YANGON UNIVERSITY OF ECONOMICS
MASTER OF DEVELOPMENT STUDIES PROGRAMME

A STUDY ON THE IMPACT OF BROADCASTING MEDIA ON SOCIAL LIFESTYLE OF PUBLIC

KHIN PYAE SONE
MDevS - 10 (14th BATCH)

MAY, 2019

YANGON UNIVERSITY OF ECONOMICS

MASTER OF DEVELOPMENT STUDIES PROGRAMME

A STUDY ON THE IMPACT OF BROADCASTING MEDIA ON SOCIAL LIFESTYLE OF PUBLIC

A thesis submitted as a partial fulfilment towards the requirement of the degree of

Master of Development Studies (MDevS)

Supervised by   **Submitted by**

Daw Cho Cho Mar   Khin Pyae Sone

Lecturer   Roll No. 10

Department of Applied Economics   MDevS (14th Batch)

Yangon University of Economics   (2018 - 2019)

May, 2019

YANGON UNIVERSITY OF ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME

This is to certify that this thesis entitles "**A STUDY ON THE IMPACT OF BROADCASTING MEDIA ON SOCIAL LIFESTYLE OF PUBLIC**", submitted as a partial fulfilment towards the requirements for the degree of Master of Public Administration has been accepted by6 the Board of Examiners.

BOARD OF EXAMINERS

1. Dr. Tin Win
   Pro-Rector
   Yangon University of Economics   (Chief Examiner)

2. Dr. Ni Lar Myint Htoo
   Pro-Rector
   Yangon University of Economics   (Examiner)

3. Dr. Cho Cho Thein
   Professor and Head
   Department of Economics
   Yangon University of Economics   (Examiner)

4. Dr. Tha Pye Nyo
   Professor
   Department of Economics
   Yangon University of Economics   (Examiner)

5. Dr. Sai Seng Sai
   Associate Professor
   Department of Economics
   Yangon University of Economics

May, 2019

ABSTRACT

The broadcasting media are becoming pervasive and significant in terms of people's social perceptions and interactions with the surrounding. It has been relatively overlooked as an economic sector that can advance development and alleviate poverty. It can also serve as a widespread tool of information transfer. The purpose of this thesis is to study the broadcasting media in Myanmar and to analyze the impact of broadcasting media on social lifestyle of public. The thesis conducts through descriptive method by using primary data and secondary data. The primary data are collected by using structured questionnaires. It is found that broadcasting media actually impact on public views about life in general. To a larger percentage, broadcasting media promotes good and healthy societal norms and values. Participants also argued that broadcasting media does not disvalue their thought, regard and value. The findings include the followings; broadcasting media refines how public think, interact, communicate, their social lifestyle and many more.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURE

LIST OF ABBREVIATIONS

BNI	-	Burma News International
CCTV	-	China Central Television
CFI	-	Corporate Finance Institute
CSR	-	Corporate Social Responsibility
DTH	-	Direct To Home
FIFA	-	Federation Internationale de Football Association
GDP	-	Gross Domestic Product
GNP	-	Gross National Product
HD	-	High Definition
HDI	-	Human Development Index
MICV	-	Myanmar Creative Index Village
MJA	-	Myanmar Journalists Association
MJN	-	Myanmar Journalists Union
MJS	-	Mandalay Journalism School
MMDC	-	Myanmar Media Development Center
MOI	-	Ministry of Information
MOL	-	Myanmar Online
MPS	-	Multi Play Services
MPS	-	Multi-Play Services
MRTV	-	Myanmar Radio and Television
NHK	-	Japan's National broadcasting Organization
NTSC	-	National Television System Committee
UEFA	-	Union of European Football Associations
UN	-	United Nation
UNDP	-	United Nations Development Programme
VHF	-	Very High Frequency
YFS	-	Yangon Film School
YJS	-	Yangon Journalism School

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

Building institution for markets, dedicated a chapter to the importance of media and development. The role of media has been studies in term of its impact on government transparency, accountability, solving the principle (citizen) - agent (government) problem, public policy and corporate governance. And the media plays a role in the successful adoption on policies aimed at economic progress.

Media is a type of communication, and it refers to a connection all over the world that informs, entertains, and influences people. Therefore, media refers to channels of communication that serve many diverse functions, such as, offering a variety of entertainment with either mass or specialized appeal, communication news and information, or displaying advertising messages. The media carry the advertisers' message and serve as the vital link between the seller of a product or service and the consumer. Available types of media include print, electronic, out-of-home, and direct mail.

Media are catalytic agents in national development. The progressive changes in the correspondence innovations have added to extending the job of media in national advancement. They have quickened the pace of improvement and made the world a littler spot by bringing individuals closer through correspondence. The quick improvements in the correspondence situation and media innovations have given plentiful extension to advancement specialists to advance proper correspondence methodologies for advancement. Media have contributed massively to the improvement of countries and social orders. They are ground-breaking powers in this day and age. They impact and shape the neighborhood, national and worldwide issues. Media are relied upon to encourage by and large national improvement. Development of media as correspondence quickens the improvement procedure of the nation. Media have contributed in achieving progressive changes in Myanmar

1

disregarding numerous aberrations in the public arena. Thus media development is important for a country.

The mass media are becoming more and more pervasive and significant in terms of people's social perceptions and interactions with the surrounding. Among the mass media, people in Myanmar are mostly in touch with broadcasting media – television. Broadcasting media has been relatively overlooked as an economic sector that can advance development and alleviate poverty throughout the world. It can serve as a widespread tool of information transfer and as a method to improve transparency and other elements of governance (Liu, Y., & Shrum, L. J. (2002).).Moreover, broadcasting whether radio or television is a significant economic sector in its own right, offering a potential access point to new information and communications technologies. As an important knock-on effect, a vibrant broadcast sector in a country can help foster the growth of its creative community and of consumer markets.

Nevertheless, broadcasting faces serious problems in many developing countries. Although the structure and regulation of other key economic sectors have been transformed since the early 1990s, in many states there is comparatively little evolution in broadcasting with respect to critical issues on content, advertising, relationship with content creators, cross-border transmissions, treatment of infrastructure and new infrastructure elements, competition rules, independence of regulators, licensing, independence of the press and news gathering, rules on defamation, and intellectual property rights(Kozma, R. B. (1991).).

The difficulties of the current state of broadcasting are numerous. For example, ownership and control often remains highly concentrated: in 75% of the world the state dominates radio broadcasting (Baroutsis, A., & Lingard, B. (2017).). New entrants are actively discouraged from providing services. National terrestrial broadcasters are increasingly challenged by satellite transmissions offering nonindigenous content and skimming off viewers from local advertisers. Broadcast signals are retransmitted without authorization and authors' rights are violated. The Internet perceived to be outside national regulation and providing a range of enticing content further undercuts traditional local broadcasting. The state of regulation often very opaque discourages investment in the sector; without distribution channels (and purchasers of their works) the local creative community stagnates.

Among the mass media, people in Myanmar are mostly in touch with broadcasting media - television. People spend their leisure time in watching

television. The social aspects of television are influences this medium has had on society. It can lead to change in social and personal lifestyle of public. Lifestyle of public can also has effect on sustainable development of a country. Lifestyle depends on citizens and cultural characteristics of a country. It can be said that life style includes distinct but clear ways of living that is determined in actions, communications and believes. Life style may leads to sustainable development by impacts on national capitals. Keeping and saving cultural capitals (Antiquities), economic (oil reserves, precious metals, mines and...), social and humanity (family, juveniles, scientists and researchers), ethics (conscientious work, responsibility), environment and physical (industrial machines, materials and buildings), are various forms of national capital and so important in sustainable development. The clear way in keeping and saving the national capitals is the attention to life style. Healthy lifestyle is an important prerequisite for sustainable development. Adequate lifestyle with significant impacts on national capitals like economical, social, cultural capitals can prepare the background for development in social, economical and environmental aspects. Therefore, one of the best ways of keeping and developing national capital is positive attention to lifestyle.

Finally, this paper also focused on the broadcasting media sector development of Myanmar which is one of the essential tools in nation building endeavor. Improving by the media sector, the nation can offers fruitful result and can implement the efficient management and the mainly support to the other cooperative sector also. According to this consequence, the media can contribute more information accessible, high level knowledge in education and health especially in rural areas, and it can obtain high level of living standard and also reduced in poverty reduction in narrowing the gap between the higher and lower level of population. In this study, how broadcasting media has impact on social lifestyle of people will also be studied.

1.2   Objectives of the Study

The main objective of this thesis is to study undertakings of broadcasting media industry in Myanmar and to examine impact of broadcasting media on social lifestyle of the public.

1.3　Method of Study

In this study, the descriptive research method is used in order to achieve the above objectives. Both primary data and secondary data are used. The primary data are collected by using structured questionnaires with 5-point Likert scale. To obtain the required data, the simple random sampling method is used in this study. In this paper, 120 people who are currently working at City Properties Company are surveyed with questionnaires to analyze the impact of broadcasting media on their social lifestyle. The secondary data are collected from textbook, academic journal, previous research paper and the respective websites.

1.4　Scope and Limitation of the Study

This study focuses on Media Sector Development in Myanmar especially broadcasting media such as MRTV, MRTV-4, Sky Net and Mizzima TV. The research will analyze the impact of broadcasting media sector on social lifestyle of public. It will focus especially on the role of media in Myanmar and the impact of broadcasting media on social lifestyle of public. The foremost constraint to this study is unavailability of sufficient data and information. The study is accomplished within the existing data and survey data.

1.5　Organization of the Study

This paper is composed of Five Chapters. Rationale of the study, Method of the study, Scope and Limitations and Organization of the Study are presented in Chapter One. Chapter Two expresses role of media in development. Chapter Three states the role of broadcasting media in Myanmar. Chapter Four indicates the impact of broadcasting media on social lifestyle of public and Chapter Five will conclude with the present and future vision on the role of broadcasting media and findings of the survey data.

CHAPTER II
LITERATURE REVIEW

This chapter describes 'The Role of Media in Development' starts with the definition of media and development in brief Theories and models of development from international. This chapter also talks about type of media, various functions and responsibilities of mass media in a society and in development process.

2.1   The Definition of Media

Media are the substances on which voice and data transmissions are carried. In this sense, the media means for transferring information which are most familiar and include these three: the written text, sound and images.

