

Rapporteurs Reports

RAPORTEURS' REPORT

WORKSHOP A

MASS MEDIA ETHICS & SOCIAL RESPONSIBILITY

Panelists:

1. Datuk Ahmad Noordin Hj. Mohd Zain
President, Institute of Public Relations Malaysia.
2. Encik Jaafar Kamin
Controller of Programmes (Radio)
Ministry of Information Malaysia.
3. Mrs. Paddy Schubert
Trade Relations Director
Shell Malaysia.
4. Mr. H'ng Hung Yong
Group Editor
Star Publications.

Chairperson:

Mr. S.H. Tan,
Shaw Brothers Malaysia.

Rapporteurs:

1. Mohd Shah Mohd Ali
(ITM)
2. Mohd Yunus Md Said
(ITM)

Summary of Datuk Ahmad Nordin's Paper:

The speaker explained that because of the varied definitions of Public Relations even among IR people the public can hardly be blamed for having wrong perceptions about the profession.

However, IR practitioners cannot bring about a law to secure the recognition and respect that is due to them but they can seek that respect and confidence through improved performance and strict adherence to the code of practice established by the Institute for its members.

Thus the role of the IR person is to implement communication programs that have the general objective of achieving and maintaining a favourable climate of opinion among the companies, or organisations and the several publics.

By the identification of PR interest with the larger interests of the community we can hope to win goodwill for ourselves and sympathy and understanding for our problems. The vital ingredients needed for goodwill are:-

- 1) integrity
- 2) a sense of moral responsibility
- 3) a strong desire for continuing self-improvement to be showed as far as possible with others.
- 4) a recognition that the conditions of society can never remain static and that they are constantly changing.

Between self interest and the larger interest of the community the true work of PR is therefore to balance self interest with altruism.

Summary of Encik Jaafar Kamin's Paper

The speaker began with a background of Radio-TV Malaysia (RTM) and its responsibilities.

He stressed that RTM as a member of the Asian Broadcasting Union abides by the articles contained in the Broadcasting Code of 1962 drawn up in Kuala Lumpur.

However, working in the context of a multi-racial country and in order to meet national needs, RTM has problems in treating controversial public issues in an impartial and dispassionate manner as well as to ensure the objective presentation of news and fair and unbiased comment

Nevertheless, RTM has tried to live up to its responsibilities and live by the code of broadcasting within the framework of the rukunegara. (National Principles).

In addition to his paper the speaker commented that RTM has to play 'go between' role for the ^{multi}faceted wants of the viewer.

He also quoted the latest (18.5.78) SRM media index survey results on the TV program listings.

He revealed that TV programs had greater audiences than radio broadcasts.

He underlined that the ethics which RTM adopts are based on having a high degree of sense of respect for its audience.

Discussions

1. One participant referred to the point stated by Encik Jaafar Kamin that the responsibility of RTM is to explain in detail the policies and programmes of the government through as wide a coverage as possible to enable the people to understand accurately these policies and programs and wanted to know why such programs should not be increased.

The panelist re-emphasised that RTM has to play the vital role of "go-between" in deciding among the varying tastes of its audiences.

2. Another participant asked Mr. H'ng Hung Yong about the desirability of setting up a Press Council which not only serves as a self-regulatory body but also as a sounding board of the industry?

The panelist said in principle he agrees to the idea provided there is a healthy contribution from the public. However, he said he is not in favour of any involvement with officialdom. Such an idea must involve and develop voluntarily.

3. In answer to a question regarding how the mass media play the role of educating the masses, Encik Jaafar Kamin responded that RTM injects educational materials in local productions in between the foreign programmes.

The chairperson reiterated that "it is impossible to please everybody and in fairness to the mass media we can say that they try to help educate the audiences.

4. A participant asked all panelists "what school of ethics each of them belonged to".

Encik Jaafar Kamin said that RTM upheld to a high degree a sense of respect for the audience.

Mr. H'ng Hung Yong answered that he does not feel encumbered by any theories of ethics but shares Jaafar's view and that mass media operate within the bounds of Asian values - namely respect

Mrs. Paddy Schubert: Classified ethics to be both public and private. As for public ethics, she made a breakdown into national, professional, and business ethics. She reiterated that conduct in any form should conform to accepted ethical standards, which depended on what type of ethics was involved.

Datuk Ahmad Nordin stated that there must be a healthy respect for public opinion.

