapitulation of the seminar sessions by Dr Victor Valbuena, the workshop formally ended.

The discussion papers distributed during the seminar can be found in Annex C.

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## Workshop Evaluation by Participants

The participants were asked to evaluate the seminar in terms of fourteen areas, using a scale of one to five where five is the highest. Out of twenty-two participants, only fifteen responded to the evaluation questionnaire.

Following is a summary of the fourteen-point evaluation including the numerical ratings and comments from the participants.

1. Quality of Programme: The participants gave this item a rating of 4.2, saying that overall, the programme was good. One participant said that all aspects of the seminar topics were discussed.
2. Presentation by Resource Persons: Rating: 4.2.
3. Workshop Facilities: Rating: 4.5. Most of the participants were satisfied with the workshop facilities.
4. Workshop Organisation: Rating: 4.3. Six said that the organisation was good. One participant complimented that the seminar handouts were well prepared in time.
5. Hotel Accomodation: Rating: 3.8.
6. Time Allocation for Presentation: Rating: 4.0. Two commented that the day's sessions could be shortened. For e.g., either have only two sessions instead of three (as right after lunch), the participants tend to be sleepy) or end each day's programme by 4.30pm or 5pm.
7. Participation Contribution to Seminar: Rating: 4.1.
8. Discussion: Rating: 4.3. The participants were satisfied with the discussion. However, one commented that a fair allocation of time for participants to contribute their ideas could be looked into.
9. Opportunities for Exchanging Ideas with Fellow Participants: Rating: 4.5. This is one of the highest rating. One participant indicated that the exchange of experiences, ideas and opinions had been extremely useful, adding to the growth in the field.
10. Opportunities for Exchange with Resource Persons: Rating: 4.3.
11. Cooperation within Your Group: Rating: 4.4.
12. Quality of Media Production: Rating: 3.8.

13. Relevance of Workshop to Your Work: Rating: 4.1.
14. Overall Value of the Workshop to You: Rating: 4.1.  
One said that he felt motivated to help the media people in his country to be involved in Development Communication.

#### Other Comments by the Participants

1. On the question of whether the right target group was selected for the workshop, ten participants said "yes", while three said "partly". Two did not respond to the question. Of those who said "partly", their comments were:
  - a) One more person from Pakistan should have been invited.
  - b) Representatives from the development/grassroot workers should have been invited.
  - c) Advertising was well represented but not entertainment like cartoonists and folk culture representatives.
2. On the question of the number of participants, thirteen responded. All of them said the number of participants was "just right".
3. Comments on the Programme:
  - a) The video programme, slide presentation and other materials were very useful towards expanding participants' horizon,
  - b) More relevant audio-visual materials like Ms Sai Paranjpye's movie (shown on 23/1/91) could be presented.
  - c) The programme was excellent. All aspects of the seminar topics were discussed.
  - d) Timely to hold such a seminar.
4. Comments on the Organisation:
  - a) Six said that the organisation was good.
  - b) The facilities were good and AMIC staff were very cooperative.



5. **Suggestions for Improvements:**

- a) Have follow-up activities 'soon.
- b) Daily sessions should stop by 4.30pm or 5.00pm.
- c) Identify and study each country's problems. The findings, can then be used for future seminars.
- d) Tape and transcribe the important points and suggestions discussed and then distribute to the participants.
- e) Display panels (at foyer) of relevant print materials as supplementary information for participants. Information on where to obtain more copies should also be displayed.
- f) Yet bigger things to be taken up in the same direction.

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