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**Statement**

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Tradition  
Change

1924



SEMINAR ON  
**"MASS MEDIA: TRADITION & CHANGE"**

Islamabad \_\_\_\_\_

SEMINAR ON

"MASS MEDIA : TRADITION & CHANGE"

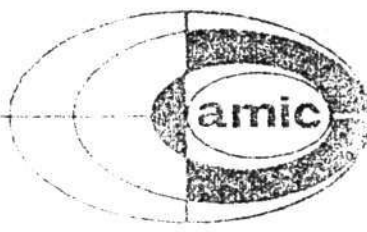
AGREED STATEMENT AT THE CONCLUSION OF THE SEMINAR

1. This seminar recognises the central role of the Mass Media in Third World countries in both initiating and coping with change. Review of media practices show that present policies should be re-examined for their effect, consistency and priority given to the balance between tradition and change. The Seminar underscored the need for change without eroding the core values of the community.

2. The seminar recognises that tradition and change are not opposites. Tradition is needed to anchor essential cultural values so that transition may be smooth and change made acceptable.

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ISLAMABAD MARCH 28-30, 1983





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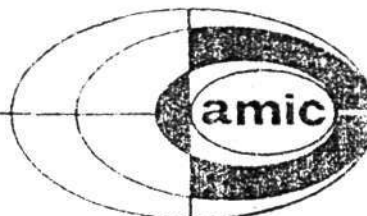
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In its deliberations, the Seminar reached consensus on the following :-

- (1) The need to ~~pre~~serve cultural identity and traditional heritage. The Seminar accepts and recognises this as one of the basic principles of the New world Communication and Information Order. Cultural creativity ~~should be encouraged~~ should be encouraged to enable all national cultures to contribute to the enrichment of the universal heritage of mankind.
- (2) The need to examine present policies and practices to find the best blend of tradition and change, so that change can take place on the foundations

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ISLAMABAD MARCH 28-30, 1983





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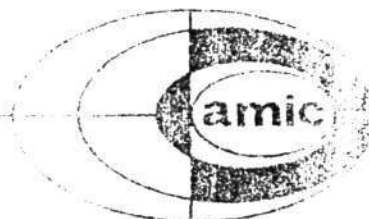
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of each nation's identity. Such policies should encourage the Mass Media to reinforce the best in traditional culture, so as to lead to a renewed flowering of indigenous folk arts.

(3) Recognition that new technology may bring with it incursions into traditional cultural values. The imminence of direct satellite broadcast requires Third World countries to evolve appropriate responses. Governments of Asian countries

....p/4

ISLAMABAD MARCH 28-30, 1983





MEMORANDUM  
"MASS MEDIA: TRADITION & CHANGE"

Islamabad \_\_\_\_\_

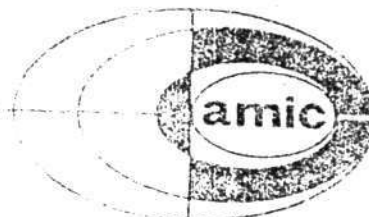
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should urge the UNO and the UNESCO to formulate codes for such broadcasts.

- (4) The need to reduce the social and cultural distance between media workers and their audiences. Media workers should be systematically trained and 'conscientised' in the cultural needs and sensitivities of their audiences.
- (5) Popular participation in the formulation of media content should be encouraged to make it more relevant and responsive to the people's needs. In this context decentralisation of media planning is necessary.
- (6) The need to so implement these policies that creativity is encouraged and not stifled. Pressures from whatever source (eg. censorship, commercial and all other special interest groups) should be reduced and eliminated.

....P/5

ISLAMABAD MARCH 28-30, 1983





## "MASS MEDIA: TRADITION & CHANGE"

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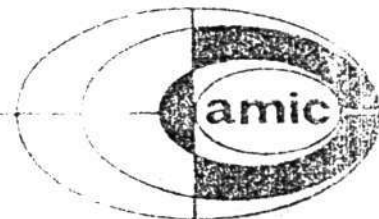
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(7) The need to develop media qualitatively and quantitatively. Infrastructure should be developed to reach all sectors of the population. Public education programmes should be designed to counter the deleterious effects arising from the indiscriminate use of mass media. Inter-personal communication within family units should be strengthened to reinforce the educational effects of the mass media.

(8) The role of the Mass Media should include the monitoring and encouragement of change in unacceptable social practices. Media content should encourage the equalization of opportunities among different groups and counter stereo-type imaging in all categories.

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ISLAMABAD MARCH 28-30, 1983





## "MASS MEDIA: TRADITION & CHANGE"

Islamabad \_\_\_\_\_

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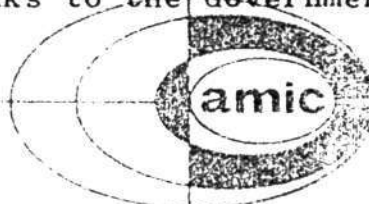
(9) The need to plan media development in a manner so as to ensure that apparent paradoxes are recognized and effectively overcome. Some of these paradoxical trends include emancipation, integration, enlightenment, faithful reproduction of reality into patterns of use which, instead, foster enslavement, isolation, ignorance and distortion.

(10) The need to increase the indigenous content of mass media by fostering local talent, while being more selective in the use of imported material.

(11) The need to encourage the exchange and dissemination of media material between Asian countries.

3. The participants of the seminar express their appreciation and thanks to the Government

ISLAMABAD MARCH 28-30, 1983







# "MASS MEDIA: TRADITION & CHANGE"

Islamabad \_\_\_\_\_

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of Pakistan and AMIC for organizing this seminar and for their hospitality.

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ISLAMABAD MARCH 28-30, 1983

