

Media Potentials in SE Asia

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Trends that shape our world 1

- The non-literate multitudes
 - True non-literates and those who *will* not read.
(Gov't figures vs actualities)
 - Will traditional methods work?

Technological developments cause an explosion of available message channels

- Internet, VCD, DVD, new radio & TV stations, many newspapers - all **COMPETE** with our message.

Trends that shape our world 2

- Increasing number of poor
 - ⌚ 40% of children die under 5 years.
- Growing # of youth in 2/3rd World – over 50% under the age of 15-17.
 - Militant & aggressive religions (Islam sect converts many Chaam in Cambodia)
- AIDS & its extended effects.
 - What % of men sleep with prostitutes in your UPG? How many military men are infected?
 - What about men dying and leaving their HIV positive wives as family outcasts..
- ***HOW WILL OUR MESSAGE COMPETE WITH THESE ISSUES?***

Media Effects 1

- Story of *Simplemente Maria*
 - Peruvian soap in late 1960s
 - 448 hour long dramatic shows
 - Common theme everyone identifies with: Poor girl comes to big city, learns to read, sew, design clothes, finally owns own shop.
- Success dependent on:
 - longevity,
 - identifiable theme
 - good production value for the times

Media Effects 2

- “Entertainment, whether via a nation’s airwaves, popular magazines, or newspapers, is the most pervasive mass media genre; it tells us how to dress, speak, think, and behave. Thus, we are ‘educated’ by the entertainment media...”

Media Effects 3

- “By any measure, Popular culture has an enormous impact on shaping the imaginations of young people...”
- “... US children (teens) are exposed to 14,000 sexual references on TV each year – yet less than 10% deal with abstinence and responsibility.”
- We are getting those same programs here.

Media Effects 4

So what, you say? “I am
targeting a media -
untouched people group!”

OR ARE YOU?????

Media Effects 6

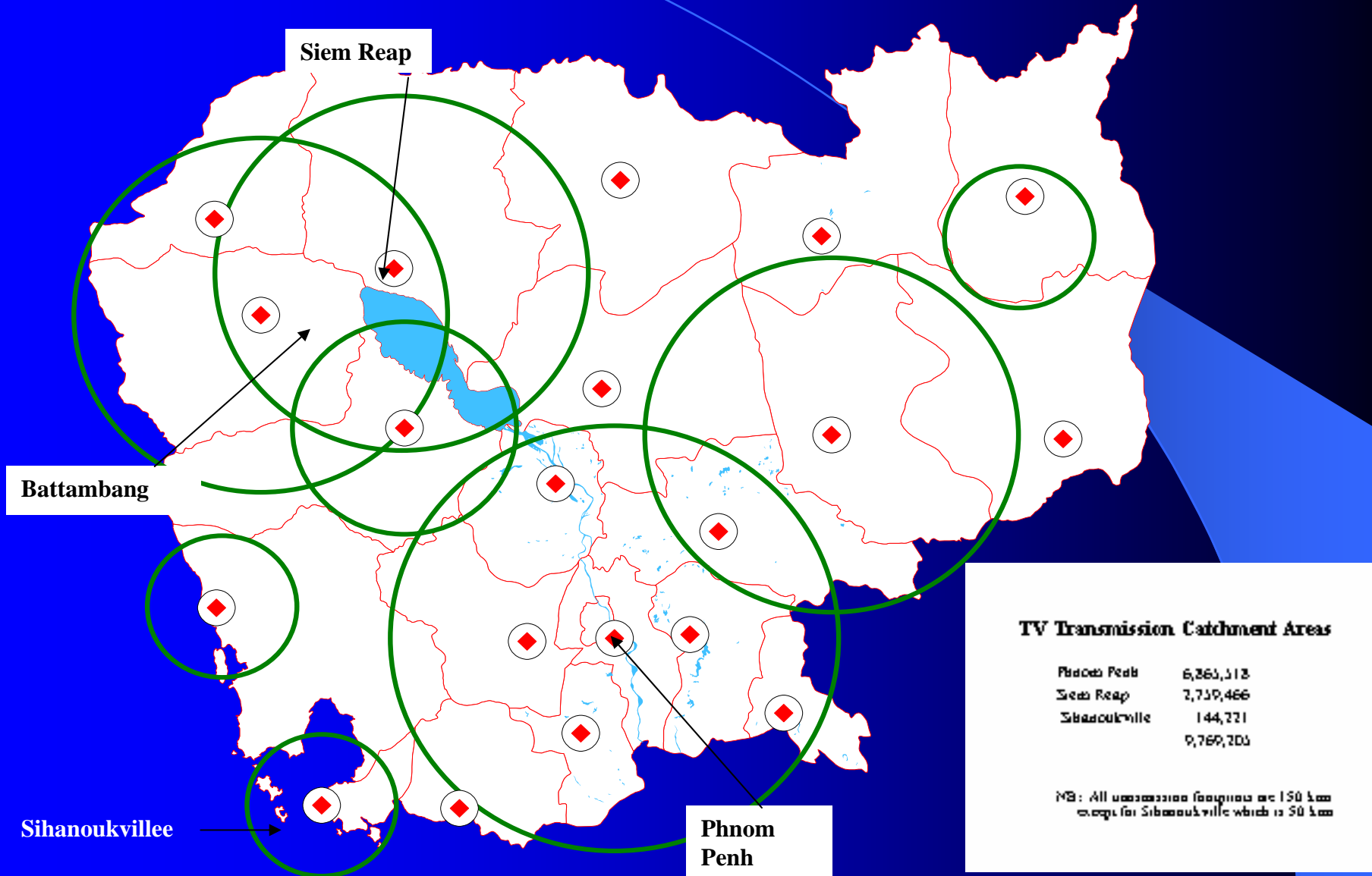
- “They are therefore much more tolerant and acceptable
- of the new and familiar...”