To illustrate the characteristics of media have a direct bearing on the speed, accuracy and distance at which traffic can be carried. Nevertheless, in this era, all kinds of information informed to public by means of virtually or substantively are defined as multi-media. The two most prevalent media in this global age are texts (newspapers, journals, books, etc.) and electronic images (televisions, internet, etc.). The faster and more effective of the two choices is electronic medium. The superior and most publicity is non-electronic medium because this medium should available from grass root level to elite. According to etymological approach, some dictionaries define "Media" as follow:

Television, newspapers, and radio collectively: the various means of mass communication thought of as a whole, including television, radio, magazines and newspapers, together with the people involved in their production.

Media is the plural form of the Latin word "medium", and it is used as a collective noun to refer to newspapers, magazines, television, radio, films, the internet, etc. (Lowisz, S. (2014))

The basic concept of multimedia, media up to the present (tradition media), in that can say the media (means for transferring information) which now are most familiar with include these three: the written text, sound, and images.

5

2.1.1 Modern Methods of Transmitting Information

The modern methods of information transmission usually use electronic communication channels. Below are some of the popularly known methods.

(a) **Prints:** This is a means whereby information is typewritten on papers and passed on to the appropriate audience. Examples include letters, textbooks, magazines, newspapers, etc.

(b) **Telephone:** Telephone is a communication device that allows two or more users to conduct. It is a kind of face-to-face communication when the users are not physically present. Telephone communication guarantees instant feedback between users.

(c) **Telex:** Telex is a device that allows one to send across text messages through a switched network of teleprinters. The use of telex has declined recently due to the advent of facsimile and electronic mails.

(d) **Radio:** Radio is used to broadcast audio information to a group of people at the same time. The group of people could be in different locations, but within the radio transmission area. One must have access to radio device to be able to receive radio signals.

(e) **Television:** Television is used to broadcast audio-visual information to a group of people at the same time. The group of people could be in different locations but within the TV transmission area. One must have access to a TV device to be able to receive TV signals.

(f) **Facsimile:** Fax is a machine that transmits the scanned form of texts and images through a telephone line that is connected to a printer. Fax can be used to transfer both texts and images.

(g) **Satellite:** Satellite is an object placed into orbit for purposes such as earth surveillance, communication, weather forecasts, etc. Communication satellites are used for telecommunications, radio and TV broadcasting, and more.

(h) **Internet:** This is a global system of interconnected computer networks of private, public, academic, business and government networks. Anyone at any location with the right devices can have access to the information shared on the internet.

(i) **GSM:** Global System for Mobile communication is an open, digital cellular technology used for transmitting mobile voice and data services. It was developed by the European Telecommunications Standards Institute (ETSI).

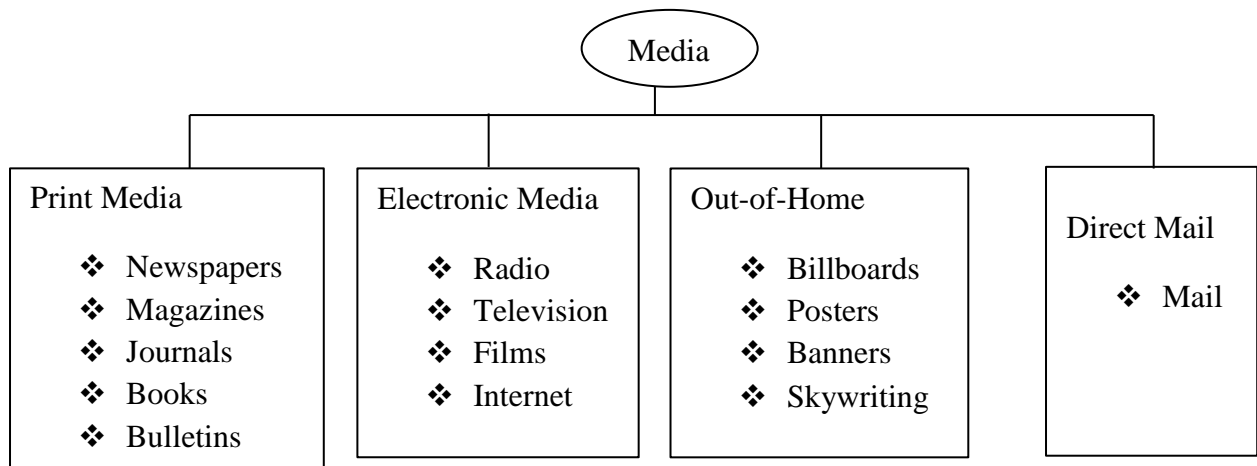### 2.1.2   Classification of Means of Transmitting Information

Information transmission is the process of passing information from the source end to the receiving end. It could be defined as the physical transfer of information from point-to-point or point-to-multipoint in a communication channel. There are two major means of transmitting information, namely: electronic and non-electronic. There are two noteworthy methods for transmitting data, in particular: electronic and non-electronic. In electronic methods, data is transmitted from the sender to the beneficiary by means of an electronic correspondence channel. Electronic methods for transmitting data include phone, broadcast, wire, radio, and so on. The non-electronic method for transmitting data does not require electronic correspondence channels. Non-electronic methods for transmitting data incorporate prints, for example, letters, notice, and so forth; orals, rhythms, fire lighting, whistling, and so on. All modern methods of transmitting information except prints are electronic means of transmitting information while all ancient methods of transmitting information including prints are non-electronic means of transmitting information.

2.2   Types of Media

There are different sorts of media, for example, print, electronic, out-of-home, and regular postal mail. Print media alludes to paper and magazines yet additionally incorporate registries, school and yearly year books and pamphlets and projects at games and theater introduction. Electronic media are generally alluded to as communicated media, radio and TV including link. It is omnipresent in the vast majority of the created and creating nations. Out-of-home is planned only to serve just a publicizing capacity and incorporate boards, blurbs notices that are sent straightforwardly to prospects. Due to the technology advancement, new forms of

7

media are being discovered day after day especially in advertising and special automatic telephone device services.

Figure (2.1)   Types of Media

```
                          ┌────────┐
                          │ Media  │
                          └────────┘
        ┌────────────────────┼────────────────────┬──────────────┐
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│ Print Media      │ │ Electronic Media │ │ Out-of-Home      │ │                  │
│                  │ │                  │ │                  │ │ Direct Mail      │
│  ❖ Newspapers    │ │  ❖ Radio         │ │  ❖ Billboards    │ │                  │
│  ❖ Magazines     │ │  ❖ Television    │ │  ❖ Posters       │ │  ❖ Mail          │
│  ❖ Journals      │ │  ❖ Films         │ │  ❖ Banners       │ │                  │
│  ❖ Books         │ │  ❖ Internet      │ │  ❖ Skywriting    │ │                  │
│  ❖ Bulletins     │ │                  │ │                  │ │                  │
└──────────────────┘ └──────────────────┘ └──────────────────┘ └──────────────────┘
```

Source: The Classification of the types of Media, 2008

2.3   Functions and Responsibilities of Mass Media

Mass communication is the process of delivering information, ideas, and attitudes to a sizeable and diversified audience through use of media developed for that purpose Mass communication has gained immense social significance because of mass media, like newspapers, radio, television, internet etc.

According to Denis McQuail, "the mass media refer to the organized means of communicating openly, at a distance, and too many at a short space of time". Mass media makes it possible for the message to reach far beyond the immediate proximity of the sender. Mass media teach us about people, they show us how they act and what is expected from them. Denis McQuail says, "one obvious feature of the mass media is that they are designed to reach to the many and the messages send through mass media has a vital resentence value".

The role of media in development can be assessed from the functions and responsibilities that the media is assigned to. The powerful role of the mass media has been documented extensively in several communication theories of the past. Lasswell (1948) mentions that the main function of mass communication is surveillance of the environment, maintain correlation among various parts of the society in response to its environment, and transmission of the cultural heritage. Denis McQuail (1987)

8

added one more function that is mobilizing function of media. Almost everywhere the media is expected to advance national interests and promote certain key values and behavior patterns. In developing countries media is entitled to perform mobilizing function which calls for campaigning for societal objectives in the sphere of politics, war, economic development, work and sometimes religion. Hypodermic or Bullet theory suggests that media are extremely powerful institutions and media have direct, immediate and powerful effects on those who pay attention to their contents. Agenda Setting Theory, known as one of the most powerful theory of mass communication says that that the news media present the public net with a picture of the world as it is but with an agenda of their own-a selection of reports about what is happening in the world. The theory also suggests that if a particular news item is presented prominently and frequently by the press, the public will come to believe that it is important. Thus, the press does not necessarily tell us what to think, but it does tell us what to think about.

A whole series of factors cultural, social, psychological and so on operate at various stages to influence what is presented and how. Some journalists maintain that economic considerations often outweigh conceptions of the public interest in determining what is reported. In accordance with the law of large numbers, the media present what people will find interesting in order to attract the largest audience possible.

The Social Responsibility Theory of the press states that media has lot of responsibilities towards society apart from the right to criticize government and other institutions. It is the duty of the press to preserve democracy by properly informing the public and by responding to society's interests and needs. Probably the most significant contribution of the social responsibility theorists is their view, about citizens' right to access information. According to them it is more important for citizens to have the right of access to information than it is for the press to achieve complete freedom of speech.

Development Media Theory came into existence with the main task of communication to be used to carry out the development functions in a society. This theory favors democratic grass-roots involvement to a certain extent. It emphasized on 'Right to Communicate' based on article 19 of the Universal Declaration of Human Rights.

9

Among many principles, this theory asserts that media should accept and carry out positive development tasks in line with nationally established policy. Media has been associated with social integration and identity. According to Hanno Hardt (1979) the assimilation function of the press in society includes binding society together, giving leadership to the public, helping to establish the 'public sphere', providing space for the exchange of ideas between leaders and masses, satisfying the public needs for information, providing society with a mirror of itself, acting as the conscience of society.

In every discussion about role of media in development, the information and education function of mass media are taken up with great importance. As the Diffusion of

Innovation model of mass communication given by Rogers (1962) has five stages, like awareness, interest, evaluation, trial and adoption (AIETA), the first and foremost stage or requirement for adoption of any new innovation, i.e., awareness or knowledge which is to be disseminated through mass media for bringing in positive change or adoption of innovative ideas among people, has received much importance in development function of mass media.

2.4   Role of Media in Development

There has been much debate among the academicians and intellectuals about the expected role of communication in development. Classical and neo-classical economists view communication as a pre-condition for development to attain, and regard it as an infrastructure in the process of development. The non-economists or critical theorists take communication as a critical and integral factor in the process of social change and modernization. The psychologists consider communication as a residual factor in the process of social change. To them, media effects should be studies on its own condition without giving much importance to its role in the development process.

