

'RADIO, TV PLAY VITAL ROLE'

# PM: Check inflow of unhealthy values

PRIME Minister Datuk Seri Dr Mahathir Mohamad said yesterday radio and television stations 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.

He said the entry and influence of such culture and values can take place subtly through music, songs, films and other information material.

While changes of a physical nature can be prevented by stern action by the authorities, elements of mental and cultural colonisation are more difficult to check, he said when launching Information and Broadcasting Week and RTM's new logo in Kuala Lumpur.

The launching of the celebrations to mark the 25th anniversary of television broadcast in the country, a decade of colour TV and the 42nd anniversary of radio broadcast and the Information Department was telecast live from Angkapasuri.

Datuk Seri Dr Mahathir, who



BT 28 DEC 1987

earlier took the salute from a parade mounted by staff of agencies under the Information Ministry, said the infiltration of unhealthy values and culture needs to be checked through strengthening, spreading and popularising the nation's own culture.

In this connection, radio and TV as well as films have an important role in instilling a love for and pride in the national culture, he added.

Datuk Seri Dr Mahathir said

radio and TV have a heavy responsibility to the nation and community in that they not only have to provide healthy and constructive entertainment but also information that is 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 goes

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.

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 cannot be easily threatened by foreign cultures, he said.

Cultural and social steadfastness that can be symbolised in the life of the Malaysian community can also promote unity of the people, he added.

"Solidarity is very important and needs to be given priority in all radio and TV programmes, either in the form of documentaries, entertainment or others," he said.

He said this is a heavy task and

is placed on the shoulders of all artistes and cultural figures and the general public, especially the younger generation and lovers of the arts and culture of the nation.

If they themselves do not recognise and love their own culture, it would be easy for foreign cultures to gain a foothold in their lives, he added.

Datuk Seri Dr Mahathir also wanted RTM, as a government agency that requires huge expenditure, to strive to meet this on its own.

He said RTM should increase its revenue to obtain funds for changing or increasing its equipment.

Steps to economise and make more effective use of existing facilities should 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.