<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Broadcasting programming and advertising content critical issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Lal De Mel</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1993</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/1934">http://hdl.handle.net/10220/1934</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
Broadcasting Programming and Advertising
Content Critical Issues

by

Lal De Mel
A Seminar organized by the Asian Mass Communication Research and Information Centre of Singapore at New Delhi in October, 1993.

Subject: Broadcast Programming and Advertising Content: Critical Issues (with special reference to India).

Prepared by: Lynn de Souza
Media Director, Trikaya Grey Advertising.

Date: October 18, 1993
BROADCASTING PROGRAMMING AND ADVERTISING CONTENT

CRITICAL ISSUES

SRI LANKA

BY

LAL DE MEL
CONTENTS

1. Introduction
2. The Role of the Ministry of Broadcasting and Information.
3. The Role of Sri Lanka Rupavahini Corporation.
5. Penetration of the Electronic Media.
6. Television Viewing Habits.
7. Television Programme Content.
8.1. General Comments
8.2. News Programmes.
8.3. Lotteries.
8.4. Violence.
8.5. Family Values.
8.6. Children's Programmes.
8.7. Educational Content of Programmes.
8.8. Radio Programmes
11. Control of Advertising Content.
12. Advertising of Medicine & Treatment.
14.3. Anti-Social Behaviour
14.4. Use of Sports Personalities
14.5. Transnational Advertising
15. Conclusion