

**RADIO TELEVISION MALAYSIA (RTM)
IN PENANG: A STUDY OF THE STRUCTURE
AND OPERATIONS OF THE RADIO STATION
AND ITS NEWS AND PROGRAMMES CONTENTS**

BY

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ABSTRAK.

Latihan Ilmiah ini adalah satu kajian mengenai struktur dan operasi Radio Talivisyen Malaysia (RTM) di negeri Pulau Pinang. Ia juga akan menganalisa peranan yang dimainkan oleh stesyen radio ini demi memenuhi objektif-objektif RTM.

Bab pertama menerangkan apakah sebab kajian ini dijalankan terutamanya di negeri Malaysia.

Bab kedua meneliti perkembangan sejarah stesyen-stesyen radio amatir yang telah ditubuhkan sejak 1940an hingga ke peringkat perkembangan masakini. Khasnya, kajian ini menumpukan perhatiannya kepada stesyen radio di Pulau Pinang.

Bab ketiga meninjau keadaan stesyen radio di negeri Pulau Pinang pada masa ini. Ia mengamati struktur stesyen dan peranan yang dimainkannya. Bab keempat menganalisa jadual rancangan. Ia meninjau jumlah masa siaran setiap rangkaian, dan angka peratus isi kandungan setiap rangkaian. Bab ini juga mengandungi dasar-dasar rancangan RTM.

Bab kelima mengandungi analisa kandungan rancangan-rancangan yang disiarkan oleh Rangkaian Nasional dan Rangkaian Biru. Usaha-usaha diambil untuk menentukan sejauhmana dasar-dasar rancangan diimplimentasikan di dalam isi kandungan rancangan.

Adakah ia memainkan peranan yang berkesan dalam usaha memenuhi dasar-dasar dan objektif-objektif RTM.

Bab keenam menerangkan profile pendengar-pendengar radio RTM di Pulau Pinang. Penerangan terhadap ciri-ciri demographic kawasan Utara Semenanjung Malaysia juga diberikan.

Bab ketujuh mengandungi kesimpulan-kesimpulan dan penerangan terhadap struktur isi kandungan rancangan. Syor-syor akan dikemukakan mengenai struktur dan operasi stesyen radio di Pulau Pinang. Juga disenaraikan adalah cabaran-cabaran yang akan menghadapi masa depan penyiaran di negara Malaysia.

ABSTRACT.

This academic exercise is a study of the structure and operations of RTM in Penang. It will also analyse the role the station plays in fulfilling the objectives of RTM.

The opening Chapter outlines the need for such a study in Malaysia in particular.

Chapter Two traces the historical development of amateur stations established in the 1940s to its present stage of development. The study is devoted to the Penang radio station in particular.

Chapter Three studies the present Penang RTM radio station. It notes the structure of the station and the role it plays.

Chapter Four analyses the programme schedule, noting the allocation and distribution of air time in the regional networks. The programme policies are briefly given.

Chapter Five is a content analysis of a few programmes in the National and the Blue Networks. Attempts were made to evaluate the implementation of the programme policies in the programme contents. Has it played an effective role in fulfilling its objectives and policies?.

Chapter Six describes the profile of the radio audience for the four networks. A demographic description is also given of the northern region of Peninsula Malaysia.

Chapter Seven concludes the aboved findings and elucidate the structure of the programme contents. Recommendations are put forward in the type and structure of the radio station's operation. Also, there are listed the challenges facing the future of radio broadcasting in Malaysia.