Summary of Mrs. Paddy Schubert's Comments.

The speaker emphasized that advertising in this country should at all time maintain a Malaysian character and conform to the moral and racial standards of the Malaysian environment.

Social responsibility in advertising, not **country** its commercial aims, must also be based on educating the public in making intelligent choices and **not** misleading it.

The speaker firmly stated that the more professional advertisers and mass media practitioners become the more responsible they would be and the more they would therefore regulate themselves in the interests of ethics and social responsibility.

She also read excerpts from the Code of Ethics as laid down by the Advertisement Standard Authority.

RAPORTEURS' REPORT

WORKSHOP B: ROLE OF THE MASS MEDIA IN
NATIONAL DEVELOPMENT

- PANELISTS:
1. Dr. Mohd Nor Abdul Ghani
Deputy Director - General
Socio-Economic Research & Planning Unit
Prime Ministers Department, Malaysia
 2. Mr. C.K. Tseng
Regional ^{Public} Relations Consultant (Singapore)
Boeing Commercial Airplane Co.
 3. Encik Wan Fikuz Wan Mustafa
Lecturer,
Department of Communications,
Universiti Kebangsaan Malaysia.

CHAIRPERSON: Encik Ahmad Rahim
Secretary - General
Ministry of Information, Malaysia.

- RAPORTEURS
1. Miss Tripat Santokh (I.T.M.)
 2. Cik Amilah Abdul Rahman (I.T.M.)

Summary of Mr. Tseng's Paper:

The speaker approached the subject from the stand point of media practice drawing illustration primarily from the daily press in Singapore as a source of information. He emphasized the importance of source in determining or establishing credibility in newspapers, and also cited the importance of the agenda-setting function of newspapers.

He raised the issue of gate keepers in public news information - an aspect related to editorializing and selectivity by journalists and news editors. This raised the issue of personal prejudice and bias which results from the sieving process in news reporting and editing. He cited three conditions of communication:

- I. Information where $1 + 1 = 2$
- II. Misinformation where $1 + \bar{x}$ gives a further x
- III. Disinformation where "I give you this and this - make what you will of it."

He pointed to the implication that when objectivity of media institutions fails, democracy, in fact fails.

With specific reference to Singapore's daily press the speaker raised two salient trends:

- I. The fact of a close and sustaining relationship between the Straits Times and the colonial activity and the Chinese press in Singapore as an extension of China's political and cultural activities.

- II. The commercial backing of the press in Singapore which had led to a heavy level of consumerism in newspaper content.

The central issue raised in the paper is the gatekeeper's position in channeling and defining news information, an aspect which gives definite political colouration to the press in Singapore - and in an extended reference, in Malaysia as well.

Summary of Encik Wan Firuz's Paper:

The overall approach adopted was an academic and theoretical one. The speaker summarized the traditional theories on **mass** media and national development. He cited the positive and negative aspects of the theories as these have developed.

He also touched on the Malaysian mass media in relation to the recognized and intergrated importance that is being given to the role of mass media in national development in this country. He finally listed newer approaches to the subject. In enumerating there he raised the importance of the following considerations:

- I. An imperative need to recognize, channel and evaluate the feedback component in the communication model
- II. The issue of providing and maintaining relevant information to specific target audiences.
- III. The need for decentralized and localized mass media systems concurrent with the other traditional centralized methodologies and systems.
- IV. The view that communication is a 2 - edged word which can be geared towards negative or positive ends.
- V. The greater viability of the systems approach in mass media use for national development, a condition where multi-media systems should be encouraged.

Summary of Dr. Mohd. Nor's Paper:-

The speaker directly addressed the issue of "what is the role?" of mass media in national development citing four related aspects:-

1. The Informational Needs of Development:

In a situation where the majority population is rural and dispersed, there is a need to explain and communicate the concepts of change to these people; alongside concrete efforts by the communicators themselves to attain an understanding of the background and needs of the recipients of national development.

Information motivates action. We react only to what we know. Therefore, there is a need to inform rural populations of what there is to know. In other words, we have to perform the function of informing first, before we can expect reaction, and further to this before we can expect action from the rural populations.

The speaker believed that mass media particularly the press, in Malaysia is elite oriented. [Mass media practitioners who are involved in the business of national development need to assess the differences in values and needs of their different audiences.]

