

## **Myanmar Country Report**

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### **Introduction**

The Union of Myanmar is situated in Southeast Asia. It is formally known as Burma. The term "Burma" and the term "Myanmar" covers all the nationalities in the country. This presentation is intended to provide information about the nation and the Youth media in Myanmar.

### **The Land**

Myanmar, known as the golden land in the olden days for its fertile land and rich natural resources is the largest country in the South-East Asia Peninsula sharing borders with Bangladesh, India, China, Laos and Thailand. It is located between 09 degree 32 minutes North and 28 degree 31 minutes north and longitudes 92 degree 10 minutes East and 101 degree 11 minutes east. Its neighbors are India, Bangladesh, China, Laos and Thailand. With a total land area of 676,577 sq km, it is about the size of Texas and the size of United Kingdom and France combined. The Country stretches over 2090 km from north to south and over 925 km east to west. It has a 2832 km long coastline on the Indian Ocean. Over 50 percent of the total land area is covered with forests. Myanmar, known as "The Golden Land", is famous for its glittering pagodas, vast tracts of timber forests and huge mineral resources, as well as for the hospitality of its people. The old capital city and the gateway to Myanmar is Yangon. One can find many famous historical pagodas such as Shwedagon, museums, parks and many places of recreation. The new capital city is Nay Pyi Taw which is near Pinyinmana in Mandalay Division.

### **Climate**

Generally, Myanmar has three seasons. The monsoon or rainy season, the cool dry season and the hot season. Myanmar enjoys a tropical monsoon climate. However, Climatic conditions differ widely from place to place due to widely differing topographical situation. For instance, central Myanmar has an annual rainfall of less than 40 inches while the Rakhine coast gets about 200 inches. Temperature of towns vary according to their location and elevation. In some years, severe storms occur causing damage from storm in coastal regions. In order to bring about the favorable climatic conditions, the State has given priority to the Nine Districts Region Foliation Project.

### **The People**

Myanmar is a union of over 100 nationalities with their own languages and dialects. The name Myanmar embraces all the nationalities. The Population of Myanmar is over 55 Million with the Bamar the Majority races making up about 70 percent.

### **Religion**

Since the ancient times, there has full freedom of worship for followers of religions. So, different religions can be practiced in Myanmar. The religions edifices and religious orders have been in existence and religious festivals can be held on a grand scale.

Myanmar is a Buddhist country with more than 80 percent of the people embracing Theravada Buddhism. There are also Christians, Muslims and Hindus.

### **Culture**

Myanmar lies between two great civilizations, India and China, but it has developed its own distinctive culture, Buddhism has a great influence on the daily lives of the Myanmar people. The people have preserved the traditions of close family ties, respect for elders and simple native dress. While tolerance and contentment are the characteristics of the people, Myanmar hospitality is legendary.

### **Language**

The official language is Myanmar. English is widely spoken and understood.

### **Government of the State**

The State Peace and Development Council formed its Cabinet with 37 ministries and appointed the ministers including portfolio ones. Of them, The Ministry of Communications, Posts and Telegraphs and The Ministry of Information relate to the fields of Myanmar communications and mass media respectively.

### **Ministry of Information**

The Slogan of the Ministry of Information is "To inform, to educate and to entertain." The Ministry is started in 1946. The objectives of the Ministry of Information are – 3

- To keep the public informed of the major undertakings being implemented on long-term and short-term basis by the government and significant events through the printed and electronic media.
- To organize the public in order to enhance their knowledge and experience which are of intrinsic value.
- To provide public entertainment so that they will find life spiritually and mentally enjoyable.

In order to afford effective public information and relations, The Ministry of Information responsible for mass media established five organizations under it.

They are:

- (1) Myanmar Radio and Television Department
- (2) Information and Public Relations Department
- (3) Printed and Publishing Enterprise
- (4) News and Periodical Enterprise
- (5) Myanmar Motion Picture Enterprise

### **Myanmar Radio and Television Department (MRTV)**

MRTV has one radio station and three TV channels. The "Bamar Athan" which was established on 15 February 1946 initially, radio carried national and foreign news and musical entertainment, knowledge reply and school lessons. There are MRTV, MRTV3 and MRTV4. MRTV3 carries English version, MRTV4 does 5 movies, 5 sports and 5 cartoons.