However, communication for development has been used over and again with a measure of recognition and authority. In 1947, the American Commission on Freedom of the Press, the *"Hutchins Commission",* described agencies of mass communications as the "most powerful" educational instruments, which must assume the responsibility for "stating and clarifying the ideals towards which the community should strive". Similarly, *McBride Commission* said effective use of communication

is "essential for mobilizing initiatives and providing information required for action in all fields - agriculture, health and family planning, education, industry and so on". Several experiments have been done in India using the press, radio and television with the intention to harness the potential of mass media for creating widespread awareness and participation of people in development.

2.5   The Media in Public Policy

The concept of public policy and strategic planning has been used for nearly thirty years in multimedia. This kind of concept in the careful development of a country governance processing to afford the maximum support to adopted policies. It is planning of public relation for competitive advantage. It anticipates future changes and trends. There have been some modern shift in thinking about in the last ten years emphasizes the possible use of media as information system as competitive weapons of governance. It concentrates on the search for that unique multimedia that can provide special advantages to governance to the point of improving public policy. No amount of careful definition can completely separate these two points of view, as they are really on a continuum of approaches.

In reality, the difference is in attitude and mode of awareness. The conservative approach to multimedia is media in response to public policy. The current thinking is public policy in response to media to create state transparency and initiatives. To sum up these two concepts, the first is reactive while the latter is proactive. The synthesis includes: the media is an active substance for public policy that it will conclude the reactive formation and proactive deconstruction.

The effect of media is important as a feedback, exposure, and conduct mechanism in all countries. Most citizens receive their information about what is going on in the public policy of the government, and how it affects them, through the filter of media. An alert and professional media is essential to communicate, in affair, responsible and understandable form, information about the activities of government and how they might affect the people. Conversely, governments rely to a considerable extent on the media to receive feedback and assess public opinion on their policies and programs. Finally, the media have also played a traditional watch dog and gadfly role, in investigating misbehavior by politicians and officials and private business, a role traditionally summarized as comforting and afflicted and afflicting the

Sample output to test PDF Combine only

comfortable. The media is thus a crucial instrument of accountability, in of addition to being an instrument of communication.

The traditional old media are newspapers, magazines and radio, television. In particular radio continues to play an important role in informing and educating the citizenry. In many developing countries, radio is also main medium for reaching the population in emergencies. The term new media has been coined describe new types of mass communication, such as talk radio, television news and magazines, print and electronic tabloids, the internet and computer networks. New media based on new technologies include electronic town meeting, electronic tabloids, cable broadcasting and of course the internet.

2.6   Relationship between Media and Social Lifestyle

Everywhere, every day, exciting things are happening. Each day is filled with news. People learn news and views during reading newspapers and magazines, talking over the telephone or they are kept informed by watching TV or listening to the radio. The press, the radio and television play a big role in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views.

Mass media plays a very important role in organizing public opinion. Millions of people watch TV and read newspapers in their free time. Most of people can't do without a newspaper in the underground or during the lunch break. TV also dominates the life of the family most of the time. It is also a habit which impossible to resist. The radio is turned on most of the time, creating a permanent background noise. So Mass Media become a very important part of our life. Mass media denotes a section of the media specifically designed to reach a large audience. The term was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines. However, some forms of mass media such as books and manuscripts had already been in use for centuries.

Mass media development has both positive and negative impact on community development. Mass media plays a role in shaping the cultural uniformity that is produced as one of the effects of the influence of media on the system of value, thoughts and actions of individuals. According to Karl Eri Rosengren (1985) the influence and impact of media can be seen from small scale (individual) and wide scale (society) as well as sooner or later the spread of certain influences. Media is a

12

tool that can stimulate and influence the attitudes and behaviors of individuals or communities that embrace all aspects of human life. It also plays a role in establishing a nation's identity and culture for its overall development.

Diverse social and cultural facilities are channeled through television, VCDs, magazines, story books, radio, mobile phones, internet, and so on. The mass media is not only an information channel for entertainment and knowledge, but also a variety of social, cultural, personality development and empowerment of individuals, whether positive or negative. However, the negative influence of the mass media comprising the print media and the electronic media is, in fact, indirectly affecting the behavior of the community and as a cause of the youth misconduct and bad behavior.

The role of the mass media is thought to be positive when it can spread and instill moral values as examples of loving fellow citizens, respecting the rights of other communities, and evaluating a high moral. Media as a field of information dissemination is one of the most influential social forces in shaping the attitudes and social norms of a society. Mass media can be a wise example in changing the behavior of society. The negative effects of the broadcasts and the shows presented can shape the negative thinking of the community. Broadcasting stories and outdoor drama are able to alter local culture and values as a result of Western modernization that is far from contrary to the value of the east. Print media, as well as electronic media, are the mass media most widely used by various level age of society (Buingin, 2001).

The Internet is a phenomenon that struck the community as a result of the world's progress. Internet facilities are abused to access inappropriate sites, such as accessing pornographic websites. Pornography is a problem that brings considerable impact to the survival for the future of the younger generation. Online or offline games negatively impacted the teenagers who is doing excessive surfing.

Walter Lippman (1922) argues that mass media plays a role in shaping individual perceptions about the real of situation, conversation, readers and listeners will assume what is read, seen and heard through the mass media is the real situation. Children and adolescents are involved with the actions and behaviors they watch in aggressive films. In addition, the media become the reason of attraction and repulsion that influence hangs out of adolescents' attitudes. The attraction factor is the entertainment provided; the atmosphere is comfortable and prestigious. The push

factor is the home atmosphere that is uncomfortable, noisy, narrow and not entertaining at all Ball-Rokeach, S. J., (1985).

2.7. Review on Previous Studies

Literature review on previous MPA Thesis paper studied the focus on media relating to public policy and vice-versa. The paper point- out the importance of media in information age reflects the government policy so as to balance with constructive ideas, main means of media in disseminating information and providing a forum for public interest and public policy, technology developments and rapid information assets have increased the quantity and range of information available even to people in remote areas of developing countries, governments and their public policies are in the state of leading roles for public awareness. Another study was carried out by Khin Soe (MPA, 2006), this thesis is "The Effect of the Media on Public Policy". "The Media Sector development in Myanmar" was done by Yan Naing Cho (MDevS, 2008)

Another study was "The Impact of Social Media on Social Lifestyle: A Case Study of University Female Students" by Joshua Ebere Chukwuere (Department of Information Systems) and Precious Chibuike Chukwuere (Department of Nursing Science) in 2017. The impact of social media or new media in education institutions and society today are undoubtedly overwhelming. Students in the developed and developing countries are becoming more addicted to social media and its applications for various reasons. These reasons can lead to change in social and personal lifestyle both academically and off-academic. The study has been carried out on student's usage of social media, its impact on their social behaviour, education, and academic performance as well as the positive and negative impact, the factors that influence the usage, ethical usage and many more. The another international paper is a study of the media of mass communication in Saudi Arabia in relation to the social, political, economic and cultural features of Saudi Arabian society. It takes as its starting point the idea of "normative" theories of the press as originally formulated by Siebert and his colleagues in 1956 and extended by McQuail in 1983. These authors saw the media systems of different countries as approximating to one of four (later six) ideal types, each represented by a different media theory, which in turn derives from the political and economic characteristics of the country in question. Siebert classified the Saudi Arabian media as conforming to his Authoritarian theory of the media. An

important objective of the present research was to assess the adequacy and accuracy of this classification particularly in the light of the later formulated "Development Media Theory" (something which was in itself to be critically examined in the context of historically changing conceptions of development).

CHAPTER III

BACKGROUND OF BROADCASTING MEDIA IN MYANMAR

3.1   Profile of TV Broadcasting Service Businesses

The first broadcasting of a radio transmission consisted of Morse code (or wireless telegraphy) was made from a temporary station set up by Guglielmo Marconi in 1895. The broadcasting of music and talk via radio started experimentally around 1905-1906, and commercially around 1920 to 1923. VHF (very high frequency) station started 30 to35 years later. Television service in Myanmar was first introduced in June 1979 as a test trial in Yangon.

All broadcast media is owned by the government except for MM which is the only private TV in Burma. The Video Act of 1985 outlined what media could tape. There are seven TV stations in Myanmar, of which, MTV1 and MTV2 are the main channels. And another channel by government is MRTV. MRTV-3 is an English-language channel aimed at an international audience. During the 2007 protests, the stations were used to broadcast messages critical of foreign media. Due to lack of equipment, newsreaders often have to read directly off their notes instead of an autocue.

Satellite television is no longer illegal and satellite dishes can be seen on many buildings. Local operator Sky Net provides more than 70 channels of local and international origin. Television broadcasts regularly feature members of the military visiting monasteries and handing out gifts of money and religious material. In February 2010, CNN was (temporarily) removed from Burmese TV. It has been speculated this was because the authorities didn't want their citizens to see the predominantly US aid for Haitian earthquake victims.

On 17 February 2018, five private companies signed a cooperation agreement with state-run Myanmar Radio and Television to operate as content providers on digital free-to-air channels. The five companies are DVB Multimedia Group, Mizzima Media Co Ltd, KMA TeleMedia Holdings Co Ltd, Fortune Broadcasting Co Ltd and My Multi Media Group Co Ltd.

3.1.1　MRTV (Myanmar Radio and Television)

Myanmar Radio was started putting on air as early as 1936. It emerged as Burma Broadcasting Service in 1946. With the expansion of work, the information and Broadcasting Department was born in 1972. It took the new names as Myanmar Radio and Television (MRTV) when the television system was introduced. Myanmar Radio transmits through AM, FM, shortwave and medium wave. MRTV is one of the government organizations which is undertaking the tasks to inform, to educate and to entertain the people of Myanmar. TV programs are televised Radio via Thaicom 3. One main earth station and (211) separate relay stations in different regions are also in operation. Myanmar television started with color system since it does begin on 1st September 1980 and TV system being NTSC standard. The full of program is being in the air November the same year. Upon completion of Sagaing – Kalay station, country wise transmission was commenced. By the use of Thaicom 3, digital system and relay station elsewhere in the country, MRTV covers 87 percent of the Union. And it can ever reaches over 120 countries in Southeast Asia, Middle Asia, Africa, Eastern Europe, Japan and Australia.

