

TOPIC:

**COMMUNICATION PATTERN
IN
RADIO MALAYSIA SELANGOR**

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COMMUNICATION PATTERN IN RADIO MALAYSIA SELANGOR

1. INTRODUCTION

The history of radio in Malaya began in the year 1921 when an electrical engineer from the Johore Government, A.L. Birch, brought the first radio set into the country. He then established the Johore Wireless Association and commenced broadcasting through 300-meter waves. This was then followed by the established of same association in Penang and the Malayan Wireless Association in Kuala Lumpur.

In the year 1930, Sir Earl from the Singapore Port Authority commenced its short wave broadcast every fortnight either on Sundays or Wednesdays. The Malayan Wireless Association from Bukit Petaling, Kuala Lumpur emulated the same effort via 325-meter waves. This was followed by the efforts of Sir Shenton Thomas who opened the studio of Broadcasting Corporation of Malaya and its transmitter at Caldecott Hill, Singapore, on 11th March 1937. The British Broadcasting Corporation of Malaya then was taken over by the Straits Settlement and began a part of the British Information Ministry better known as the Malayan Broadcasting Corporation.

Following the Japanese invasion and the end of British rule in Singapore in 1942, the Japanese took over and used the existing radio channels in Penang,

Malacca, Kuala Lumpur, Seremban and Singapore to transmit Japanese propaganda. However, in the year 1943, the British came back into power and reclaimed the station.

On 1st April 1946, the Department of Broadcasting was established in Singapore. When emergency, caused by the outbreak of social riots was declared in 1948, it became necessary to further enhance and develop radio services. In the early 1950's, broadcasting activities in Malaya were operated from its temporary studio in Jalan Young (now known as Jalan Cenderasari) in Kuala Lumpur and later in 1956, were moved to the Federal House, Kuala Lumpur. It was here that broadcasting in Malaysia grew with the establishment of several stations throughout the country including Sabah and Sarawak. Commercial advertisements were first aired on radio in 1960. This became a new source of revenue for the Government. An interesting point to note is that 'deejays' began to use the introduction "INILAH RADIO MALAYSIA" (This is Radio Malaysia) to greet listeners at the very first time Malaysia was formed on 16th September 1963.

Broadcasting further carved another milestone when Television services were introduced on 28th December 1963 from its studio, Dewan Tunku Abdul Rahman, Jalan Ampang. Broadcast operations then moved office to Angkasapuri Complex, which began its telecast on 6th October 1963, Radio and Television, were merged under the Ministry of Information. The growth of the first channel, Rangkaian Satu encouraged the second channel to be established on 17th November 1969.

It was in Angkasapuri Complex that rapid development in broadcasting for both radio and television began. Broadcast time was extended to cater to the needs of listeners from all walks of life. National Radio Channel (Rangkaian Nasional) began its round the clock services to cater for night shift workers such as factory operators, wardens, hospital staffs, lorry or bus drivers, pick-up service operators, food courts or caterers and security guards. Today, West Malaysians enjoy listening to five radio channels 24 hours a day in Malay, English, Mandarin and Tamil while East Malaysians (Sabah and Sarawak) are tuning to radio channel in their respective native languages such as Kadazan, Murut, Dusun, Bajau, English and Mandarin via Blue Channel RTM Kota Kinabalu. Bidayuh a dialect widely used by Sarawakians is the main language for Blue Channel RTM Kuching. Iban and Kayan/Kenyah are dialects used in the Green Channel of the station while English and Mandarin are local dialects used for the Red Channel. Except for the RTM Limbang dialect used to communicate with the listeners are as mentioned but Bisaya and Murut (Lun Bawang) are also spectacular dialect used in the Channel.

Electronic media is the most important source of receiving and disseminating information because it is fast, cheap and direct to or from the clients. Knowing the fact that being laden with too much information creates adverse effects to Radio listeners or TV audience, an alternative of placing information side by side with the entertainment is practiced.

According to Gleason L. Archer, 1938: