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<th>TV entertainment programmes: opportunities and limitations.</th>
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Your excellencies,

Distinguished guests,

Ladies and gentlemen,

Recreational activities are indispensable to anybody and any society because they have been playing an important role in human life, at least improving people's working abilities. In the light of this statement VTV has attached much importance to entertainment programs

VTV ENTERTAINMENT PROGRAMS ARE AS FOLLOWS:

1. Musical program:

This is a compound program including music and song, circus, magic, pop music, traditional folk-music and folk-songs, Western classical music etc.

Also we have sketched out some specific programs for different people.

Program "Traditional songs" is aiming to train young generation to perceive tradition of Vietnamese people.

Program "New works on the show" to reflect live and spirit of time at the present and in the future as well as orientate young people toward their prospect and career.

Show "Music lover club" to socialize music and attract people to musical recreational activities.

Show "Just kidding" has raised contagious laughers among people after hardworking days, as a result of this it has attracted much spectators to VTV. In addition we have broadcast other programs for teenagers and primary school children (from five to ten ages) at suitable time.

Stage and feature film

A program of stage weakly lasting from ninety to hundred minutes includes traditional folk-opera such as Tuong (classical opera), Cheo (popular opera) Cai luong (modern theatre) and morden play Western style to be broadcast in Saturday afternoon weekly.

Feature picture: variety of subjects have been reflected in particular ordinary people and rural area etc. Variations on theme are vice and virtue among society and people settling happy and healthy life for everybody. In addition film sources from bloc of
Asesian nations, China, South Korea and other western countries have been sorted out to broadcast.

Good advantages:

The present entertainment programs on VTV are considered as rich in both quality and quantity to be welcomed and supported nation-wide thanks to the followings:

- nation nature
- culture nature
- educational nature
- efficiency in new labour ability creation

Our programs prove to be rich to serve variety of people in many generation (from children, teenagers, to adult) and of many nationalities in Vietnam.

Viet Nam, the country with beautiful and poetic landscapes has made our programs more interesting.

Our programs have been diversified with highly educational nature.

Disadvantages: The programs, however, need improving to continue attracting people. In our opinion two issues to be worked out aiming to enrich entertainment programs as followings:

- Up-dated programs with information from regional and global sources are in dire needs to accelerate exchanges among Vietnam and the rest countries in the region and international community.
- To establish "TV entertainment program association" with the assistance of other countries in the region and the world to exchange, diversify and enrich TV program.

Yet, owing to limitations of the technical facility, infant Vietnam television industry cannot meet people's demand in full.

**MAJOR VIEW-POINTS IN SKETCHING OUT ENTERTAINMENT PROGRAMS.**

1. Recreation is necessary to meet demand for it of all people. For instance: Vietnam is multinational countries of fifty four nationalities. Therefore our program have to serve the demand of fifty four nationalities and to be broadcast in such languages. Besides, different group of people need various entertainment programs for primary school children, pupils, students, teachers and employees and cadres in many sectors etc.
2. Programs need to be flexible and comfortable but associated with ideological training especially young generation who will be masters of their own country in the future.

3. Programs should be really relaxing, ease people’s stress after hard-working hours and regenerate people’s labour ability.

4. Programs to be broadcast nation-wide and abroad, creating favourable condition for Vietnamese people throughout the country can enjoy them.

Furthermore these programs need to be orientated and educational in line with Asian character as well as customs and habits, religions beliefs of all nationalities in Vietnam.

Initiatives

Program to be more intellectual and highly educational

To explore fold-sources. For example besides musical shows, fables, jokes can be adapted to broadcast.

Program creation by spectators’ demand.

Some shows need to be socialized so that everybody can take part in, for example, “TV club” can publicise the show, furthermore enrich with it in return.

Thank you very much.