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Ads-Contempt

CONTEMPTIBLE TO GIVE PRIORITY TO PAN-ASIAN FACE IN ADS

KUALA LUMPUR, Dec 17 (Bernama) -- The preference for using the Pan-Asian face in certain local advertisements is contemptible, Deputy Information Minister Datuk Zainudin Maidin said today.

He said this attitude among the advertisers showed that they were placing too much emphasis on money and were suffering from inferiority complex.

"They feel inferior to the whites and do not have the spirit of Asian nationalism or feel proud to be Asians," he told a press conference on the Angkasapuri Declamation 2002 here.

The Angkasapuri Declamation is a programme based on motivational entertainment which is filled with declamation of poems, sketches and poetry songs.

Zainudin said the government wanted to create awareness to check the problem of preference for the Pan-Asian look in commercials.

"I wish to remind advertisers and newspapers about this issue. They should be more sensitive in producing and publishing advertisements," he said when asked whether the government would restrict the use of the Pan-Asian face in advertisements.

He also said RTM was drawing up programmes that projected the harmony of the multiracial people in Malaysia.

These programmes were expected to be aired next year, he said.

Meanwhile, Prime Minister Datuk Seri Dr Mahathir Mohamad will recite his poem entitled "Menghadapi Cabaran Menatang Bangsa" at the Angkasapuri Declamation.

Dr Mahathir's poem expressed his disappointment with the Malays for still relying on crutches, Zainudin said.

He said Siti Nurhaliza would be presenting a song titled "Lelaki" dedicated to Dr Mahathir.

The Angkasapuri Declamation will also record appreciation to the late national laureate Datuk Dr Usman Awang, whose works mostly depict constructive protests.

The event will be held at Auditorium Perdana in Angkasapuri at 9pm this Sunday.

Others who will present their poems include Kumpulan Puncak Santubong Unimas, Zubir Ali, Pyan Habib, Uthaya Sankar SB and Zacharia Abdul Majid.

-- BERNAMA

MFZ HK YBY