By expanding the transmission area around the world, the client can know about Myanmar which is also known as the Golden Land. For the local people they can receive the message and any advanced technology especially in the rural area via our media outlets. It can effectively support rural area development within a nation because MRTV also transmit national and international news, economic, music, perspectives and weather report daily. MRTV is transmitting 10hours on weekdays and 14hours on weekends with additional time on public holidays and there are special live-shows like Independence Day Flag Hoisting Ceremony, Armed forces Day Parade, Myanmar Traditional Cultural Performing Arts Competition and International football matches. MRTV not only broadcast regular program but also special occasion which was celebrated within the nation. By doing so, it can arouse strong union spirit among the nationals and it can effectively support regional development while it is implementing. TV and Radio commercial programs were introduced since December 1989 and it has been growing as a popular business. Most of the people from Myanmar are started to interest like a business at that time. Due to these consequences, the earning of MRTV is gradually increased.

3.1.2 MRTV-4 (Myanmar Radio and Television 4)

Forever Group is the leading media entertainment group in Myanmar. It was founded in 1996 as the first graphic training center in Myanmar. Forever Group also introduced the e-education learning system jointly with the Ministry of Information in 2001 and Myanmar's first e-book business in May 2003. In 2004, the free to air TV channel MRTV-4 was launched as a joint-venture of Forever Group with Ministry of Information and Myanmar Radio and Television.

In 2005, Forever Group with its partners launched the very first pay TV service in Myanmar airing new TV channels such as 5 Movies and 5 Series. Following this, MRTV-4 international was launched in 2006 to include International channels such as Start World, Star Movies, etc. In 2008 and 2009, Mandalay FM and Pyainsawadi FM were launched as FM Radio channels and in 2010, the "4 Digital channels" was added to its media offering and MRTV-4 International was rebranded as 4TV.

In 2011, the first HD channels in Myanmar were introduced by Forever Group and currently there are 8 HD channels on 4TV. In 2012, a new free to air channel - Channel 7, was launched targeting younger audiences and within its first year has become very popular with its target audience. And in 2013, two new digital free to air channels, the Readers' Channel and the Mahabodi Channel, were launched as niche channels focusing on literature and religion.

To support its core business Forever Group also has a group of subsidiary companies providing media services. These include Forever Blossom, Media Kabar, Myanmar Media Development Center (MMDC), White Lotus, System Integration, Myanmar Online (MOL), Myanmar Creative Index Village (MICV) and Forever BEC-Tero.

3.1.3 Sky Net

Sky Net, which is under Shwe Than Lwin Media Co. Ltd, is a leading Myanmar TV station with around 2,000 employees. IT has initiated DTH broadcasting since November 2010 and launched MPS (Multi-Play Services) in February 2011.It currently transmits over 120 channels with the majority of which are international Pay-TV channels including all major football leagues such as Spain La Liga, Italia Series A, German Bundesliga, Barclays Premier League and French League 1.

Sky Net also acquired media rights of competition held by UEFA (Euro 2016, UEFA Champions League, Europa League) as well as the FIFA World Cup.Besides, there are also in house channels such as Myanmar International, Myanmar National, Up to Date, Health, Education, Tine Yin Thar (Ethnic Minorities), Police, Parliament (Hluttaw), and Agriculture. One distinction of Sky Net is that its monthly fees are less than US$14. Such a very reasonable price really reflects the Sky Net's goodwill on people of Myanmar as its motto is "SKYNET for the People".

Sky Net uses satellite transmission and therefore signal coverage is 100% of the whole country. Due to goodwill and strong commitments towards its customers, Sky Net has achieved tremendous growth rate in very short time. To maintain such rapid growth and return the favor of its customers, Sky Net is determined to extend more channels beneficial to viewers.

3.1.4   Mizzima

Mizzima, derived from the Pali for middle or moderate and chosen for its inference of an unbiased and independent media, was established in 1998 in New Delhi, India, by veterans of Myanmar's 1988 pro-democracy uprising. Since its founding the aim of Mizzima has been to provide high quality news relating to Myanmar while contributing toward freedom of expression and the realization of an inclusive and democratic Myanmar for all the country's peoples.

Mizzima operated for nearly 15 years as an exile-based media organization, with a liaison office in Chiang Mai, Thailand, complimenting the organization's headquarters in India. However, in the wake of domestic reforms in Myanmar implemented following the onset of parliamentary governance in 2011, Mizzima, in 2012, became the first formerly exile-based media organization to gain incorporation as a local media entity, registering in Myanmar as Mizzima Media Co. Ltd.

Today, Mizzima produces an array of multi-media products and can claim to be one of the top five private media houses in Myanmar. Our current production lines include our long-standing Burmese and English language websites (www.mizzima-burmese.com and www.mizzima.com) along with a digital daily newspaper in Burmese and weekly English language magazine. Moreover, in 2017 Mizzima was awarded one of five licenses to operate an independent Free-to-Air digital TV channel. This crowning achievement is further recognition of Mizzima as a major media power in Myanmar, buttressing our national outreach and influence.

19

As Myanmar continues to evolve following decades of authoritarian rule, Mizzima further prides itself on our active cooperation with other national and international stakeholders in the media reform process in Myanmar, including extensive working relationships with ethnic and regional media houses throughout the country. It is not an exaggeration to say that every day and week thousands – including a diverse international audience in addition to Myanmar's domestic consumer base – turn to Mizzima for the latest information and analysis of events impacting Myanmar's continued development.

Following the entrenchment of Mizzima as a for-profit domestic media house with our Yangon headquarters, Mizzima Foundation was established as a non-profit entity to further serve the people of Myanmar in keeping with the original mission of Mizzima. It was established in 2015 as part of the Corporate Social Responsibility (CSR) arm of Mizzima Media with the aim of supporting knowledge-based social interventions that foster the unity and integrity of Myanmar while contributing to the peace, security and development of the country.

As a CSR wing of Mizzima Media, the Foundation is set up for the purpose of serving Myanmar society by contributing to social change and economic development in ways that are consistent with and complementary to our core media business while simultaneously nurturing a broadly inclusive and prosperous Myanmar.

Mizzima believes that only with the security of a free and vibrant media in Myanmar, can the country's full potential be realized. As such, Mizzima is proud of our legacy as a founding member of independent media in Myanmar and looks forward to growing and prospering in tandem with the country over the years and decades to come.

3.2   Media Reform and Freedom of Expression in the Spotlight in Myanmar

This session provided an overview of the continuing media reform process now taking place in Myanmar. While the Government of Myanmar has defined a media reform agenda, changes are also being initiated and driven by others including the private media and civil society organizations. Media reform encompasses structural changes, systems and procedures, and policies (inclusive of media legislation), among others. Media reform is also linked to other relevant ongoing democratic reforms.

According to Mr. Tint Swe, Director General, Myanmar radio television and former Director General, ministry of information (MOI), media reform is intimately associated with democratic reform. The launching of dailies (with 26 licenses awarded so far) is but the latest indication of the government's sincerity in opening Myanmar's media. Developments include the formation of an interim Press Council, the formation of independent journalists' associations, and capacity building of journalists. These developments would not have been possible without legal reform. The Ministry of Information (MOI) is taking the lead in proposing a number of laws including the Printing and Publishing law, the Broadcasting law, and others. In addition, MOI is working with the interim Press Council on developing a Press law. MOI stresses the importance of free and responsible media with a diversity of ownership. There is a dichotomy at the core of media legislation, concerning how to balance e.g. necessary restrictions on hate speech vs. freedom of speech. Restrictions must be balanced, however. And free media must act responsibly.

The media environment remains underdeveloped. Diversity in ownership is growing, but still with a limited number of private actors. MOI remains confident and is determined to see through the necessary initiatives. MOI stresses the appropriateness of a pragmatic and realistic approach; an incremental reform process is perceived as the most appropriate. In order to construct a healthy meaningful media environment, media practice needs to be compatible with the socio-economic framework – a socially responsible development as opposed to a liberalistic development.

Media reform in Myanmar must be seen in a regional context, not in isolation – i.e. with ASEAN as the background. The ASEAN media landscape is very diverse and uneven, and now with Myanmar's media reform a Pandora's Box has been opened. According to various media monitoring barometers, Myanmar has moved upwards on the scale, but Myanmar media freedom is still work in progress. Myanmar's' media reform cannot happen in isolation, as it has potential, direct implications for other countries in the region. The reforms taking place in Myanmar must be communicated to the other ASEAN countries, which are nervous about the changes taking place in Myanmar because of the political and economic implications. Media legislation reform in Myanmar must ensure: (a) access to information must be undisturbed/free access to information (e.g. Thailand, Indonesia, and the Philippines guarantee the right to information); (b) free flow of information. Economic and

political reform cannot benefit people if local media does not have free access to information. Myanmar media should be "an x-ray machine" watching the government; (c) reform should help nurture the culture of democratization happening now. Professionalization of media workers is crucial: good training, media literacy, and the development of a code of conduct are required. A functional Press Council acting as a self-regulatory body is important and preferable – otherwise the government will regulate. Thailand, Indonesia, and the Philippines are currently planning for a common Press Council, even if the media landscapes in ASEAN are still very uneven.

The changes in the print media landscape are evident with increasing levels of media consumption. But difficulties remain in the area of access to information. Protection of journalists and accountability/responsibility of journalists are main priorities as Myanmar moves forward in its media reform process. In addition, there is a need for strong journalists' associations and stronger human resources. Compared with the situation of a year ago, there has been progress in the area of freedom to write. The media sector has changed with state media being transformed into public service media. The majority of Myanmar people lives in rural areas and continue to be afraid to talk openly about their sufferings. Challenges remaining and way out: (a) Media competition – should be just and fair because media is also business, (b) Media workers need professionalization with regards to ethics and content.

Significant media reforms in Myanmar have been seen. Most notable have been the abolishment of pre-publication censorship, the formation of an Interim Press Council comprised mostly of journalists, and the opening of opportunities for private daily newspapers to publish in Myanmar for the first time in decades. However, the process of formulation of legislation has been fragmented and top down with laws being drafted separately rather than in a cohesive framework with a clear vision for the future. The impact of media convergence has been virtually ignored. There should not be any rush to implement laws that end up being conflicting and which contain ambiguities. A patchwork of proposed legislation creates uncertainty.

Government needs to elaborate a unified policy applicable to all government institutions that would ensure that all government institutions and agencies are visible and accountable to the population. The free flow of information is essential to economic development. Media enhance democratic principles by informing the public

of success and failure. The government cannot do this alone. Way forward: true media reform requires unwavering political commitment and harmonious alignment of government policy and laws, as well as capacity and enforcement mechanisms and an independent judiciary. The government must take into consideration both pragmatic considerations and democratic principles and engage the media community.