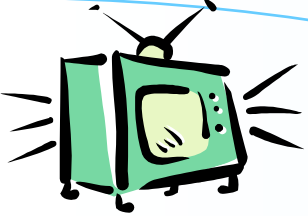
Media Effects 7

- **FACT!** Western trends of media exposure have reached most of our countries
 - “‘Khmer children are losing their brains, every day,’ by sitting and staring at dumb programs on TV.”
 - “I just work, sleep and watch Thai soap operas,” said a clothing seller in Laos after he made a \$200 investment for a Chinese made receiver and satellite dish. His 22 year old daughter tunes into MTV to watch such groups as the Spice Girls.
 - Thai soaps decried around SEAsia because of frequent murders, short skirts and implied relationships.

Media Effects 8

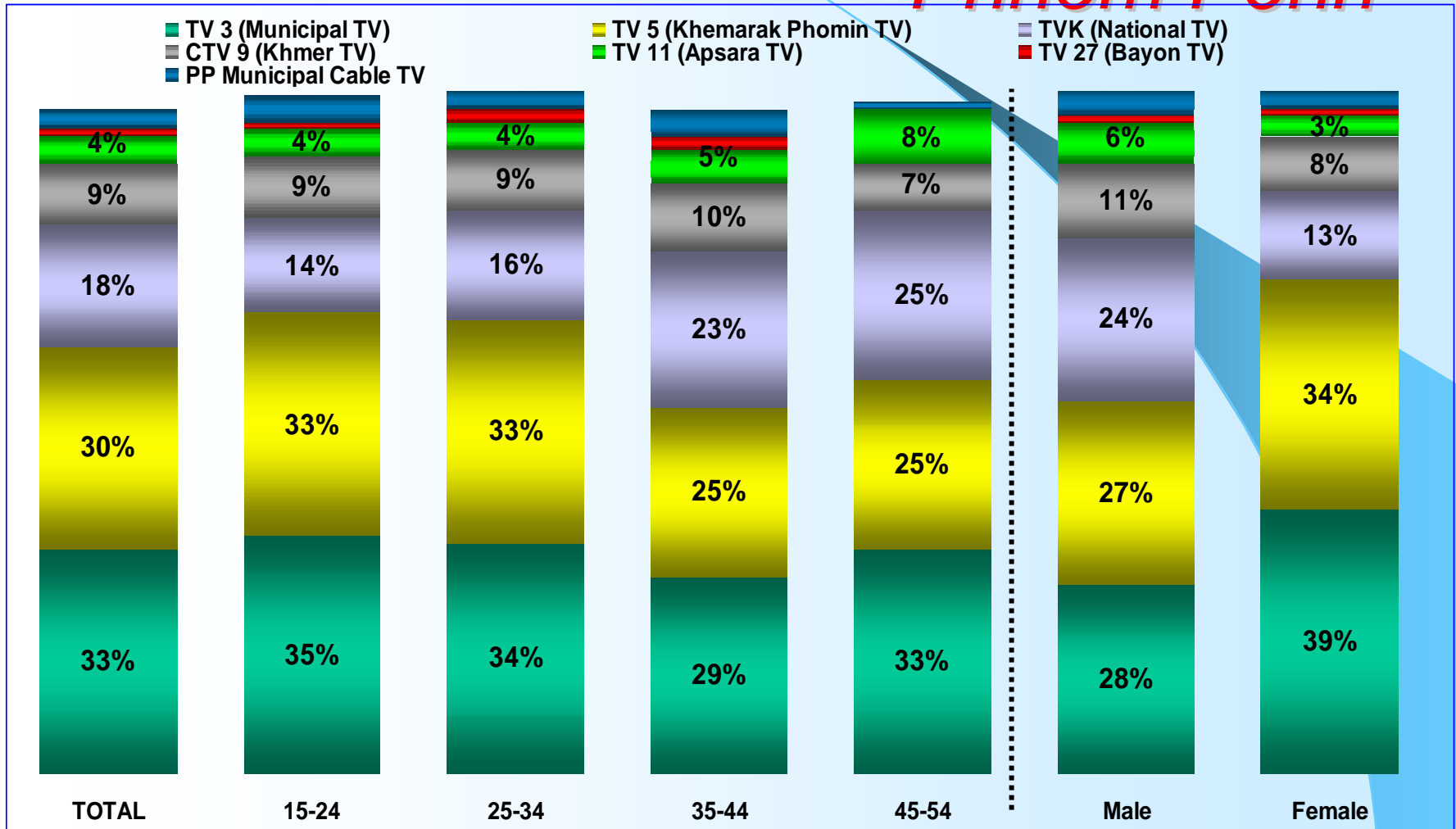
TV reaching into small villages 95% access

