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<td>Author(s)</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

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 Programme 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
CONTENT

VALUES

Propaganda vs Information

EDUCATION vs ENTERTAINMENT

LOCAL vs FOREIGN

COSTS

CONTROL
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
Fill air-time cheaply
Meet audience demands
ADOPTING WESTERN PROGRAMMES

Direct Purchase with 'Localisation'

Subtitles, Dubbing, Censorship
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

Western Programme Availability and Cost Favours Adoption (Imports).

Local Audiences Generally Prefer Local Programmes.

Local Production Capacity and Cost Favours Copying and Adaptation.
**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