3.2.1   Media Legislation and Regulation

This session had a focus on areas of media regulation (by government) and self-regulation (by the media sector) consistent with international standards. It looked at the salient provisions of proposed media laws by the government as well as codes of ethics and conduct by journalists' associations. Proposed media laws include Press law, Printing and Publishing law, Broadcasting law, and Film or Cinema law. The relaxation of restrictions on the media environment is perhaps one of the most visible changes having taken place over recent years, and reporters are eager to report to the public what is going on, including on the peace process. At the same time, this is not enough. Much remains to be done in terms of fully realising freedom of expression and other "freedoms". Regulatory frameworks must accomplish two things: (1) they should reflect international standards, safeguard the enjoyment of media freedoms, and establish professional codes of conduct which govern how media professionals function; and (2) they should be carried out in an inclusive manner.

In virtually all countries undergoing political transition, this transition has followed a significant regime change. However there had been no such radical change in Myanmar. But enormous progress has been made at a very rapid pace of change, even if a revolution has not taken place.

Key international standards relevant to Myanmar comprise the following: The Windhoek Declaration of 1991 containing three key words: (a) freedom of media, implying that media can publish freely and without fear, (b) independence of media, meaning independence from government control in terms of e.g. government authorizing media outlets or controlling content; and c) a pluralistic press, signifying that media satisfy both the voice and information needs of everyone in society. In the past, none of these values were present in Myanmar, and legal reform, among others, is needed to change this.

International standards comprise five main areas of media law reform, and in Myanmar initiatives are currently underway in three of these areas:

23

1. Regulation of print media: The key needs comprise free rules of establishment of media outlets and a move away from government control of content towards self-regulation. This process is underway with the current draft laws satisfying these needs.

2. Regulation of broadcasting: There is a need for a mechanism whereby authorization of private broadcasting is not controlled by government, but rather an independent body must regulate licensing. The current draft law aims to address this.

3. Public service media: There is need for independent public service media. A process has been initiated for the present state media to be transformed into public service media.

International standards further include the following areas in which the reform process has not yet started in Myanmar:

4. Reform of content rules: To some extent, restrictions on content are a natural and justifiable way of protecting the public, but in most transition countries the existing content rules are excessive, in the sense that they serve to suppress the dissemination of legitimate criticism.

5. The right to information legislation: Citizens must have right to information held by public authorities/government. Reform in this area has not yet started in Myanmar.

Different countries pursue many different reform paths, and there is no uniform sequence for reform in the five areas noted above. There is some debate about how quick the pace of reforms should be, taking into account the need to strike the proper balance between aiming for perfect laws on the one hand and getting the laws in place (adopted) on the other. But now is the time to act, with a window of opportunity to put in place reforms in alignment with international standards.

The interim Myanmar Press Council was formed by MOI and charged with preparing the Press & Media law in consultation with relevant parties. However, during this process a "Printing and Publishing law" (draft) was prepared independently and submitted to Parliament by MOI without any prior information or consultation with the Press Council. The Press Council submitted a complaint letter highlighting the potential problems if there are two parallel laws for closely related

subjects such as Press or Media, and if contradiction exists between the two laws on the same issue. The press council was subsequently invited for a consultative process by MOI. As a result, two complementary draft laws have been submitted to Parliament.

There are advantages of such consultative/participatory approaches. Projects must also enhance the capacity of Myanmar media actors to significantly contribute to other relevant areas in institutionalizing democracy such as the peace process, electoral reforms and rule of law. In addition, the introduction of programmes for creating awareness on rule of law as well as codes of ethics and conduct through publications and workshops is needed.

The key is not just having laws, but ensuring their enforcement. While transition to democracy may take some time for Myanmar, on the way it may be useful to learn from societies with longer democratic experience. At the same time, it is important to adapt, not imitate. While it is good to adopt laws, they need to be enacted and not just symbolic values. Germany does not have a long democratic tradition, but one of the keys to the success of Germany's transition to democracy has been the guarantee of freedom of information and right to information, allowing the German people to shape its own future.

3.2.2   Review of Media Law and Spaces

The session, Review of Media Laws and Spaces, discussed the News Media Law and the pending Broadcasting Law. The new News Media Law is still weak, unable to protect journalists from harsh penalties or act as a regulatory body. The broadcast sector is still awaiting the opening doors for private players through the proposed Broadcast Law. The Ministry of Information (MOI) has pledged to include ethnic media in the process of reviewing both the News Media and Broadcasting laws. The way ahead is challenging as many crucial issues such as ownership issues, viability and sustainability of the sector, codes of conduct and licensing procedures needed to be addressed in a pragmatic manner.

Myanmar Journalist Association formed in late 2015, the Myanmar Press Council, officially the Myanmar News Media Council, has 24 members. Some members were selected by media associations while others were appointed by the speakers of the Hluttaw (Parliament) and the president of Myanmar. News Media Law requires government respond to requests for information within 24 hours.

However, "ministries and the government bodies, including Tatmadaw, often do not respond to such requests."

To build an inclusive independent media in a new democracy requires survival of those in media. The government should just be a regulator, not a player in the market. A future government could easily crack down by sacking members. There is a need to start implementing the law. The private companies entering the sector must be concerned. In two years, broadcasting could still be in hands of government. There is a need to start to change the state media into public service, private media and community media. Broadcast media, as it currently stands, makes no attempt to recognize the diversity of Myanmar. To review and amend the media laws, a committee including members of news agencies should be formed. Members of the media should hold public forums to discuss changes.

3.3 Transmission Flows of Broadcasting Media in Myanmar

Broadcast programming is the practice of organizing and scheduling of broadcast media shows, typically radio and television. Scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime. Television scheduling strategies are employed to give shows the best possible chance of attracting and retaining an audience. They are used to deliver shows to audiences when they are most likely to want to watch them and deliver audiences to advertisers in the composition that makes their advertising most likely to be effective.

Transmission flows of broadcasting media in Myanmar are stated in table (3.1).

Table (3.1)   Transmission Flows of Broadcasting Media in Myanmar

No.	Type	Percentage (%)
1	Information	30
2	Entertainment	40
3	Education	30
	Total	**100**

Source: Ministry of Information

During, the transmitting period, transmission flows of broadcasting media accounts for information (30%), while education (30%) and entertainment (40%) according to the Ministry of Information. The information programs include local and international news, updates of events and conferences holding in Myanmar and in the world, sport news and social and economic updates. The entertainment program involves Live show, movie, series, reality shows, game shows, cartoon series, fashion show and etc. Broadcasting media shows health education, vocational program, youth development program and others.

3.4   Role of Broadcasting Media in National Economy

In 1948, the United Nations Conference on Freedom of Information declared access to information an essential freedom one that underpins all others. In this sense access to information can be understood as an end in itself. Yet a 1962 UNESCO survey found that over 70% of the world lacked access to adequate information. In response the UN called for all countries to include a media development strategy within their economic development plans. In addition to securing this fundamental right, they said, "information media have an important role to play in education, social, and economic progress."

More recently, the UN recognized the important role of independent media in bringing about good governance something increasingly demanded by citizens across the globe. People want "their voices to be heard and they want institutions that are transparent, responsive, capable and accountable." In defining the central importance that information plays in sustainable development, a 2007 Panos report highlighted how information empowers people to determine their own development path. "At its heart, development if it is to be sustainable must be a process that allows people to be their own agents of change: to act individually and collectively, using their own ingenuity and accessing ideas, practices and knowledge in the search for ways to fulfill their potential."

A plural, independent media plays an essential role in delivering the information people need to participate in the debates and decisions that shape their lives. Despite a general agreement on the importance of media development in broader social, economic and political progress, the international community governments, development agencies, and donors largely views the development of an

27

independent media sector as a secondary objective instead of a matter of critical importance.

Media improves the efficiency of the economy by providing actors more and better information with which to make decisions and improving stability. Media enhances political coordination in the development of sound economic policy. A 2002 paper by Christopher Coyne and Peter Leeson provides clarity on the role of the media in economic development by analyzing the role of media as coordination enhancing mechanism in policy development. The report looks at a number of historic case studies, including successful economic development examples such as Poland and Hungary, and less successful ones including Ukraine. In the successful cases of Poland and Hungary, "not only has the media played a role in transforming situations of conflict into coordination, but also access to information has allowed politicians and the populace to coordinate on good conjectures leading to economic progress."

3.5   Media Development in Myanmar

Having a free media is an intrinsic part of the democratic governance system as it is a vehicle for transparent and accountable information sharing between citizens and the government. Accountable media and transparent governance thus go hand in hand in strengthening democracy. Moreover, a responsible and independent media functions under an overall free and fair policy environment that works on principles of rule of law, democratic practice and values of fairness and justice. As such, media policy needs to be developed to foster freedom of expression, the free flow of information and the opinions of society.

With respect to developing policy, here are some key lessons to shape ongoing media reform in Myanmar. It is important that a comprehensive media policy articulates a long-term vision for a vibrant, independent and accountable media. Such a policy ought to address issues of fair and legal mechanisms related to freedom of expression and media functioning; measures for fostering mutual accountability of media and the government; independent regulatory bodies for various media segments with parliamentary oversight; fostering a competitive environment by ending the monopoly of government controlled media; creating an investment climate for private sector media, particularly small and medium entrepreneurs as well as ethnic media; and finally measures to address financial viability and sustainability.

In recognition of the above points and the importance of a free, independent and vibrant media in support of the overall development of the state, a number of advances have already been made over some five years of reform. In one of the first clear indications that change was afoot, censorship in print media was abolished.

As of August 20, 2012, print media no longer were required to submit their products to the Press Scrutiny and Registration Department prior to publication. This was followed in 2014 by the adoption of the Printing and Publishing Enterprise Law which officially abolished past prior censorship and allowed newspapers to become editorially independent.

Additional legislative reform over the previous five years includes new media-related laws such as the Printing and Publishing Law, Media Law etc., while the Broadcast Law is currently being finalized.

Given the drastic changes in the Myanmar landscape, most notably the advent and growth of independent media – including the return of exile media groups such as DVB, Mizzima, Irrawaddy and Burma News International (BNI) – a major focus has been on developing requisite media skills and nurturing an institutional environment capable of exploiting the newly freed fourth estate.

With respect to institutional support, we have witnessed the establishment of such media/journalist groups as the Myanmar Journalists Network (MJN), Myanmar Journalist Association (MJA), Myanmar Journalists Union (MJU), etc. These national level networks are in addition to regional journalist associations such as the Southern Shan State Media Network and Chin Media Network. These groupings are in turn complimented by the formation of a News Media Council (Press Council).