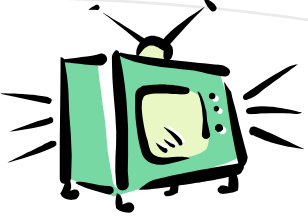




Television Viewership

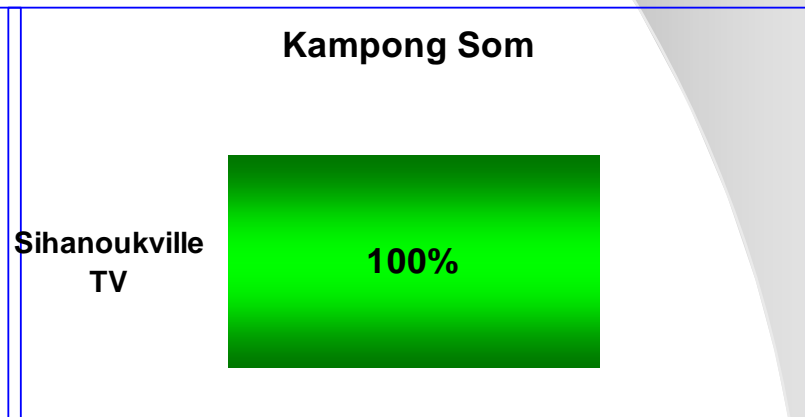
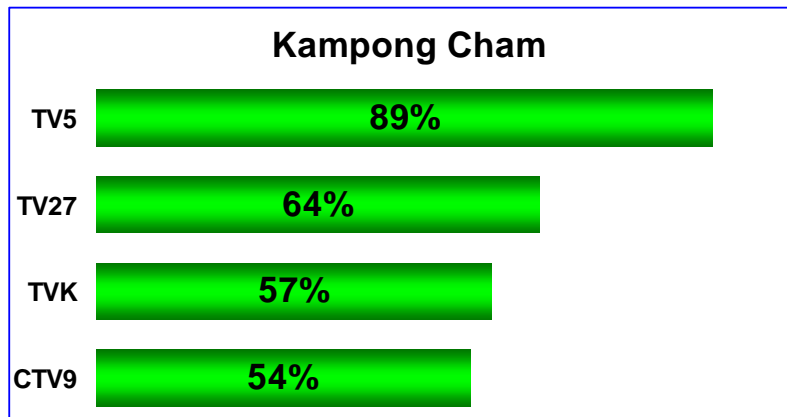
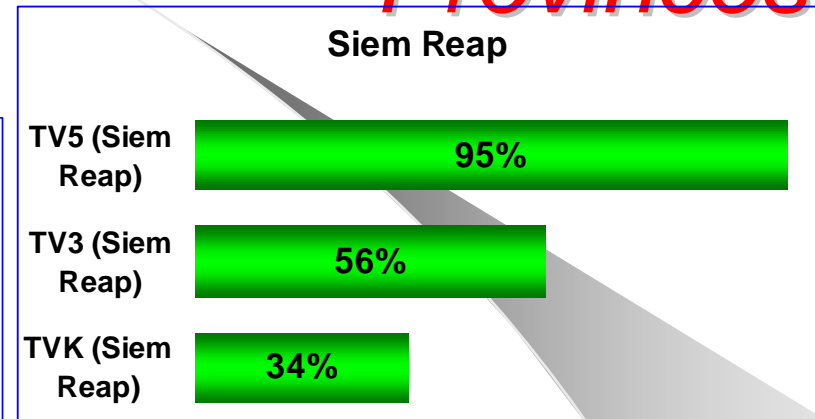
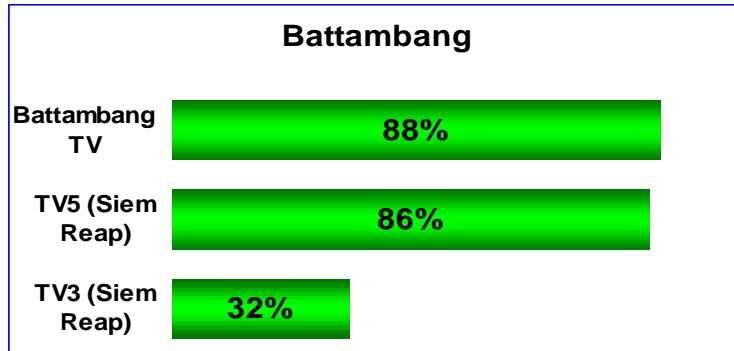
Station Watched Most Often - Phnom Penh





Television Viewership

Television Stations Ever Watch - Provinces



Media Effects 9

- **Media binds us together sometimes as people with *new ideas***
 - It is a growing source of shared experience
 - common identity and knowledge base
 - neo culture via karaoke/imported western films – “fascination with all things American” has spawned many opportunities to teach English around Asia
English is the language of commerce

Media Effects 10

☒ **Media is entertaining!**

☒ what does the average Asian man want out of his TV programs?



Television Viewership

Top-10 Programmes

TOP 10 Favourite Television Programmes

1. Thai Soap Opera	TV 5	36%
2. Thai Soap Opera	TV 3	31%
3. Local News	TVK	27%
4. Intelligence Game Show	TVK	21%
5. Chinese Soap Opera	CTV 9	20%
6. Super Game	TV 3	16%
7. World of Music	TV 3	13%
8. International News	TVK	13%
9. Chinese Soap Opera	TV 5	11%
10. Chinese Soap Opera	TV 3	10%

Media Effects 10b

- ☒ Worldwide trends see TV as a replacement of community
- ☒ India evangelism teams had to change their door to door timing to avoid a favorite soap in order to get people to talk to them at all!
- ☒ Soap was “Young & Restless” in Hindi!

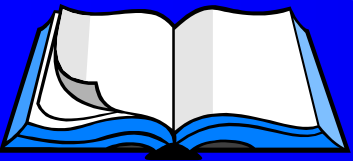
Media Effects 11

- ☒ **What makes television entertaining?**
 - What makes you like your favorite western film or program?
 - The main plot?
 - The lead character?
 - Soaps?

☒ **Parasocial Interaction!**

Media Effects 12

- ☒ **Mass Media Persuades!**
 - **authoritative ‘voice’ but stats show that even newspaper and magazine readers want entertainment, not editorials!**



Magazine Readership

Top 9 Magazine Articles

TOP 20 Favourite Magazine Articles

1. Fortune Telling	PM	36%
2. Health	PM	28%
3. Khmer Celebrities	PM	25%
4. Thai Celebrities	PM	22%
5. New Products/Science	PM	19%
6. Song Lyrics (English)	PM	18%
7. Security Issues	PM	18%
8. Fashion	PM	17%
9. Local News	PM	12%

PM = Popular Magazine (all top 20 articles from Popular Magazine)

Media Effects 13

- Some Simplimente Maria results:
 - maids were renamed Maria by families
 - brought into TV room to watch S/M
 - taught to sew, adult literacy increases
 - when Maria buys a Singer sewing machine, sales rocketed.
 - screen marriage shoot causes traffic jam with 10,000 uninvited guests!