Television carries national and foreign news made available by wire services as well as communications satellites. There are also TV transmission of music, theater and educated program and also commercials, which are popular. Entertainment and Educational program for youth are Let's Sing and Be Happy. "General Knowledge and Memory Test" "Pretty Children Game" and so on.

"General Knowledge and Memory Test" program is the program I sent with VCD via DHL. This program consists of general knowledge question, quiz and memory test. Two presenters make a question to the three participants. The one who rings the bell first has right to answer first. If the answer is right, he will get marks. If the answer is wrong, he will loose the right to answer once. The participants who gives the right answers most gets prize. Next step, the winner has to memorize long and difficult name of ten vegetables or fruits within 15 seconds. And repeat names

at once without seeing. If he can tell all names, he gets the award of Golden Brain. From this program, the youths can get more general knowledge and regional data.

### **Printing and Publishing Enterprise (PPE)**

Of all the organizations under the Ministry Information PPE and News and periodical Enterprise are directly carry out the printed media. However Information and Public Relation Department is carrying out library movement. Because of the endeavors made by IPRD, over 50000 self-reliant rural libraries have emerged to disseminate knowledge among rural youths.

Additionally, PPE publishes a monthly magazine Thuta Padetha or (General knowledge) and People's Hand Book Series

There are three dailies-two in Myanmar namely The Myanmar Alin and The Kyaymon and one in English The New Light of Myanmar-are published by News and Periodical Enterprise. The dailies occasionally carry works or articles on youth to educate the youths throughout entire nation.

Moreover, there are 150 weeklies 120 monthly magazines and other periodicals published by private publishing houses. Among them about 50 magazines and journals are set apart for youth's activities. As a matter of fact, almost all the periodicals carry education items. Such as knowledge for youths, training of youths, moral lessons, guidelines and so on.

When adults have done their best and earned their rest, youths of today will shoulder what the adults have done. We need youth today, tomorrow and day after tomorrow. As youths need mental and physical development, the media plays a vital role in educating or training them.

### **TV Program**

1. This is "Tha Ta Soung Lin Shwe Yin Shin" or program to test the memory and knowledge of the participants or competitors.

2. The aim of the program is to test the competitor's memory and all the audience can also participate in the program by answering the question.

3. It has two sections.

4. In the first section, the competitor's knowledge will be tested by giving many questions on general knowledge and in the second section, their memory will be fasted.

5. In this first part, one of three competitors, who can give the right answer of a question, will score one mark.

6. If the competitor want to answer the questions he has to ring the bell before he answers and if has answer is false, he will loose to answer the next question. It means he can't answer the next question.

7. All the question are created based on local and foreign knowledge, medicine, agriculture, live shock breeding, engineering and academic affairs.

8. As soon as a competition has scored 4 marks, all will be asked the Myanmar traditional sayings 4 times alternatively.

9. It will be followed by the question and answer section.

10. The second section is to choose the "Shwe Yin Shin" or "Mr. Brain."

11. 16 times with 18 alphabet will be shown to all 3 competitor for a minute then they will be turned over agin.

12. Then the presenter read out the 6 alphabets and let them to write down the 6 items correctly.

13. Only a competition who got the highest marks will qualify to take part in “Shwe Yin Shin” or “Mr. Brain” contest.

14. If the highest score is equal for the two competitors, they have to answer the two more alphabets and the only person who can give the correct answer may take part in the next competition.

15. In the “Shwe Yin Shin” or “Mr. Brain” contest, names of 9 items together with their numbers are read out twice to the competitor.

16. The competitor have to recite it correctly and system calling within a minute.

17. If the recited them in a minute correctly, he will win the “Shwe Yin Shin” or “Mr. Brain” award.

18. The two prizes “Tha Ta Saung Lin Shwe Yin Shin” or “Mr. Brain” will award to the persons who win the two competitions.