2. The Motivational Role of the Mass Media

Information motivates action in accordance to development needs. Only via relevant information can communicators and national development leaders expect to create an aspirational **threshold**. In relation to this, there is a need to inculcate a reading habit among the less educated.

Mass media should function as public analysts of government policy.

3. The Public Accountability of the Mass Media

Information is power - in this context freedom in mass media becomes a relevant issue.

An awareness of bias or prejudice which creep into mass media as a result of the gatekeeper function in news reporting and editing, is necessary.

The speaker also raised the issue of distortion of information which occurs as a result of attempts by journalists to make news interesting.

4. The Mass Media as a Moulder of Public Opinion:

The mass media can and do serve as an anchor for public mental attitudes to issues of the day. The mass media should perform the function of interrelating all the various events and components that circulate in a country, region or world at large.

Discussions

1. The issue of governmental sincerity in employing the mass media for national development, was raised. It was cited that the Malaysian government often contradicts itself and maintains double standards.

Replying, Dr. Mohd. Nor stated that this is a condition which happens of necessity in relation to the aims and objectives of an individual or organisation in achieving any specific goals he/she/it may have in mind.

2. A participant suggested that a low key approach in media communication may be more useful and effective in the long run.

3. A participant raised the issue that journalists in Malaysia have little real freedom of expression. Dr. Mohd Nor in reply to this emphasized that trust and confidence to journalists cannot be given - it has to be earned.

4. The Chairman expressed doubt as to whether Dr. Mohd Nor's statement in his paper that the mass media in Malaysia is elite-oriented is really correct.

In attempting to resolve the issue of whether or not Malaysian mass media is elite oriented, Encik Wan Firuz suggested that there are 2 categories of mass media operating in reality:

a) the mass media of a market economy which is generally urban based.

b) development mass media which aims at the rural masses. He suggested that there should be further research in this latter category in order to discover more channels to effectively reach rural audiences.

Workshop

RAFFORTEURS' REPORT

Workshop: Watchdog Role of Media

- Panelists:
1. En. Mansor Ahmad, Lecturer, Mass Communications Programme, Universiti Sains Malaysia.
 2. Encik Anwar Faisal, President, International Organisation of Consumers' Union, The Hague.
 3. Mr. Felix Abisheganaden, Corporate Affairs Director, Eric-White Associates, Kuala Lumpur.

Chairperson: Mr. Law Keng Wah

Rapporteurs: Encik Latif Ali
Encik Norselamah Hashim

Summary of Paper presented by Encik Mansor Ahmad "Watchdogging the Watchdog"

Encik Mansor defines watchdog as a dog who is awake and watching for his master.

In determining who the master is, he suggests we look into the responsibilities of the Press. The Press, according to him, are to care the wellbeing of the people working in it; to ensure that it is an economic viable operation; to the government in pursuing common and accepted ideals of the society.

Its responsibility to the people and society it serves are the greatest and heaviest, since these make it possible for the press to exist. In order to do so it has to understand the aims, aspirations, ideals and the cherished values and beliefs, the philosophy of life, sensitivities and taboos of the people and society.

Based on these responsibilities, the masters of the press are the people, that is, the consumers. The press play their watchdog role within the societal, cultural, political and philosophical context of the society.

Encik Mansor finds it more completed in most under developed or developing nation since there is a difference in definition of who the master is. If it is not the government, then the press is the watchdog for the elite class. Or otherwise the government is the watchdog of the press.

Until this role is changed to the interest of the people, such a dilemma would continue to exist and the press's role as a watchdog would be ineffective. However, being a disseminator of information and reporter, the Press is playing the role of the watchdog.

To improve its role, he suggests the press define their role in society, so as to have a clearer sense of purpose and perspective as to what it wants to do and can do.

WORKSHOP D

SUMMARY OF PAPER BY ENCIK ANWAR FAIZAL

Encik Anwar suggests his title be "How to Bark Without Being Bitten". To him not all dogs that bark is a watchdog. The question is: who owns the dog, trains, manages, feeds or punishes it. There is also a dog shooter.

The media has to keep an eye on the advertisers, government or the people who determine its livelihood. To Encik Anwar the most important constraint is the political reality of that country. This sets the rule of the game.

We have media that are successful in reaching the people and making money but not in giving what the community needs. This is a very difficult situation, particularly where people should be informed of what is going on, of elitist issues, of getting attention to problems, of how the things that should not be leaked to the public be dealt with.