Meanwhile, the Myanmar Journalism Institute (MJI), founded in 2014, engages in professional journalism training programs, including programs aimed at the training of trainers. In its first year of operation, MJI matriculated 50 diploma graduates in addition to offering an array of short-term thematic training courses on such subjects as Election Reporting, Conflict Sensitive Journalism, Data Journalism, etc. Other private-initiated and founded educational facilities include the Yangon Journalism School (YJS), Mandalay Journalism School (MJS) and Yangon Film School (YFS).

Not to be ignored, government staff and politicians have also benefitted from such activities as media-related training for MPs and the establishment of spokespersons for each government ministry. Bringing the various stakeholders in

Myanmar's media development together, we have seen the onset of Four Pillars meetings – spearheaded by the News Media Council and Ministry of Information (MOI) – bringing together representatives from the media, government, legislature and judiciary. This is in addition to regular meetings of the Media Development Thematic Working Group along with the organization of an annual Media Conference.

Lastly, in the promotion of Myanmar arts and heritage, the government has started restoring some Myanmar films, while overseeing the establishment of "Book Street" in Yangon on Saturdays and Sundays along with the convening of Children's Book Festivals.

CHAPTER IV
ANALYSIS ON SURVEY DATA

4.1   Survey Profile

On 1st August 2001, Ministry of information was started to introduce MRTV-3 Myanmar International. All of the MRTV-3 programs are in English and it covers a wide range of Myanmar's unique traditions, culture, history, tourist attractions, and way of living, food, clothing and thought and believes etc. Although MRTV started as commercial channel and MRTV-3 is a non-profits government service MRTV-3 through Thaicom-5 for Asia-Pacific region, Telstar-5 satellite for North America and Hotbird-6 satellite for Europe. It is going on air and average of 17 hours a day; one hour for Myanmar audience, 8 hours for Europe and another 8 hours for America. Under international news exchanges and corporation programs, MOU and agreements have been signed up with CCTV (China), NHK (Japan), CFI (France) and Ariang (Korea).

In Myanmar another electronic pay television channel, known as MRTV-4 was launched on 15th May 2004. Its programmes are packed with education and entertainment programs such as Myanmar movies, periodicals, daily issue Myanmar Newspapers in Myanmar and English, Song varieties, karaoke, video games, etc. For the future development of electronic media here in Myanmar, they have introduced Cable TV networks and Direct to Home (DTH), networks via satellite.

In 2010, Sky Net under of Shwe Than Lwin Media Co.Ltd intiated DTH broadcasting and launched MPS (Multi-Play Services). It currently transmits over 120 channels with the majority of which are international Pay-TV channels including all major football leagues. Besides there are also in house channels such as Myanmar International, Myanmar National, Up to Date, Health, Education, Tine Yin Thar (Minorities), Police, Parliament (Hluttaw), and agriculture.

Another broadcasting media is Mizzima Media Co. Ltd. It operated for nearly 15 years as an exile-based media organization, with a liaison office in Chiang Mai, Thailand, complimenting the organization's headquarters in India. In 2012, it became

the first formerly exile-based media organization to gain incorporation as a local media entity, registering in Myanmar as Mizzima Media Co.Ltd. In 2017, Mizzima was awarded one of five licenses to operate an independent Free-to-Air digital TV channel.

In addition, many media outlets have emerged due to the guidance of the head of state after 1988. Therefore, Myanmar people can easily choose and enjoy various local media channels simultaneously. The People from Myanmar can get many benefits by using varieties of media outlets such as new technology, high-tech, world weather report, etc.

4.2   Survey Design

In this study, a quantitative method of the study will be applied to explore the impact of broadcasting media on social lifestyle of public. Collecting survey questionnaire is the most appropriate method to collect data for this research work.

In this study, descriptive and analytical research method is used to achieve the objectives of the study. Both primary and secondary data are used in this study. The primary data are collected by using structured questionnaire with 5-point Likert scale. This study includes only people who are living in urban area. The total respondents of thesis are 120 people. The respondents were surveyed with structured questionnaires by using simple random sampling method. The only 120 survey questionnaires were collected. In addition, this study is required to search secondary data which is gathered from international papers, published journals, paper and previous studies. Descriptive research is aims to describe impact of broadcasting media on social lifestyle of public.

This study includes references on the literatures and the previous studies of media development in Myanmar and impact of social media on social lifestyle of public. The research design process will be performed along the three basic steps: (1) distribute questionnaire, (2) data collection and (3) data preparation and data analysis.

4.3   Survey Result

The survey question used for this study consists of four main parts; (1) demographic data of respondent (2) impact of broadcasting media sector on Social Lifestyle of Public, (3) the attitudes and perceptions of public on broadcasting media impact on their social lifestyle and (4) the level of changes brought by broadcasting

media. The questions in demographic factors are closed questions and multiple choices. The other questions are asked with a five point Likert scale ranging from "strongly disagree to strongly agree" (5= strongly disagree, 4= disagree, 3= neutral, 2= agree, 1= strongly Agree).

4.3.1 Profile of Respondents

Demographic factors are divided into four categories and it includes gender, age, education and income. Sampling 120 people are collected by using structured questionnaire. The demographic characteristics of respondents are shown in Table (4.1).

Table (4.1)   Profile of Respondents

No.	Demographic Factors	No. of Respondents	Percentage (%)
1	Gender		
	Male	51	42.5
	Female	69	57.5
	Total	120	100
2	Age		
	20-25 years	47	39.17
	26-30 years	51	42.5
	31-35 years	18	15
	Above 35 years	4	3.33
	Total	120	100
3	Education		
	Diploma	5	4.17
	Bachelor Degree	102	85
	Master Degree	1	0.83
	Others	12	10
	Total	120	100

Source: Survey Data, 2019

According to table (4.1), the majority of the respondents are female (69 respondents out of 120) and it is accounted for 57.5 percent of the total respondents. The rest are the male respondents and it is 51 respondents and it is making up of 42.5

percent of the total. It is also found that most common age group of the respondents is above 26 and 30 years, followed by age group between 20 and 25 years, age group between 31 and 35 years, and age group above 35 years. Most of the respondents hold bachelor degree as their education background and it is accounted for 85 percent of the total respondents.

4.3.2 Impact of Broadcasting Media Sector on Social Lifestyle of Public

There are three parts in this section – preferred broadcasting media, preferred broadcasting programme and the impact of broadcasting media on social lifestyle of public. There are 120 total respondents. The result of respondents are shown with Five Likert scale (1 for totally agree, 2 for agree, 3 for neutral, 4 for disagree and 5 for totally disagree). Table (4.2) describes which kind of broadcasting media people prefer to watch.

Table (4.2)   Preferred Broadcasting Media

No.	Broadcasting Media	No. of Respondents	Percentage
1	MRTV	4	3.33
2	MRTV-4	82	68.33
3	Sky Net	33	27.5
4	Mizzima	1	0.84
	Total	**120**	**100**

Source: Survey Data, 2019

According to table (4.2), the majority of the respondents prefer to watch MRTV-4 and it is accounted for 68.33 percent of the total respondents. Sky Net media is the second preferring media and it has 27.5 percent of the population. The rest have lower percentage audience, 3.33 percent for MRTV and 0.84 percent for Mizzima respectively.

According to the survey data, MRTV4 stands first place among the other broadcasting media. It is because MRTV 4 is the first free to air HD channels in Myanmar since 2011. It provides variety of interesting programme – Dhamma programme, local news and global news, entertainment programme (local TV series,

Sample output to test PDF Combine only

global TV series, cartoon series and others), health programme, variety shows and live shows. The digital platform of MRTV 4 is active and has continuous engagement with the audience. Now, it also provides Pyone Play application to the audience that people can watch the programme which had already broadcasted. Because of these factors, people preferred MRTV 4 rather than other media.

Mizzima has the lowest audience percentage because it is just two years which started as free to air channel in 2017. The programme of the media is not various compared with the others.

Table (4.3) describes which kind of broadcasting programme people like to watch.

Table (4.3)   Preferred Broadcasting Programme

No.	Broadcasting Programme	No. of Respondents	Percentage
1	Information	40	33.33
2	Education	9	7.5
3	Entertainment	71	59.17
	Total	**120**	**100**

Source: Survey Data, 2019

According to Table (4.3), people prefer to watch entertainment programme rather than information and education. It accounts 59.17 percent with 71 respondents. Information programme stands as second place with 33.33 percent and respondents watch less on education programme with only 7.5 percent. Most of the respondents watch television in their relaxation time. Thus, they choose to watch entertainment program as their relax tools. For information, people love to read newspaper and journal rather than watching television.

4.3.4   Impact of Broadcasting Media Sector on Social Lifestyle of Public

There are two parts in this section – preferred broadcasting media and the impact of broadcasting media on social lifestyle of public. There are 120 total respondents. The result of respondents are shown with Five Likert scale (1 for totally agree, 2 for agree, 3 for neutral, 4 for disagree and 5 for totally disagree). Table (4.2) describes which kind of broadcasting media people prefer to watch.

Table (4.4)   Preferred Broadcasting Media

No.	Broadcasting Media	No. of Respondents	Percentage
1	MRTV	4	3.33
2	MRTV-4	82	68.33
3	Sky Net	33	27.5
4	Mizzima	1	0.84
	Total	120	100

Source: Survey Data, 2019

According to table (4.4), the majority of the respondents prefer to watch MRTV-4 and it is accounted for 68.33 percent of the total respondents. Sky Net media is the second preferring media and it has 27.5 percent of the population. The rest have lower percentage audience, 3.33 percent for MRTV and 0.84 percent for Mizzima respectively.

According to the survey data, MRTV4 stands first place among the other broadcasting media. It is because MRTV 4 is the first free to air HD channels in Myanmar since 2011. It provides variety of interesting programme – Dhamma programme, local news and global news, entertainment programme (local TV series, global TV series, cartoon series and others), health programme, variety shows and live shows. The digital platform of MRTV 4 is active and has continuous engagement with the audience. Now, it also provides Pyone Play application to the audience that people can watch the programme which had already broadcasted. Because of these factors, people preferred MRTV 4 rather than other media.

Mizzima has the lowest audience percentage because it is just two years which started as free to air channel in 2017. The programme of the media is not various compared with the others.

The impact of broadcasting media sector on social lifestyle of public is described in table (4.4).