Media Effects 14

- Can our belief systems be shaken by mass media?

Media Effects 15

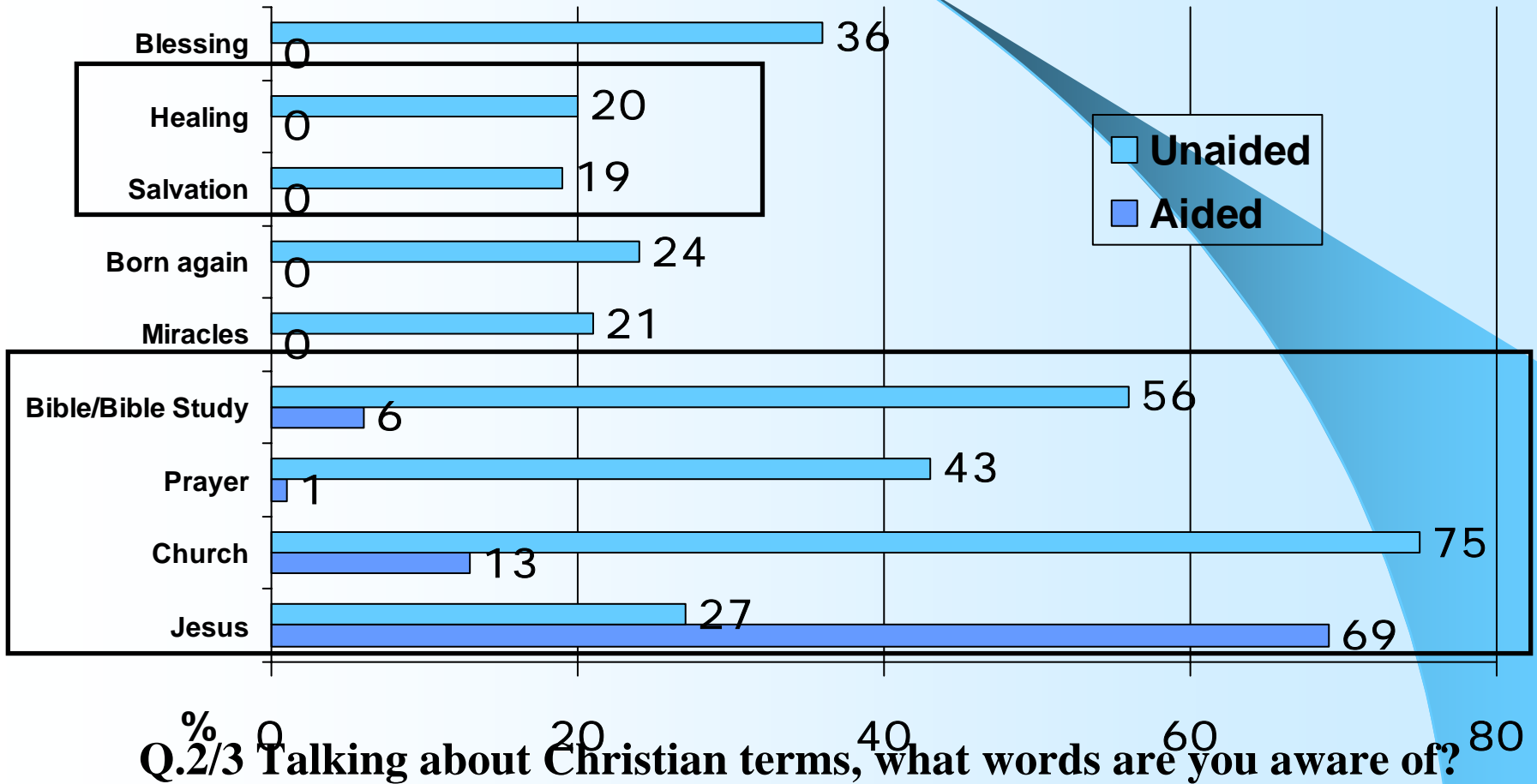
- Research says...