In most situations, Encik Anwar thinks that the mass media take the easy way out, not because of the rules but because they are human.

The most important issues are whether the people in the media really **courageous** to use the rules; whether they are sufficiently skilled to operate the system and whether journalists are told of how to present these problems.

To the speaker, the people are the masters, that the consumer is king. But through manipulation, this is not so.

We are afraid to report and to name names. The press are either lazy or lack courage to do so, though in the long run they might get a large readership. Good business **infact** should welcome such exposure.

The next problem is that the mass media are not certain in **getting** involved in **lilligation** - are **afraid** to be sued.

The Press can play an efficient role as a medium to serve and watch the people. However the appropriate people to do so is more important than the appropriate technology.

In conclusion, Encik Anwar said that society is like fish. The mass media belongs to the top. If they allow themselves to walk along society, they can do much more than what they are doing.

Mr. Felix Abisheganaden, "The Watchdog Role of the Media".

Mr. Felix started by stressing three issues. They are the different ways of looking at informationⁱⁿ Asia and the west, the next point; before there was free flow of news in the third world countries but today the cry is for a balanced flow, and the 3rd point; the freedom and responsibility of the press.

In outlining the state of the press around the world, the panelist stated that the countries which do have a free press are a dwindling minority in the international community.

"Truth and accuracy of the printed fact is increasingly sought as a goal of the best journalism", said Mr. Felix Abisheganaden.

The panelist emphasised on "interpretative reporting" and the newsman had to present a sort of "scoreboard" to provide explanatory material, definition, and background.

This will involve not only truthful reporting, and objectivity in the watchdog role but also meaningful reporting.

He also outlined the factors that will determine the press to perform its watchdog role effectively.

They are accuracy, responsibility, integrity and leadership.

Stressing on the responsibility of a newspaper, he stated that the watchdog must not only provide stories but also solutions, to problems.

Discussions

1. One participant asked En. Mansor "Why the watchdog does not bark even if it is awake? Is it trained by the Master not to bark?"

En. Mansor replied that the dog does not bark at the master. So, this depends on who the master is. If the master is defined to be the government that it will be difficult to bark.

2. Another participant wanted some advice on how to be effective watchdog.

In reply to this En. Mansor replied that this will depend on who the master is. If the watchdog is well treated then it won't bark.

3. One participant asked En. Mansor "what is the definition of "watching by the watchdog" and what is it that you want to watch?"

En. Mansor replied that the watchdog includes the press, magazines and other media the doing and undoing of the government eg. corruption should be exposed. So the watchdog should be telling what the government is doing or not doing.

En. Mansor quoted the U.S. case of "Son of Sam" who was convicted even before he was tried.

In reply to the question, En. Faisal stated there are all kinds of interests that are to be watched eg:- 1) Political scene 2) consumerism.

He commented that the press must name an open system and must not only make money and be nice and do not get caught.

RAFFORTEUR'S REPORT

SESSION ONE

1. Philippines Country Report

by: Mr. D.Y. Caparas
Information Attache
Embassy of the Republic of
the Philippines in Malaysia.

2. Indonesia Country Report

by: Bapak Drs. Djoko Soejono
Information Attache
Embassy of the Republic of
Indonesia in Malaysia.

3. Singapore Country Report

by: Dr. Wong Soon Chong
Coordinator and Senior Lecturer
Mass Communications Programme
Nanyang University,
Singapore.

Chairperson: Prof. Dato' Dr. Awang Had Salleh
Director, MARA Institute of Technology
Malaysia.

Rapporteurs: 1. Mr. Selvendra Rajendran
(International Communication) Agency)
2. Faridah Ibrahim (ITM)

Summary of Philippines Country Report

The speaker began by tracing the early history of the Philippines mass media under the role of the Spaniards and Americans. During the American era, both Filipino and American newspapers saw themselves serving their respective interests.

During the Japanese Occupation, there was no freedom of expression, further limiting writers in their **theses**. However, this period encouraged the rebirth of many post-war newspapers. Subsequently there was further enhancement of professionalism in the mass media. The Philippines Press Institute was founded in 1964 to protect the print media and provide ethical standards for its practitioners. In 1965, the Philippines Congress passed two laws restricting the **venue** for libel cases. By January 1971, the mass media outlet, increased to 1,402 publications circulating to 12.3 million people.