Table (4.5)   **Impact of Broadcasting Media Sector on Social Lifestyle of Public**

No.	Description	Mean
1	Broadcasting media has the impact on public's social lifestyle.	2.12
2	Broadcasting media promotes good societal norms and values.	2.4
3	Young people imitate the wrong behaviors.	2.442
	Average Mean	2.32

Source: Survey Data, 2019

The first question on Table (4.5) says "Broadcasting media is good for today's education learning". The mean value is 2.25 and implies that most of the respondents agree that statement. The findings reported that 23 (19.17%) of the respondents agreed strongly and 74 (61.67%) of the respondents agree that broadcasting media promotes good 21st century education teaching and learning.

The second question meant to find whether broadcasting media negatively affect personal interaction (social lifestyle). According to the mean value of 2.93, the statement is neutral because half of the respondents agree and half of the respondents do not agree that broadcasting media negatively affect their social lifestyle and interactions in the society. The finding proves that people are not clear whether the broadcasting media have negative impact on social lifestyle interactions. The impact might have resulted from their perceptions which control attitudes (positive or negative).

The study further presented with mean value of 2.67 suggesting that broadcasting media promotes immortal and unethical behavior to the public. While 64 (53.33%) of the respondents agree the statement, 25 (20.83%) stands for neutral and 31 (25.83%) of the respondents disbelieved that broadcasting media encourages immortal and unethical behavior. The findings suggest that overall, unwisely learning from broadcasting media promote unethical behavior.

4.3.5   The Attitude and Perceptions of Public on Broadcasting Media Impact on Their Social Lifestyle

To examine the attitude and perceptions of public on broadcasting media, there are five questions to study on that particular topic. Table (4.6) shows the respondents response for their attitude and perceptions on broadcasting media.

Table (4.6)   The Attitude and Perceptions of Public on Broadcasting Media

No.	Description	Mean
1	Broadcasting media is good for today's education learning.	2.25
2	Broadcasting media is negatively affecting personal interaction (social lifestyle).	2.93
3	Broadcasting media distributes immortal and unethical behavior to the public.	2.67
4	Broadcasting media creates unnecessary information and confusion on public mind.	2.78
5	Broadcasting media has positive impacts on public.	2.38
	Average Mean	2.602

Source: Survey Data, 2019

The first question on Table (4.6) says "Broadcasting media is good for today's education learning". The mean value is 2.25 and implies that most of the respondents agree that statement. The findings reported that 23 (19.17%) of the respondents agreed strongly and 74 (61.67%) of the respondents agree that broadcasting media promotes good 21st century education teaching and learning.

The second question meant to find whether broadcasting media negatively affect personal interaction (social lifestyle). According to the mean value of 2.93, the statement is neutral because half of the respondents agree and half of the respondents do not agree that broadcasting media negatively affect their social lifestyle and interactions in the society. The finding proves that people are not clear whether the broadcasting media have negative impact on social lifestyle interactions. The impact might have resulted from their perceptions which control attitudes (positive or negative).

The study further presented with mean value of 2.67 suggesting that broadcasting media promotes immortal and unethical behavior to the public. While 64 (53.33%) of the respondents agree the statement, 25 (20.83%) stands for neutral and 31 (25.83%) of the respondents disbelieved that broadcasting media encourages immortal and unethical behavior. The findings suggest that overall, unwisely learning from broadcasting media promote unethical behavior.

39

Table (4.7)   The Social Lifestyle Constructs that Affect Broadcasting Media Most

Construct		Responses	
		Number	**Percentage**
In which of the following social lifestyle constructs do broadcasting media affect the most	Interest	22	31.8
	Culture	20	28.9
	Belief	15	21.7
	Opinion in life	32	46.3
	Behavior	37	53.6
	Behavioral orientation (group and individual)	22	31.8
	Thought	23	33.3
	Social postion	21	30.4
	Action	16	23.1
	Associations	1	1.4
	Norms	2	2.8

Source: Survey Data, 2019

Table (4.7) presents findings which indicates 37 (53.6%) of the participants suggests that broadcasting media impacts their behavior, Opinion in life 32 (46.3%), behavioural orientation (group and individual) 22 (31.8%), interest 22 (31.8%), social position 21 (30.4%), and many more. The findings shows that the presence of broadcasting media impacts respondents behavior which can lead to change in social behavior, life opinion (opinion in life), social position, interest, thought, belief, culture, behavioral orientation (group and individual), action, association and norms. All these constructs are social lifestyle components of an individual. Then the findings suggest that broadcasting media has direct impact on them all.

4.3.6   The Level of Changes Bought by Broadcasting Media

Broadcasting media brings social lifestyle change. The level of changes brought by broadcasting media has motivated students, youths, tutors, and academic institutions and they like to be adopting it into their daily life activities and operations.

This study question seeks to determine the level or extent of change introduced by broadcasting media.

Table (4.8)   Positive and Negative Impacts of Broadcasting Media on Public

No.	Positive and Negative Impacts of Broadcasting Media on Public	Mean
1	Broadcasting media destroy social values and lifestyle.	3.5
2	Broadcasting media promotes borrowing of foreign culture and traditions.	2.7
3	Broadcasting media helps in destroying gender inequality.	2.9
4	Broadcasting media encourages public to involve in politics.	2.6
5	Broadcasting media is time consuming for public for showing nonsense activities.	3.1
6	Broadcasting media can provide useful information.	2.4
7	Broadcasting media has destroyed your relationship with family, friends and course-mates.	3.0
8	Broadcasting media influence on how you communicate or address older person	3.0

Source: Survey Data, 2019

The level of change attributed to broadcasting media can either be positive or negative on public. The first question on Table (4.8) directed to understand whether broadcasting media destroys social values and lifestyle of public. According to the table (4.8), the mean value is 3.5 and 71 (59.17%) of the participants disagree that broadcasting media destroys their social values and lifestyle. while 26 (21.67%) contradicts by agreeing that broadcasting media destroys public values and lifestyle which is a negative impact. 23 (19.17%) of respondents are neither agree or not to the first question. At this point, the study proves that broadcasting media does not destroy social values and lifestyle. Though there are levels of impact on behaviour and all that.

Culture is element of social construct. According to the finding in Table (4.6), the second question seeks to understand if broadcasting media promotes borrowing of foreign culture and traditions. The finding indicates that the mean value is 2.7 and 76 (63.33%) of the respondents concord that broadcasting media promotes public borrowing and adopting foreign culture and traditions. This finding depicts that broadcasting media influences public adoption of foreign lifestyle and traditions.

41

Our society exists on gender and social inequality. The third question on Table (4.8) aimed to address whether broadcasting media assist in breaking the gender-divide and inequality in the present society. The finding shows that the mean value is 2.9 and 54 (45%) of respondents accepts that broadcasting media helps in breaking and destroying gender inequalities among public. While in contrary, 48 (40%) stands that broadcasting media does not destroy gender inequalities among genders in our society and 18 (15%) stands in neutral. The findings prove that broadcasting media promote knowledge and ideas to disarm gender inequality and imbalance in the society.

The finding further continues on the fourth row which implies that the mean value is 2.6 and 77 (64.17%) of the participants believing that broadcasting media encourage them through its contents and activities to join or develop interest in politics. In contrary, 27 (22.5%) suggests that broadcasting media does not encourage them to join or engage in political exercises and activities and 16 (13.33%) do not agree or not. Simply, the finding shows that broadcasting media contents and views around political issues brings good inspiration for public to join, engage in political discussions and task in the present day society.

The finding further alluded that different programmes on broadcasting media are time consuming to public. The indication (34.16%) has proven that continuous engagement on broadcasting media for different kinds of nonsense activities are time consuming and distracting.

Against all the odds and negativity following broadcasting media among the youth, the research tries to access whether broadcasting media destroys the relationship with family, friends and course-mates, the finding point to the fact that 55 (45.83%) of the respondents disagree that broadcasting media destroys family, friends and course-mate relationship. In contrary, 46 (38.33%) thinks that it can break the relationship and 19 (15.83%) have no idea on the factor. All the indication proves that broadcasting media are not really jeopardising their family, friends and classmate relationships and values.

Respect and regard to elderly ones can be seen as a social norm. As a result of broadcasting media, many things about social attitudes and standards have change in recent time. Then this last question administered to understand if public regard for older persons have changed or influenced by broadcasting media. The findings suggests that 44 (36.67%) of the participants agree that broadcasting media has defined how they communicate, address and regards elderly persons. While 49 (40.8%) proposed

42

otherwise that broadcasting media has not changed any of their social regard, respect, communication to older persons. This study can state that public regard for older persons has not related with the influences of broadcasting media.

CHAPTER V
CONCLUSION

5.1 Findings

At present, the media is an essential tool among the Global Nations which is including by developed and developing countries. Most of the global leaders understand the essence of the telecommunications, flows of information and modern media technologies. They are trying to possess strong media network in their respective countries. For the developing countries like Myanmar, it should not be stayed behind the rise of information technologies innovation day after day in the age of global situation.

Therefore, the Head of State Peace and Development Council Government always trying to encourage the media implementation compete with the others. To maintain the successful implementation of the developed Nation, it is needed to have the strong National Patriotic Spirit within the Nation. Because, some of the successful developed powerful Nation are being manipulated to handle upon some of the developing countries like Myanmar. They are going to be influenced some of the internal affairs and regional integration under their control. They already achieved to get that chance concerning the developing countries' affairs by using modern media outlet nowadays.

Each type of media has separate audiences and their feedback is very distinct for the promotion of development. Each of their techniques can effectively rebut rumors for a nation's policy implementation. In electronic media sector, TV news is always used as public relation and propaganda tools of the government. And most of the government understand the power of media that if they want to control people, they must try to control the Television first. To do so, the most important impact of new information and advanced technologies on broadcasting is becoming the phenomenon of convergence within a region.

Nowadays, the world news network is dominated by the Western world agencies, like BBC, VOA, CNN, etc. Most of the information about the Third world

44

Nations, provided by those agencies still have had negative image and some are distorted. And the concept of news value among the first, the Second and the Third World countries are quite different. The First World's news value focuses on timeless proximity, personality, usual events human interest and conflict. The Second World's news value focuses on ideological significance, party concern, social responsibility, education and human interest. Most Asian countries are counted as the third world and its news value also focuses on development, social responsibility, national integration, health and education.

According to these different concepts, most of the Third World's Countries are still under their images. Most of the Third World's countries always face many hindrances continuously. The main things of the mass communication in the Third World nations are the role of media in nation building, balance of information between the people and the government and infrastructure and human resources development in media fields.

