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Suggested Basic Guidelines for Programming
and Advertising Content of Transnational Broadcasting
SUGGESTED BASIC GUIDELINES FOR PROGRAMMING
AND ADVERTISING CONTENT OF
TRANSNATIONAL BROADCASTS.

These suggestions have been formulated with a view to making transnational audio-visual material more acceptable and mutually beneficial. Most of these aspects are already contained in the broadcasting codes of almost all nations, but often tend to get contravened or circumvented when passing broadcast material on to other countries.

1. EXPANSION OF INTELLECTUAL HORIZONS IN SOCIAL, ECONOMIC, SCIENTIFIC, INDUSTRIAL AND AGRICULTURAL FIELDS - WITH A VIEW TO GLOBAL PROSPERITY.

2. ENCOURAGE DEMOCRATIC CONCEPTS, HUMAN VALUES, PEACE AND CO-OPERATION.

3. AVOIDING THE GLORIFICATION OF CRIME AND VIOLENCE.

4. RECOGNIZING AND PROJECTING THE FAMILY AS THE BASIC UNIT OF SOCIETY - AND INOCULATING A SENSE OF LOVE AND DIGNITY TO EMBRACE ALL AGES AND BOTH SEXES.

5. PROMOTING, WITH SPECIAL CARE, THE HEALTHY DEVELOPMENT OF CHILDREN AND YOUTH AS RESPONSIBLE AND EFFECTIVE CITIZENS OF THE FUTURE.

6. CREATING AN ATMOSPHERE OF UNDERSTANDING, RESPECT AND TOLERANCE TOWARDS ALL RELIGIONS, CULTURES, LANGUAGES, NATIONALITIES AND ETHNIC GROUPS - AND ESCHEWING CONDESCENDING ATTITUDES BASED ON IGNORANCE AND PREJUDICE.
7. PRESERVING GENERAL HEALTH AND ENVIRONMENT BY DISCOURAGING HAZARDOUS PRODUCTS AND HABITS.

A consensual approach to guidelines could be promoted through broadcasting organizations like the Asian Broadcasting Union, Asia-Pacific Broadcasting Union, and professional organizations who have been displaying growing concern about the problem. Since a large number of Radio and Television professionals are members of these organizations, their support could help change media environment.
Workshop I

Formulation of guidelines for a legal framework governing transnational broadcasting in the region.

Chairperson : P. Murari

Participants : Brajesh Bhatia
Sabina Kelaart
M.I. Choudhury
Surendra S. Kushwaha
K. Viswanathan Reddy
R. Dyal
Virgilio S. Labrador
G.R.D.C. Senarath
Chandi Raj Dhakal
Ahmed Manik
Sonam Tshong