

MAHATHIR  
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KUALA LUMPUR, OEC 27 (BERNAMA) -- DATUKSERI OR MAHATHIR MOHAMAD SAID TODAY RADIO AND TV NEED TO PLAY A ROLE TO CHECK ANY ATTEMPT AT UNDERMINING THE CULTURE AND VALUES OF THE PEOPLE THROUGH THE ENTRY OF UNHEALTHY ELEMENTS OF FOREIGN CULTURE.

THE PRIME MINISTER SAID THE ENTRY AND INFLUENCE OF SUCH CULTURE AND VALUES COULD TAKE PLACE SUBTLY THROUGH MUSIC, SONGS, FILMS AND OTHER INFORMATION MATERIAL.

WHILE CHANGES OF A PHYSICAL NATURE COULD BE PREVENTED BY STERN ACTION BY THE AUTHORITIES, ELEMENTS OF MENTAL AND CULTURAL COLONIALISATION WERE MORE DIFFICULT TO CHECK, HE SAID WHEN LAUNCHING INFORMATION AND BROADCASTING WEEK AND RTM'S NEW LOGO HERE.

THE LAUNCHING OF THE CELEBRATIONS TO MARK THE 25TH ANNIVERSARY OF TV BROADCAST IN THE COUNTRY, A DECADE OF COLOUR TV AND 42ND ANNIVERSARY OF RADIO BROADCAST AND THE INFORMATION DEPARTMENT WAS TELECAST LIVE FROM ANGKAPASURI.

DATUK SERI OR MAHATHIR, WHO EARLIER TOOK THE SALUTE FROM A PARADE MOUNTED BY STAFF OF AGENCIES UNDER THE INFORMATION MINISTRY, SAID THE INFILTRATION OF UNHEALTHY VALUES AND CULTURE NEEDED TO BE CHECKED THROUGH STRENGTHENING, SPREADING AND POPULARISING THE NATION'S OWN CULTURE. -- MORE  
1250MST 27 12 87

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MAHATHIR 2 KUALA LUMPUR

IN THIS CONNECTION, RADIO AND TV AS WELL AS FILMS HAD AN IMPORTANT ROLE IN INSTILLING A LOVE FOR AND PRIDE IN THE NATIONAL CULTURE, HE ADDED.

DATUK SERI OR MAHATHIR SAID THAT RADIO AND TV HAD A HEAVY RESPONSIBILITY TO THE NATION AND COMMUNITY IN THAT IT NOT ONLY HAD TO PROVIDE HEALTHY AND CONSTRUCTIVE ENTERTAINMENT BUT ALSO INFORMATION THAT WAS BENEFICIAL.

THEY SHOULD BROADCAST NEWS, INFORMATION AND LATEST KNOWLEDGE TO THEIR LISTENERS AND VIEWERS, HE ADDED.

THE PRIME MINISTER STRESSED THAT THEY SHOULD REFRAIN FROM BROADCASTING ANYTHING THAT WENT AGAINST THE OBJECTIVES OF NATIONAL POLICIES AND DEVELOPMENT OR THAT COULD RUIN THE MORALITY AND DIGNITY OF THE RACE AND NATION.

\*THEY SHOULD ALSO PROMOTE THE SPIRIT OF LOYALTY AND LOVE FOR THE NATION, + HE ADDED. -- MORE  
1252MST 27 12 87

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MAHATHIR 3 KUALA LUMPUR

HE SAID RADIO AND TV SHOULD HELP TO UPGRADE CULTURAL VALUES BESIDES THE VALUE OF THE INFORMATION GIVEN.

RADIO AND TV BROADCASTS SHOULD BE ABLE TO SUMMARISE AND GIVE AN OVERALL PICTURE OF THE STRENGTH OF CULTURE, BOTH OLD AND NEW, TO BUILD UP A CULTURAL RESILIENCE THAT COULD NOT EASILY BE THREATENED BY FOREIGN CULTURES, HE SAID.

CULTURAL AND SOCIAL STEADFASTNESS THAT COULD BE SYMBOLISED IN THE LIFE OF THE MALAYSIAN COMMUNITY COULD ALSO PROMOTE UNITY OF THE PEOPLE, HE ADDED.

+SOLIDARITY IS VERY IMPORTANT AND NEED TO BE GIVEN PRIORITY IN ALL RADIO AND TV PROGRAMMES, EITHER IN THE FORM OF DOCUMENTARIES, ENTERTAINMENT OR OTHERS, + HE SAID.

HE SAID THIS WAS A HEAVY TASK AND WAS PLACED ON THE SHOULDERS OF ALL ARTISTES AND CULTURAL FIGURES AS WELL AS THE GENERAL PUBLIC, ESPECIALLY THE YOUNGER GENERATION AND LOVERS OF THE ARTS AND CULTURE OF THE NATION.

IF THEY THEMSELVES DID NOT RECOGNISE AND LOVE THEIR OWN CULTURE, IT WOULD BE EASY FOR FOREIGN CULTURES TO GAIN A FOOTHOLD IN THEIR LIVES, HE ADDED. -- MORE  
1254MST 27 12 87

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MAHATHIR 4 KUALA LUMPUR

DATUK SERI DR MAHATHIR ALSO WANTED RTM, AS A GOVERNMENT AGENCY THAT REQUIRED HUGE EXPENDITURE, TO STRIVE TO MEET THIS OWN ITS OWN.

HE SAID RTM SHOULD INCREASE ITS REVENUE TO OBTAIN FUNDS FOR CHANGING OR INCREASING ITS EQUIPMENT.

STEPS TO ECONOMISE AND MAKE USE MORE EFFECTIVE OF EXISTING FACILITIES SHOULD ALSO BE TAKEN, HE SAID.

PRODUCTIVITY IN ALL FIELDS SHOULD BE UPGRADED THROUGH MORE EFFICIENT WORK PLANNING AND IMPLEMENTATION, HE ADDED.

DATUK SERI DR MAHATHIR ALSO URGED STAFF OF AGENCIES UNDER THE INFORMATION MINISTRY TO UPGRADE THEIR KNOWLEDGE TO CARRY OUT THEIR TASKS BETTER. -- BERNAMA

1322MST 27 12 87