YES

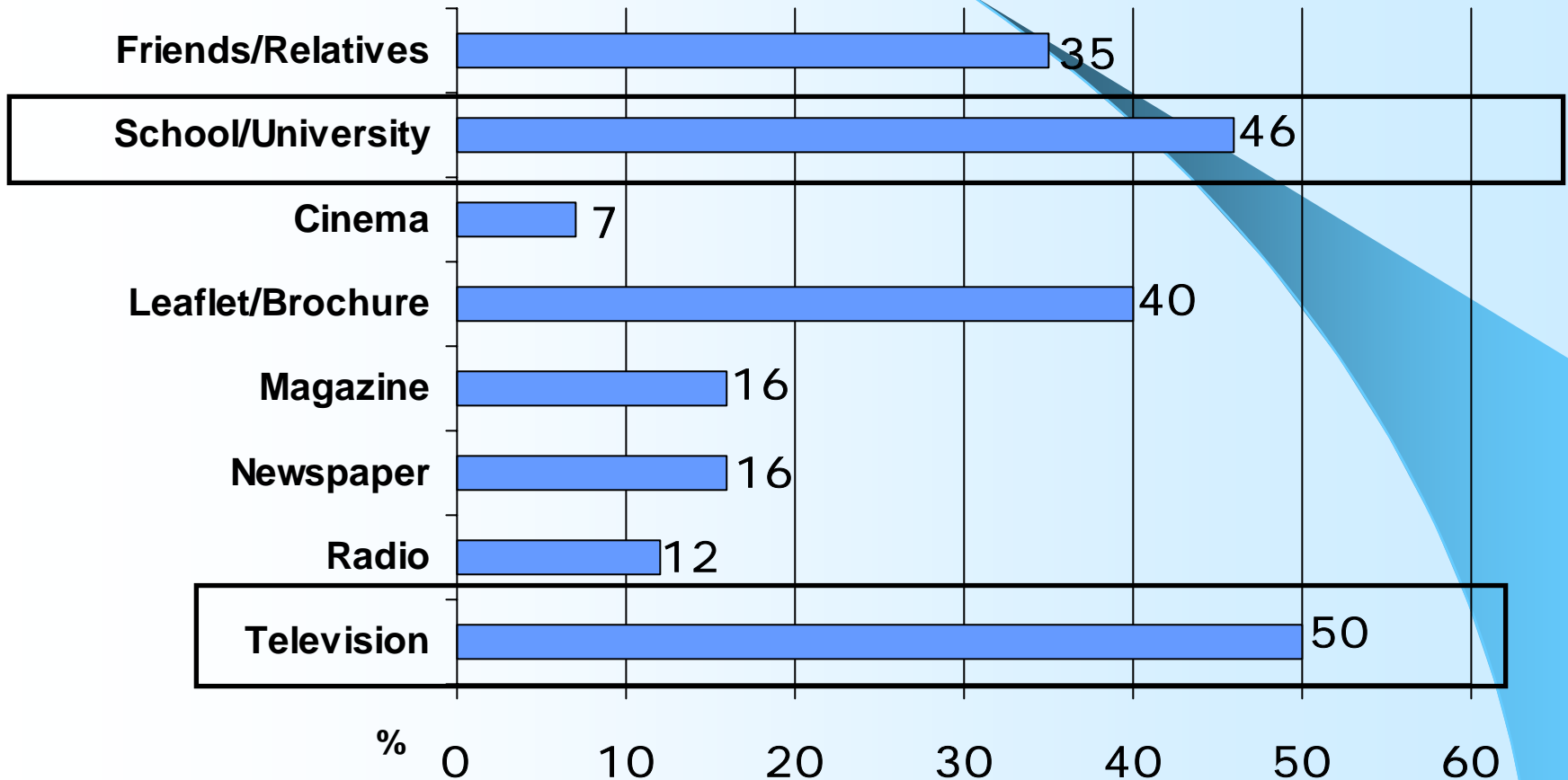
Decision Pyramid



Awareness of Christian Terms in Thailand



Source of Awareness



Q.4 From which source do you know about these terms?

Religious Attribute Ratings

	Strongly Agree	Somewhat Agree	Neutral	Somewhat disagree	Strongly disagree
One can be in any religion	73	21	5	1	0
Thais should be Buddhist	16	21	24	17	11
I don't care whether my friend is Buddhist	34	25	21	12	8
It is unacceptable if one will switch religions	7	7	24	23	28
Thais should be Christians	1	4	54	26	14
It is all right to publicly admit being Christian	43	34	20	1	1
Thai Christians are conservative	4	11	41	28	17
I accept Thais who are Christian	68	24	7	1	0

So, you ask, just who are these people?

- 215 respondents in CM
- Age & sex evenly divided
- 22% Professional, 14% students
- 42% University educated, 28% vocational
- 94% Buddhist

Media Effects 16

MEDIA EFFECTS THEORIES

Perceived Reality (Magic window)

Parasocial Interaction

Cultivation theory

What sort of attitudes does TV in Asia communicate towards:

- sex, AIDS, marriage, parental authority?
- How has this influenced the behavior of the viewer? (outcry against Thai soaps, adoption of clothing styles, etc.)

THE BIG QUESTION!

- So, what can we do, we don't have a media person on our team....

STEP ONE: Understand who your audience is & their use of media

Receptor Oriented Communication

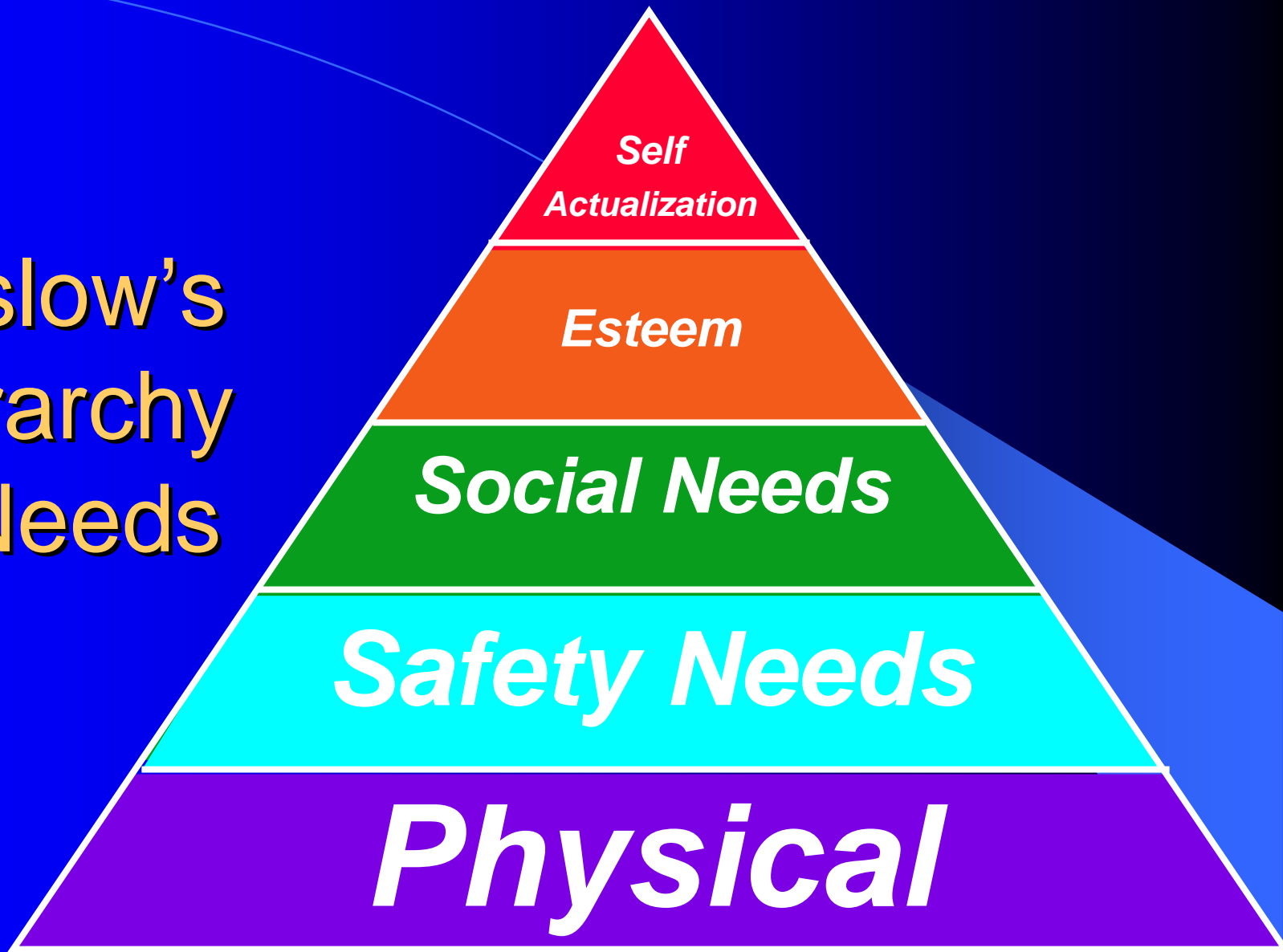
- **WHO is my audience** (age, education, etc.?)
- **Where will my audience receive my message?**
 - (listening/viewing context) in home, on the street, drive time stations, in a bar, etc.
 - Knowing their media habits will determine how to fit OUR message into the mix