Before 1972, control by vested interests created an irresponsible press. The speaker quoted Mr. Francisco S. Tatad, press secretary to the President (now in the Ministry of Information) describing the media as such; "...tried to sieze government from the government... A media that **invades** the privacy of lives, homes and reputations in order merely to satisfy curiosity rather than serve a cause.... They attacked corruption without themselves giving it up...."

The advent of Martial Law on 21 September 1972 saw the formation of the Mass Media Council and Bureau of standards for mass media in that same year. Among the principles adopted by these bodies are that the print media must follow certain norms of conducts to **elevate** professionalism and that there must be freedom with responsibility.

Summing up the speaker concluded that due to Martial Law, the media in the Philippines have become more **organised** and efficient.

SUMMARY OF INDONESIA COUNTRY REPORT

Mass media in Indonesia have a historical background closely related to the national movement to gain independence and struggle to improve the life of Indonesians:

The Radio Republic Indonesia (RRI) was founded on 17 August 1945 to keep the pledge of **threefold** loyalty by being **nationalytic** and fighting to keep independence, whilst the press has become one of the mechanisms for national movement leaders to disseminate ideas to masses. Its political mission is to have an incentive to publication of newspapers and magazines. In 1966 the government took the initiative to **change** its political orientation to development orientation. The Indonesian Press then followed suit.

While trying to direct its orientation forwards development, it must also carry out other functions - provide information, voice aspirations, exercise control and make criticism.

Indonesian radio and TV have similar characteristics. They are operating under regulation⁸ which stipulate the wave-length, organisation and contents of government programs.

To fulfil its development function, Indonesian Press is engaged in two kinds of news presentation - **macro** and micro reporting. Macro reporting introduce national policy and program in economic, social, politics, cultural fields and national resilience. Macro reporting is backed up by micro reporting which **makes** an intensive study of the project and factors conducive to development.

Singapore Country Report

The newspaper was the earliest of the media to assume the tasks of communication for this former tiny British colony. They were published by the British with the aim of propagating their own interests and nurturing their culture and traditions. Most of them were commercially oriented.

In 1870, journalists shifted their attention to the local immigrant society, Malay, Chinese, Indian and Eurasian.

A few English papers were also published to serve English speaking community.

Several factors like rapid increase in trade activities, influx of immigrants, improvement of Singapore's port have contributed to the trade boom in Singapore and these generated a great need for more and fast information. Some influential newspapers of this period which dominate till today are Nanyang **Siang Pao**, Sin Chew Jit Foh, Warta Malaya, Utusan Malaya, Tamil Nesan and Murasu.

The Magazine industry has recorded a more healthy and rapid development during the 1960's. They have a wide scope of **coverage** characterised by the rise of many special interest magazines, professional journals and house organs.

Radio broadcasting in Singapore started in 1936 to provide irregular radio programmes to listeners. This is followed by British Malaya Broadcasting Corporation (BMBC). After 1957, Radio Singapore has taken step to improve its programme and service, and introduced programmes in various dialects. They began to accept advertisements so as to strengthen its financial position. FM Stereophonic in 1969 further **improved the service**. TV broadcast was started in June 1963, and today 70% of total tv transmission hours are in colour.

The regulation of mass media in Singapore took the following forms

1. Common Law - mass media subject to certain laws
defamation, **divulging** national secret, subverting the legitimate government and the like

2. Censorship - exercise to protect public interest and moral.

DISCUSSIONS (SESSION ONE)

1. One participant commented that Mr. Caparas had presented a beautiful picture of the media in Philippines, in the post martial law period, and a bleak picture of the media in the pre martial law period. He would like to know whether all the press in the pre-martial law period was bad.

Mr. Caparas pointed out that Philippines media in the pre-martial law period was not all bad, however, there was much abuse of powers and subversion in the media. Philippine media before martial Law was under extreme power that controlled the prime media in the country. Such control is bad. But, after the martial Law period the press is doing much better.

2. Another participant asked Dr. Wong if there is a law in Singapore requiring editors to disclose their source of information.

Dr. Wong pointed out that as far as he knew such a law does not exist in Singapore except perhaps in cases where questions of national security and defence are involved. Like in any other country, such matters are highly controversial.

3. Another participant asked Dr. Wong how censorship will affect socio economic development, since freedom of the Press in Asian Countries is still a questionable issue.

