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<td><strong>Author(s)</strong></td>
<td>Hukill, Mark A.</td>
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AMIC: Seminar on TV Content - The Asian Way

COPYING, ADOPTING OR REJECTING WESTERN TV PROGRAMMES

Dr. Mark Hukill
School of Communication Studies
Nanyang Technological University
Singapore
Broadcast Technology
Availability

Radio as Primary Broadcast Medium

TV in Mainly Urban Centres
Broadcast Technology
Availability

Cable Television: Local antennae extension from a satellite dish.

Satellite Broadcasting in India and Indonesia ... and more recently in China, Thailand, Malaysia and the Philippines.
Programme Flows

International Broadcasting and Distribution

To the Region

Within the Region

From the Region
Production Capacity

Limited Local Production Resources

Meagre 'Production Values'

Market vs. State Control
Audiences
Lack of Systematic Measurement
Audience Desires Neglected
Scramble to Available Diversity

Training
Availability of Professional Training
Lack of Training Facilities
Educational Emphasis
COPYING WESTERN PROGRAMMES

Purchase of Production Rights -
Format, Style, Set Arrangement...
Programme Production Syndication

Imitating Formats -
News, Talk Shows, Information Magazines
ADOPTING WESTERN PROGRAMMES

Direct Purchase or Barter (Import)

Programme selection decisions can be made quickly and cheaply.

Meet audience demands.

Fill air-time cheaply.
ADOPTING WESTERN PROGRAMMES

Direct Purchase with 'Localisation'

Subtitles, Dubbing, Censorship
ADOPTING WESTERN PROGRAMMES

Adapting to Western Production Values in Local Production
ADOPTING WESTERN PROGRAMMES

Style of Production:
Pace, Continuity, and Technique
Conflict and Action
Heros and Stars
REJECTING WESTERN PROGRAMMES

Protectionism
Anti-Western Sentiment
Political Rhetoric
Social and Cultural Values Promotion
Degrees of Nudity and Vulgarity
Acceptability of Screen Behaviour
Talking Points with Policy Implications

Debunking the myth of western cultural hegemony through television programmes.

Political gain and nationalist appeal of rejecting perceived foreign imperialism.

Enjoyment of foreign (pop) culture vs. adopting foreign culture.
Talking Points with Policy Implications

Using what is good sensibly:

Broad audience appeal of western production values.

Careful selection of imports to meet specific audience demands.

Indigenizing copied or adapted formats and styles.
Session III

TV Entertainment Programmes:
Opportunities & Limitations
Country Presentations from Brunei,
Vietnam & Singapore

Awg. Md. Zain Ismail
Tao Tuan Phuong
Andrea Teo