STEP ONE: Understand who your audience is & their use of media

Receptor Oriented Communication

- **What are they listening to, watching, reading now?**
- **What do they know about Christianity?**
 - Remember the Thai knowledge survey?
- **What are the needs of my audience?**
 - ⌚ Physical, mental, emotional
- **How can I meet those needs?**
 - ⌚ Gospel first? Physical needs first?

Maslow's Hierarchy of Needs



Specific options 1

- **Know your audience and media habits**
 - Do they read for new knowledge now? Don't assume tracts will work – difference of reading for survival and new knowledge!
 - Gauge what they read, stories, comic books, photonovelas, and match your approach to it/them. Develop new, appropriately attractive printed materials and place them where literature is normally picked up.
 - Help develop a questionnaire and get people out to administer it. Or, locate existing data on viewership/listenership in your area (ad agencies)

Specific options 2

- **Develop a more aggressive media posture as part of your communication mix!**
 - Use culturally sharable TV programming
 - Film shows with the J-Film along with other more culturally appropriate dramas
 - Distribute VCD films into the market
 - Have a number of choices in TV/VCD workshop
 - Develop new radio formats to match target audience.
 - The young do not listen to sermons! Does anyone?
 - Explore the use of cassettes for TEE and even.

Specific options 3

- **Develop media partnerships with GCC organizations**
 - See what resources are already available and use them!
 - Explore joint production with them, both cross denominational and with parachurch organizations.
 - Support organizations like CBN but realize that there is a vast need in media!

Specific Options 4

- **Consider regional media efforts** –
 - Support Cambodia as a regional dubbing facility rather than reinvent the wheel. Using voice talent available there which are present in the population or bring in people from your country.

Develop Media Strategies

- Personal meetings or workshops

fini

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Multiple Media strategy

- Coordinated message development
 - use the same thematic approach (Ex. all radio/tv messages address integrity)
 - Market products/concepts (programs, tracts, etc.) with a common follow-up address.
- Internet address?

Multi-media strategy 2

- Same medium producers coordinate
 - TV program producers, language dubbers and distributors develop a coordinated production plan.
 - Radio producers/stations (FEBC and short wave) co-develop formats and themes
 - Development agencies produce supportive materials for edutainment TV/radio programs

Possible Media Channels to Reach Target Group

Message

Mass Media

- Radio - Television
- Newspapers - Pamphlets
- Posters - Banners
- Cinema Spots
- Billboards - Booklets
- Stickers

Group Media

- Flannel Boards- Slides - Blackboards - Wall Charts
- Interactive CD ROM
- VCD, Videotape & Films
- Audiotape – Cassette
- Discipleship Programs
- Street Drama

Target Group

Demographics 1

- _____ millions
- **What % are:**
- _____ Men
- _____ Women
- _____ Under 15
- _____ 16 – 25
- _____ Over 46
- _____ Primary Education
- _____ Secondary Education
- _____ College/University
- **FAMILY STRUCTURE**
- _____ When do young people marry?
- _____ Why?
- _____ Patriarchal/Matriarchal
- **LANGUAGE**
- _____ % Rural
- _____ % Urban
- **RELIGIONS**

Demographics 2

– **Economic Status**

- _____ % poor
- _____ % middle class
- _____ % upper middle class
- _____ % rich
- _____ % car ownership
- _____ % home ownership
- _____ % Television
Ownership/access
- _____ % Cable subscribers
- _____ % Satellite access

● **Media habits**

- What type of TV/Radio shows are available?
- What do youth listen to/watch/read?
- What do middle aged people listen to/watch/read?

