<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
THE LEGAL AND REGULATORY ASPECTS OF SATELLITE BROADCASTING

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