The impact of broadcasting media actually impact on public views about life in general. To a larger percentage, broadcasting media promotes good and healthy societal norms and values which prove a positive sign in our society. Participants also argued that broadcasting media does not disvalue their thought, regard and value. Respondents have a good attitude and perception on broadcasting media. Their attitude and perception also proves that broadcasting media is negatively affecting personal interaction and social lifestyle in the society. The finding also proves that public believed that broadcasting media promotes immoral and unethical behavior. The study also found out that broadcasting media promotes and creates unnecessary information and confusion on the minds of public. They are sometimes confused in determining between true and fake information and contents. The attitude and perception of public proves that broadcasting media can impact positively; however, this impact heavily lays on effective usage.

The impact of broadcasting media on public can either be positive or negative. Positive impacts of broadcasting media on public social lifestyle Social media do not destroy social values and lifestyle. It also encourages public to get involved in politics. The usage of broadcasting media by public has destroyed their relationship with family, friends and course-mates. Broadcasting media promotes borrowing of foreign culture and traditions. Broadcasting media help in destroying gender inequality. Respondents do not think that it's time consuming of watching

45

broadcasting media. Broadcasting media do not influence how public communicate and address older persons in the society.

5.2   Suggestion

Having a free media is an intrinsic part of the democratic governance system as it is a vehicle for transparent and accountable information sharing between citizens and the government. Accountable media and transparent governance thus go hand in hand in strengthening democracy. Moreover, a responsible and independent media functions under an overall free and fair policy environment that works on principles of rule of law, democratic practice and values of fairness and justice. As such, media policy needs to be developed to foster freedom of expression, the free flow of information and the opinions of society. With respect to developing policy, here are some key lessons to shape ongoing media reform in Myanmar. It is important that a comprehensive media policy articulates a long-term vision for a vibrant, independent and accountable media. Such a policy ought to address issues of fair and legal mechanisms related to freedom of expression and media functioning; measures for fostering mutual accountability of media and the government; independent regulatory bodies for various media segments with parliamentary oversight; fostering a competitive environment by ending the monopoly of government controlled media; creating an investment climate for private sector media, particularly small and medium entrepreneurs as well as ethnic media; and finally measures to address financial viability and sustainability.

REFERENCES

Ahn, J. (2011). The effect of social network sites on adolescents' social and academic development: Current theories and controversies. *Journal of the Association for Information Science and Technology*, 62(8), 1435-1445.

Al-Sharqi, L, Hashim, K & Kutbi, I. (2015).Perceptions of Social Media Impact Comparison between Arts and Science Students. *International Journal of Education and Social Science*, 2(4), 122-131.

Ball-Rokeach, S. J. (1985). The origins of individual media-system dependency: A sociological framework. *Communication research*, *12*(4), 485-510.

Baroutsis, A., & Lingard, B. (2017). Counting and comparing school performance: an analysis of media coverage of PISA in Australia, 2000–2014. *Journal of Education Policy*, *32*(4), 432-449.

Bungin, B., & Alimi, A. S. (2001). *Imaji Media Massa: Konstruksi dan Makna Realitas Sosial Iklan Televisi dalam Masyarakat Kapitalistik*. Jendela.

Chukwuere, J. E., & Chukwuere, P. C. (2017). The impact of social media on social lifestyle: A case study of university female students. *Gender and Behaviour*, *15*(4), 9966-9981.

Chukwuere, J. E., & Onyebukwa, C. F. (2017, July). New media and politics: An assessment of 2016 South African local government elections. In *Proceedings of International Academic Conferences* (No. 4607534). International Institute of Social and Economic Sciences.

Coyne, C. J., & Leeson, P. T. (2004). Read all about it! Understanding the role of media in economic development. *Kyklos*, *57*(1), 21-44.

Das, B., & Khawas, V. (Eds.). (2009). *Gender issues in development: concerns for the 21st century*. Rawat Publ..

Diamond et. al, Democracy in Developing Countries, 4 vols. *Boulder, CO: Lynne Rienner*.

Dyck, A., & Zingales, L. (2002). The corporate governance role of the media. *The right to tell: The role of mass media in economic development*, 107-37.

Entman, R. M. (2007). Framing bias: Media in the distribution of power. *Journal of communication*, *57*(1), 163-173.

Foulger, D. (2004). Models of the communication process. *Brooklyn, New Jersey*.

Goel, P. K., Gupta, S. K., Agarwal, A., & Kapoor, A. (2001). Slow coronary flow: a distinct angiographic subgroup in syndrome X. *Angiology*, *52*(8), 507-514.

Hardt, H. (1979). *Social theories of the press: Early German & American perspectives* (Vol. 6). SAGE Publications, Incorporated.

Journal of International management, *10*(2), 199-218.

Kozma, R. B. (1991). Learning with media. *Review of educational research*, *61*(2), 179-211.

Lippmann, W. (1965). Public Opinion. 1922. *URL: http://infomotions. com/etexts/gutenberg/dirs/etext04/pbp nn10. htm*.

Liu, Y., & Shrum, L. J. (2002). What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of advertising*, *31*(4), 53-64.

Lowisz, S. (2014). The Influence of Social Media on Today's Culture. stevelowisz.com/wp.../02/The-Influence-of-Social-media-in-Todays-Culture-wp.pdf

Mass Media and Society: The six Normative Theories and the role of Social, Political and Economic forces in shaping Media Institutions and Content: Saudi Arabia - a Case Study

McClelland, D. C. (1951). Personality. New York, NY, US: William Sloane Assoc.

McQuail, D. (1987). *Mass communication theory: An introduction*. Sage Publications, Inc.

MCQUAIL, D., & Windahl, S. (1986). Communication Models, 3 rd Impression.

Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the Third World: Theory and practice for empowerment*. Sage.

Narula, R., & Duysters, G. (2004). Globalisation and trends in international R&D alliances.

Ogan, C. L. (1982). Development journalism/communication: The status of the concept. Gazette (Leiden, Netherlands), 29(1-2), 3-13.

Puppis, M. (2009). Media regulation in small states.

Puppis, M. (2010). Media governance: A new concept for the analysis of media policy and regulation. *Communication, Culture & Critique*, *3*(2), 134-149.

Rogers, E. M. (1976). Communication and development: The passing of the dominant paradigm. *Communication research*, *3*(2), 213-240.

Rogers, E. M. (1976). New perspectives on communication and development: Overview. *Communication Research*, *3*(2), 99-106.

Rosengren, K. E., Wenner, L. A., & Palmgren, P. (Eds.). (1985). *Media gratifications research: Current perspectives*. SAGE Publications, Incorporated.

Rostow, W. W. (1980). The Stages of Economic Growth (Cambridge, UK: CUP I960).

Singhal, A., & Rogers, E. (2012). *Entertainment-education: A communication strategy for social change*. Routledge.

Singhal, A., & Rogers, E. M. (1989). Indias information revolution.

Singhal, A., & Rogers, E. M. (1989). Prosocial television for development in India. *Public communication campaigns*, *2*, 331-350.

Suriyasarn, B., & Resurreccion, B. P. (2003). *Gender dimension of skills development in vocational training in Thailand*. International Labour Office.

Vallerand, R. J., Blanchard, C., Mageau, G. A., Koestner, R., Ratelle, C., Léonard, M., ... & Marsolais, J. (2003). Les passions de l'ame: on obsessive and harmonious passion. *Journal of personality and social psychology*, *85*(4), 756.Wetmore, S. B., & Theron, F. (1998). Community development and research: Participatory learning and action-a development strategy in itself. *Development Southern Africa*, *15*(1), 29-54.

World Commission on Environment. (1987). *El desarrollo sostenible, una guía sobre nuestro futuro común: El informe de la Comisión Mundial sobre el Medio Ambiente y el Desarrollo*. Oxford; New York: Oxford University Press.

Questionnaire for Impact of Broadcasting Media Sector on
Social Lifestyle of Public

This questionnaire is only for MDevS thesis about the impact of Broadcasting Media Sector on Social Lifestyle of public. It is not related to any other business purpose or any person. Please kindly provide feedback to this questionnaire and we do appropriate for your time.

Section A of Demographic Data of Respondent

Please tick the appropriate answer for each of the following questions.

1. Gender
   □ Male   □ Female

2. Age
   □ 20-25 years □ 26-30 years   □ 31-35 years   □ Above 35 years

3. Education
   □ Diploma   □ Bachelor Degree
   □ Master Degree   □ Other

51

Section B

Impact of Broadcasting Media Sector on Social Lifestyle of Public

Which of the following is your preferred kind of broadcasting media?

□ MRTV   □ MRTV-4

□ Sky Net   □ Mizzima

1 Totally Agree

2 Agree

3 Neutral

4 Disagree

5 Totally Disagree

No.	Construct	1	2	3	4	5
1.	Broadcasting media has the impact on public's social lifestyle.					
2.	Broadcasting media promotes good societal norms and values.					
3	Young people imitate the wrong behaviors.					

52

<center>**Section C**</center>

<center>**The Attitudes and Perceptions of Public on Broadcasting Media Impact on their Social Lifestyle**</center>

1 Strongly Agree

2 Agree

3 Neutral

4 Disagree

5 Strongly Disagree

No.	The attitude and perceptions of female students on social media impact on their social lifestyle	1	2	3	4	5
1.	Broadcasting media is good for today's education learning.					
2.	Broadcasting media is negatively affecting personal interaction (social lifestyle).					
3.	Broadcasting media distributes immortal and unethical behavior to the public.					
4.	Broadcasting media creates unnecessary information and confusion on public mind.					
5.	Broadcasting media has positive impacts on public.					

In which of the following social lifestyle constructs do broadcasting media affect the most?

□ Interest

□ Culture

□ Belief

□ Opinion in Life

□ Behavior

□ Behavioral orientation (group and individual)

□ Thought

□ Social position

□ Action

□ Associations

□ Norms

<center>53</center>

<div align="center">

Section D

The Level of Changes Brought by Broadcasting Media

</div>

1 Strongly agree

2 Agree

3 Neutral

4 Disagree

5 Strongly disagree

No.	Positive and Negative Impacts of Broadcasting Media on Public	1	2	3	4	5
1.	Broadcasting media destroy social values and lifestyle.					
2.	Broadcasting media promotes borrowing of foreign culture and traditions.					
3.	Broadcasting media helps in destroying gender inequality.					
4.	Broadcasting media encourages public to involve in politics.					
5.	Broadcasting media is time consuming for public for showing nonsense activities.					
6.	Broadcasting media can provide useful information.					
7.	Broadcasting media has destroyed your relationship with family, friends and course-mates.					
8.	Broadcasting media influence on how you communicate or address older person					