Dr. Wong said that he did not agree with the participant's point of view. Even in most democratic countries like America, there are restrictions on the Freedom of the Press. He stressed that censorship does not apply to all media, only on film and imported publications. There is no censorship of the local print media.

RAPORTEURS' REPORT

Session Two (Plenary)

1. Thailand Country Report
by Mr. Manit Varin, Director, Foreign News Division,
PR Dept. Bangkok

2. Malaysia Country Report
by Encik Dol Ramli, General Manager,
Bernama

Chairperson: Mr. R. Balakrishnan
Director, Asia Pacific Institute for Broadcasting
Development.

Rapporteurs: 1. Miss Murharyani Othman (I.T.M.)
2. Robert M. Salleh (I.T.M.)

Thailand Country Report Summary

The roles of the mass media in Thailand may be looked at from the educational, social responsibility, "watchdog" and development points of view.

In terms of educational role it is difficult to rate correctly the importance played by the various mass media in Thailand. However with regard to educational importance radio seems to come first, followed by television and then the printed media.

Mass Media in Thailand have often claimed to be having some sense of social responsibility. However, it can be found that in certain newspapers, there are distorted and exaggerated headlines and unreasonable explanation of certain subjects.

The "watchdog" role of mass media in Thailand is played by the newspapers, not by Radio or TV organizations. In other words, ^{upon} the Thai Press is the main medium which the people depend to point out the wrongs in their society.

Radio broadcasting and TV are intensively used by the government for carrying out socio-economic changes and development in the country. With regard to newspapers, their participation in the direct process of development is increasing now. However, they may be able to do more to help in the development of the country if the government agencies can supply them with adequate interesting developmental materials.

Malaysia Country Report Summary.

In Malaysia, the three major communication media - print, electro and film - have significantly stepped up their roles as agents of change: to inform, educate, motivate and entertain, each in its own way with differing styles, degrees of intensity and success.

Increasing attention has been given by the mass media in Malaysia to development - supportive communication so as to bring about the desired social change.

While the Government media machinery in Malaysia is heavily committed to nation - building efforts, most newspapers and periodicals are also aware of their social responsibility in a heterogeneous society, that is, in promoting national unity, religious tolerance and inter-racial goodwill and - in ensuring that the people are fully aware of the aims and objectives of the Government as well as in encouraging the people's participation in the various measures undertaken by the Government to help achieve the goals of national development.

By the very special nature of Malaysia's pluralistic society and the fact that the immigrant races almost equal the native population numerically, certain laws and amendments to the laws and to the Constitution have become necessary to limit press freedom.

However, there is plenty of scope for the Malaysian journalist to carry out objective and faithful reporting of events and issues and to criticise official policies and programmes affecting public and national interests.

The general picture of the state of the mass media and communication arts in Malaysia is very encouraging on the whole. And in Malaysia, perhaps more than anywhere else in the world, national development and communication go hand in hand.

Discussion

1. A participant wanted to know the functions played by Malaysian Mass Media in promoting ^{and} encouraging participation of the public in government policies during the pre-Independence and Japanese Occupation period.

Encik Dol Ramli pointed out that the whole media, including broadcasting were used to propagate Japanese interests in the Asian region. Besides, the mass media, in particular **the newspapers in Malaysia during that time** were not coordinated and they were largely dedicated to the effort of capturing readership and making money.

2. Another participant asked Mr. Manit Varin whether the promise by the Thai Government after the 1976 October coup to give the Thai press more freedom has been implemented. Mr Manit Varin said the draft was being considered and drawn up by the press together with the police, Government officials and legal experts. However, the draft has been frozen and at present there has been no indication that the Thai Government will rush through its implementation.

3. The same participant also asked whether the Thai Government has been able to close down the large number of private radio stations operating illegally in the country. Mr. Manit Varin said that there were about 100 illegal radio stations in Thailand. In the past some of the many illegal radio stations had closed down and some had reopened. He added that at present there are still some illegal radio stations but could not specify the number.

4. A participant asked Encik Dol Ramli's opinion on the setting up of commercial radio and TV stations. Encik Dol Ramli said that if they could be sure that they would be socially responsible, the setting up of commercial radio and T.V. stations would not be far off. However, he wondered whether they could be sure that they would be socially responsible and he also felt that national integration would be slowed down. Since broadcasting is a very powerful agent of communication, he stressed that it is vitally important for commercial radio and TV stations to be socially responsible.