● **Economic Studies**

● **Ethnographic studies**

● **Other GCC group info**

USA MEDIA USE

Medium	Daily Usage	%
Television	253 min.	53%
Radio	128	27
Internet	45	9
Newspapers	30	6
Magazines	19	4
Total Use	475 min. (8hours)	100%

INTERNET FACTS

● Service	Subscribers	Weekly time online
● 1. America Online	25.5 million	12:32
● 2. Yahoo!	24.2 million	29:29
● 3. Hotmail	21.5 million	20:50
● 4. Lycos Network	9.6 million	9:14
● 5. Excite@Home	8.3 million	15:21
● 6. Go Network	7.5 million	12:57
● 7. AltaVista Co.	5.0 million	8:33
● 8. NBC Internet	4.9 million	8:27
● 9. Time Warner	4.7 million	8:09
● 10. eBay	4.7 million	50:22

The Project

- **Dramatic television programs**

- centered around several families, some of whom will be believers. Locations would be both rural and city.
- Using the “soap” type format characters will interact over a long period of time
- Deal with development issues like clean water, better nutrition, literacy, AIDS, family relationships, drinking, etc.

The Project 2

- Edutainment programs on secular radio using adapted soundtracks
- Secular talk show formats using same topics.
- Children's puppet programs.
- Magazine format talk shows on FEBC FM and shortwave that present the same information in cognitive format within the same airing timeframe.
- Production of cassette materials, Sunday school and other print formats with supportive theme content.

The Project 3

- Dubbing and/or subtitling of culturally-sharable western Christian videos for VCD distribution - flooding secular markets.
- Distributing Christian music videos with karaoke subtitles in English & Khmer.
- Producing & marketing modern Khmer Christian music.
- Writing theatre drama that integrates Khmer traditional genres with Christian messages.
- Dubbing all new programming into Laotian, Vietnamese and Chaam.

Culture as “glue”

- a way of life
- ideas & ideologies (what we think)
- artifacts [what we have] as members of our society. (changing through adoption of western values?)
- A holistic framework of traditional values, leadership patterns, formal & informal interactions and flow of influence.

Cultural & Change 1

- West and influenced areas:
 - media has influenced us to expect change.
 - 20 years makes a great difference to us.
 - Media as primary reason
 - varied inputs, leisure time change
 - hours per week on TV
- We strive for individuality “they” strive for “communion”

Cultural & Change 2

– Expansion of media channels effects the 2/3rd world

- TV set ownership growth (new factory in PP)
- VCD ownership (15 million new VCDs in China each year - up to 50 million new by end of 1999)
- Radio ownership & newspapers (200 in Cambodia)
- Internet services
 - Internet cafes
- *Who is your target audience and what do they think and how do you KNOW?*

Culture & Transference 1

- Popular culture
 - India & sitcoms
 - Skin deep?
 - Marriage patterns
 - religion
 - 5,000 years of Hindu culture in India?
- How has the long conflict affected Khmer youth?

The Adoption Process

- Understanding Learn, Feel, Do

- **LEARN:**

- cognitive processes of the mind. Learning is tied with motivation which comes from identifying problems & providing channels of communication.

- **FEEL:**

- affect portion of the heart.

- **DO:**

- the target person's will.

The Adoption Process 1

- **LEARN-FEEL-DO**

- Potential adopters become highly involved
- They perceive clear differences between adoption goal & alternative
 - smoking & cancer?
 - Big families & economic problems?
 - Big families & sick women?
 - Gospel=Family rejection?

The Adoption Process 2

- **DO-FEEL-LEARN**

- Target adopts the idea or behavior tentatively. Change of attitude related to trial & error
- Target has been pushed or developed an attitude toward Christianity. Emotional manipulation?
- Attends church but still sleeps around. Rice Christian?

The Adoption Process 3

- **LEARN-DO-FEEL**

- Target makes choices based on familiarity with the idea, product or service.
- Attribution theory – a person will give greater validity to ideas which come from:
 - 1. Across sources
 - 2. Across time
 - 3. Across channels

Media Effects/Adoption summary 1

- People are influenced to make a positive decision to adopt an innovation or convert starting at three different “centers”
 - LEARN - to know the facts of our faith 1st
 - FEEL - to be touched at an emotional level
 - DO - from a change of will to follow.

Media Effects/Adoption summary 2

- Multiple Media strategies reach all three “starting places.”
 - LEARN (cognitive center) is effected by program formats that provide specific information (print, teaching, literature) over a long period of time.
 - FEEL (emotional center) is effected by dramatic approaches where the viewer identifies with the characters on the video

Partnership Principles 1

- Must have a facilitator, Purpose and commitment
- Must start be identifying needs, not a statement of faith.
- Have clear, well-defined objectives & goals
- Made up of groups with clear vision
- Must maintain participation & ownership by partners

