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Enhancing the Positive Potential of Satellite Broadcasting
For Education and Cultural Development in Asia
ENHANCING THE POSITIVE POTENTIAL OF SATELLITE BROADCASTING FOR EDUCATION AND CULTURAL DEVELOPMENTS IN ASIA

The concept of 'global village' is no longer an imagined one but has become a reality for many of us. It will be true for more people before the end of the century (the year 2,000). This means that peoples and nations of the world are living closer together irrespective of geographical distances.

We recognise the political differences, the economic gaps within and between nations, and the information cleavages in this satellite age. We also recognise the richness and the diversity of national and regional cultures as well as the wealth and wisdom of religious and ethnic values. In addition, we envision the emergence of a range of international cultures which each and everyone of us could identify with and could help create.

In light of the above, we believe that satellite broadcasting could play a central role, among other things, to strengthen the traditions, social cultural values held dear by communities and societies in Asia. It could, at the same time, enhance and promote now and desirable attitudes and values in order to assist in the development of a harmonious relationship within and between regions of the world.

We, thereby, recommend the followings:

A. EDUCATIONAL POLICIES

1. 'education' in the information era should be urgently re-conceptualised.

2. 'educational programmes' and 'development programmes' should be relevant to the intended audience as well as entertaining.

3. The public sector, and not least, the private sector, should invest in educational satellite broadcasting as part of its continuing education and human resource development policies.

B. EDUCATIONAL PRACTICES

1. Seminars and workshops on the reconceptualization of 'education' should be held in order to redress the existing education policies.

2. Education media personnels should be trained to produce suitable educational programmes which are both educative and entertaining in order to sustain the interest of the intended audiences.
3. Campaigns should be launched to request for educational satellite stations, or educational time slots, as circumstances permit and sufficient funds be provided in order to support quality programme productions.

C. CULTURAL POLICIES

1. Satellite broadcasting should be utilized to enhance a common language in multi-ethnic, and multi-lingual societies without prejudice to the existing regional languages and traditional cultures within the nations.

2. There needs to be a regional agreement among Asian nations on satellite broadcasting and its enhancement on common cultural values, ethnic relations, future aspirations, etc.

3. National broadcasting operators should be strengthened so as to be able to produce locally relevant programmes on the one hand, and on the other, to be able to balance transnational satellite broadcasting operators in all areas of productions, i.e. news and information, entertainment and education.

4. National, regional (such as ABU), and international (such as UNESCO), common codes of ethnics should be formulated in order to promote peace and harmony as opposed to violence and consumerism in telecast programmes.

5. Local citizen committee, and similar alternative participatory organisations, should be set up to monitor telecasts from various agencies and to make necessary recommendations to the regulatory bodies.

6. A forum to enable the exchange of experiences and discussion of issues on the social and cultural impacts of satellite broadcasting should be created.

D. CULTURAL PRACTICES

1. Satellite programmes should be telecast to audiences in their national languages, and in multi-languages when necessary.

2. Some standards in technological compatibility within Asia should be practised as a means to create a network enhance the exchange, co-production, or acquisition of programmes.
3. More media professionals should be trained and re­
trained to meet the needs and standards of satellite
broadcasting.

4. A satellite broadcasting network among Asian nations
should be created to telecast news and entertainment,
cultural and development programmes within the region
and transnationally for which capital resources must
be made available.

5. A common code of advertising on alcohol, cigarettes,
pornography, for example, should be put into practice
as soon as possible.

6. Standards guidelines on the presentation of sex and
violence, war telecast in particular, should be issued
for common practice in both news and entertainment
programmes.

7. Transnational broadcasting operators should be made to
take into account the cultural sensitivities of the
recipient countries in their presentation of news,
political views and entertainment programmes, and that
local and independent input is required to project a
balanced and objective image for all.

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