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<th><strong>Title</strong></th>
<th>Copying, adopting or rejecting western TV programmes.</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>Hukill, Mark A.</td>
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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 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
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

Adapting to Western Production Values in Local Production
ADOPTING WESTERN PROGRAMMES

Style of Production:

Pace, Continuity, and Technique
Conflict and Action
Heros and Stars

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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 Implication

Western Programme Availability and Cost Favours Adoption (Imports).

Local Audiences Generally Prefer Local Programmes.

Local Production Capacity and Cost Favours Copying and Adaptation.
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.
To Be Continued...
Session III

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

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Tao Tuan Phuong
Andrea Teo