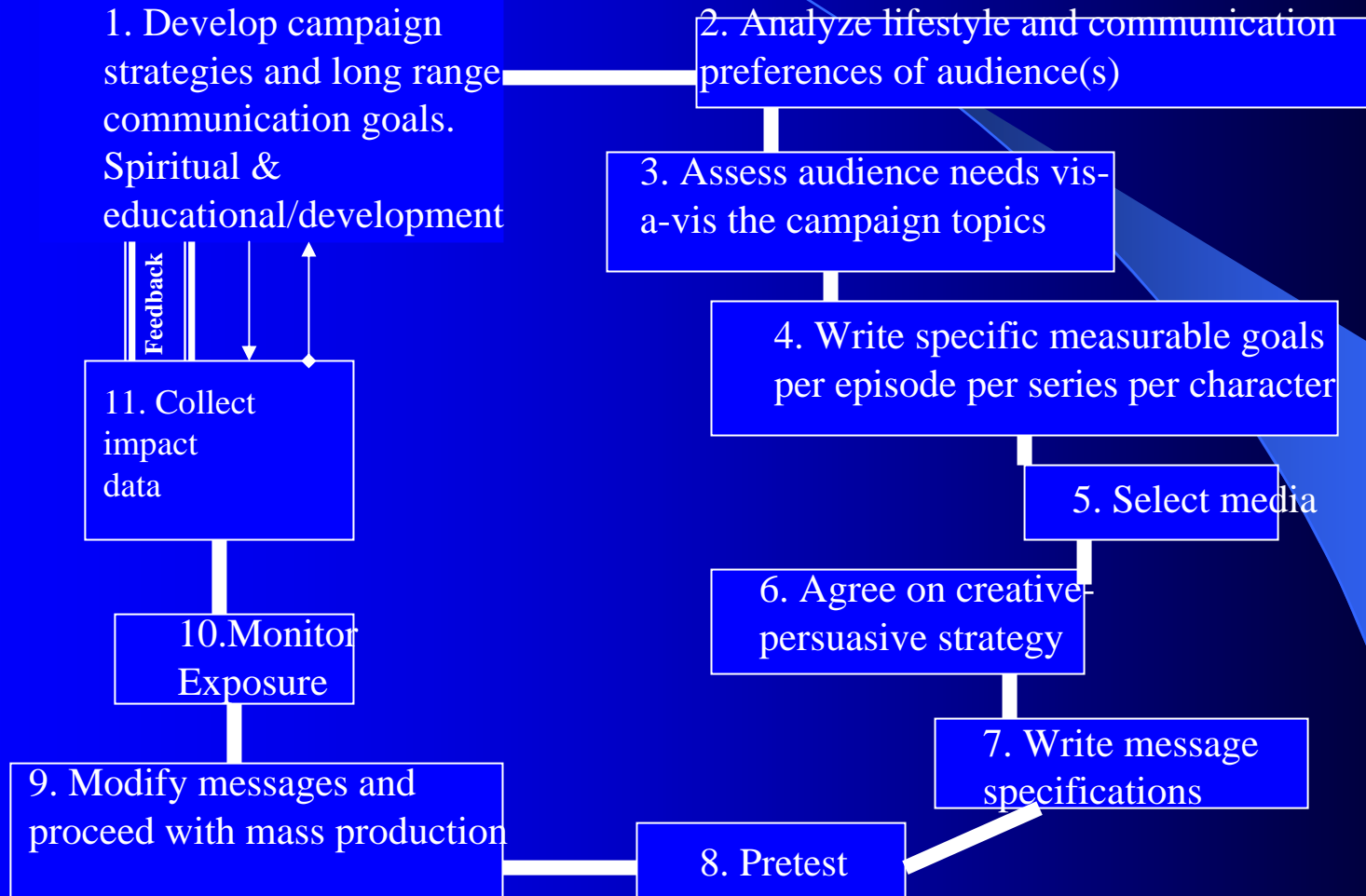
Partnership Principles 2

- Must keep focused on ultimate goals & vision
- Built on trust, openness and mutual concern
- See prayer & communion as powerful elements to bind partners together
- Partnerships do not come free of charge
- Plan ahead to avoid problems

Partnership Principles 4

- Must have an advocate for partnership in each partner agency
- Long term commitment (nurture, clear focus, open communication)
- Must focus on what you have in common, rather than what makes you different.

Steps in Audience Participation Based Message Design



The Capacity and Environment Window

Core Questions

A. Assessing Mass Communication Capacity

Extensive



Emerging

Reach

1. Percentage of population: [a] with access to [b] regularly use
 - Electronic Media [e.g. radio, TV, movies, video]
 - Print Media [e.g. newspapers, magazines]
 - Traditional Media [e.g. theatre, music]
2. Coverage of TV, radio, print and other media by:

geography

income

language

Quality

1. Quality of equipment used by radio, TV, newspaper and movies?
2. Standard of training for people in mass communication organizations
3. Quality of program making?
4. Trends in: listening-viewing-attending-participating for general population-children-women-youth
5. Comparisons in popularity of locally produced Vs imported entertainment and news programs and publications
6. Quality of information aired/shown/printed on your priority issues

The Capacity and Environment Window

Core Questions, cont'd

B. Assessing Sensitivity of the Social Environment

- to the issues you wish to address

Supportive



Difficult

Issue?	
--------	--

1. Relevant Behaviors

- population groups affected - by age,sex, geography
- main direct behaviors of concern
- trends in those behaviors - the last 10 years
- primary factors explaining those trends
- primary reasons for those trends
- usage of services responding to this issue

2. Social Setting

- tone of any recent legislation related to this issue
- expressed views on this issue by:
 - political leaders
 - traditional leaders
 - women's organizations
 - youth organizations

- specific behaviors causing most public concern
- perceived views on this issue by the above group
- tone of coverage in the media
- cultural context - e.g. expectations and taboos
- extent and nature of any household discussion
- extent and nature of discussion amongst peers
- stigmas related to this issue

Communication Program Planning Work Sheet - continued

ii) Communication Objectives: Intermediate steps to achieve goals, such as changes in knowledge, attitudes, skills, social norms; policies, priorities - quantify when possible.

- A. _____ B. _____
 C. _____ D. _____

5: Communication Channels to Reach Each Primary Audience: News, Entertainment, Popular Goods and Services, Awards, Related to Services, Community Media; Campaign strategies (PSAs etc). For each audience, identify specific objective and relevant channels.

Audience	Objective	Channel

6 Potential Messages, Materials and Activities: For each audience - primary messages/content/materials

Audience	Primary Message	Main Content	Materials

continued →

Communication Program Planning Work Sheet - continued

7: Evaluation Framework

Indicators		Information Collection Methodology	Timelines
Impact/Outcome			
Process			
Context Change			

8, 9: Programme Timeline & Role of Staff

Activity	Start Date	Due date	Person Responsible

10. Budget

Specify all programme development and implementation activities and costs, including review and approval with dates, people responsible and funding sources highlighted.

Source - Health Communication Materials -
Division of Communication
- UNICEF New York