19. My country; Myanmar is located in South-East Asia region, bordering the People’s Republic of China in the North and North East, Bangladesh on the West and India on the North-West, Thailand and Lao People’s Democratic Republic in the South-East and South respectively. Most interesting is that my country, Myanmar is sandwiched between the two most populous nations in the world, China and India.

20. The Ministry of information of the Union of Myanmar is comprised with two Departments and three Enterprise. These are department of Myanmar Radio and Television, Information and Public Relations Departments, Printing and Publishing Enterprise. The main Duty of the Ministry is to cover the whole country through effective media.

21. My name is Kyaw Kyaw Htun. I’m an assistant director of administration of division of Myanmar Radio and Television. Our division is responsible to support the media man behind the curtain. So, we are carrying out the administrative takes in broadcasting and media personnel’s affair’s, Myanmar Radio and Television over the whole country with the aims to inform, to entertain and to educate. Today progressive development of information technology previliages in all walks of life of the people including social, economy, culture and political sectors.

22. Radio broadcasting came to Myanmar in early as 1948. In 1948, It emerged as the Burma Broadcasting service (BBS) which was later changed to “Myanmar Athan” (The Voice of Myanmar) in 1958. The Information and Broadcasting Department was created in 1972 and in 1992 the Information Division was separated from the mother department and formed into the Information and Public Relations Department and our mother department took the name Myanmar Radio and Television. Total hours of our radio broadcasting are around 20 hours and 45 minutes daily, which include 10 hours of Myanmar programmers and 2 hour and 45 minutes of English Programmes, 8 hours of national races programmes and 2 hours of education programmes.

23. The television broadcasting started its service on the 1<sup>st</sup> of November 1980 in color and TV System being NTSC standard M, is transmitted 10 hours on weekends and 14 hours in weekends with additional time on public holidays and there are special live-shows for sports events like football matches and grand ceremonies like Myanmar Traditional performing Arts Competitions.

24. Broadcasting in Myanmar is planned and aired according to the traditions and customs of our country and in accord with the Buddhist religion. Myanmar TV programmes are produced and arranged in such a way that it is in align with the customs and traditions of the Myanmar people and Buddhist religion.

25. MRTV leased Global Beam Transponder of Hot satellite for telecasting and TV programmes can be received not only around the country but also form Asia, Australis, Africa and Eastern Europe though TVRO Satellite.

26. We have 211 relay station all around our country which are broadcasting Television Programmes to our nation wide audiences.

27. TV and Radio commercial programmes were introduced since December 1989 and it has been growing as a popular business.

28. MRTV-3 Myanmar International TV Channel was launched in 1<sup>st</sup> August 2001. All of the MRTV-3 programmes are in English and it coverages a wide range of Myanmar's unique traditions, culture, history, tourist attractions, way of living, good, clothing and though and believes etc. Altogether 156 countries can receive MRTV-3 though Thai Com-3 for Asia-Pacific region, Tel Star-5 Satellite for America and Hot Brid-6 Satellite for Europe. MRTV-3 is going on air on an average of 17 hours a day's one hour for Myanmar audience, 8 hours for Europe and another 8 hours for America.

29. Under international news exchanges and cooperation programmes. MOU and agreements have been signed up with CCTV (China), NHK(Japan), CFI(France) and Ariang TV(Korea).

30. For border coverage worldwide, MRTV-3 launched its web-based video streaming system on the internet on the 10<sup>th</sup> November 2002, followed by internet radio programmes which began on 30<sup>th</sup> January 2003 and e-newspaper starting from 24<sup>th</sup> March 2003. The update news and programmes are all available at "<http://www.mrtv3.net.mm>." There is a plan for border airing coverage for MRTV-3 through "mutilates streaming" system.

31. The MRTV-4 channel, a new electronic pay television channel was launched on 15<sup>th</sup> May 2004. The MRTV-4 channel was coverages country wide, education programmes as well as entertainment programs such as Myanmar movies, periodicals, daily issue Myanmar Newspapers in Myanmar and English, song varieties, karaoke, video games etc. Viewers can enjoy MRTV-4 through Myanmar Media Box and They will have to pay subscription fees.

32. For further development of electronic media there in Myanmar, we are trying to introduce Cable TV networks and Direct to Home (DTH) networks via Satellite.