

THE TAMIL TELEVISION PROGRAMMES IN SRI LANKA – ITS DIRECTION AND PURPOSE, FROM 1979 TO 2010: A SOCIOLOGICAL VIEW

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ABSTRACT

In 1979 January that an idea was conceived to commence a television channel in Sri Lanka. Following this in 1982 February 15th Sri Lanka Rupavahini Corporation, the National Television Channel was ceremoniously established. Further not only these In Sri Lanka by fixing modern antennas and through internet viewers are able to view various global television channels. Unlike other communication media, with the combination of voice, data and visuals means of communication media, with its influence on both sight and hearing, television has exerted a great influence on different levels of the society especially producing immense influence on the decision making process. In today's context in Sri Lanka different television channels, competing among themselves are telecasting a variety of programmes. Primary data, Secondary data and data gathered from the field will be used as sources of information. To gather data techniques such as observation, interviews, discussion, questionnaire and schedule will be utilized. When making a study of all the information gathered with a view of arriving at a conclusion of this research it becomes evident that the television channels in Sri Lanka through the programmes they telecast mostly make a harmful impact on the people of Sri Lanka. Therefore television should avoid such situations and become a motivating force for the progress and development of our people. Television and all media should work for the emergence of a quality prosperous society in Sri Lanka and through that work for the progress and welfare of Sri Lanka.

Keywords: Television, Production, channels, Social Ethics, Media Ethics

INTRODUCTION

It was in 1979 January that an idea was conceived to commence a television channel in Sri Lanka. Following this in 1982 February 15th Sri Lanka Rupavahini Corporation, the National Television Channel was ceremoniously established. In time to come many television channels came into being. Further not only these In Sri Lanka by fixing modern antennas and through internet viewers are able to view various global television channels. Unlike other communication media, with the combination of voice, data and visuals means of communication media, with its influence on both sight and hearing, television has exerted a great influence on different levels of the society especially producing immense influence on the decision making process. In today's context in Sri Lanka different television channels, competing among themselves are telecasting a variety of programmes.

METHODOLOGY

Up to now there has not been a comprehensive and a complete survey done on Sri Lanka Tamil Television Programmes. Hence this survey is the first of that kind. This research is a descriptive study on the Sri Lanka Tamil television programmes. The research is based on the Tamil programmes that were telecasted in the last 30 year period. From these programmes a sample selection is made and according to our

objective the research is conducted. The research is descriptive and analytical. Accordingly data will be gathered, data will be classified, it will be subjected to research study and conclusions will be disclosed. Primary data, Secondary data and data gathered from the field will be used as sources of information. To gather data techniques such as observation, interviews, discussion, questionnaire and schedule will be utilized.

RESULTS AND DISCUSSION

The following issues are now prominently. These include, Research Objective, Content Analysis, Discussion and Benefit.

Research Objective

- Although television in Sri Lanka originated 30 years ago, there has been no systematic research done on its birth, growth, classification of television programmes - specially Tamil programmes, producers, Administration, top management and its effect on society. Therefore I have decided to consider this issue as my research topic.
- Thus my research objective is to study the birth, growth of television in Sri Lanka, classification of television programmes - specially Tamil programmes, producers, Administration, top management and the effect of television programmes telecasted in Sri Lanka through the Sri Lankan television on the Sri Lankan people and propose solutions for social development.

As such I have chosen as my research topic as 'The Tamil Television Programmes in Sri Lanka – its direction and purpose, from 1979 to 2010' and study the Tamil programmes that have been telecasted since the inception of Television to the December 2010 period, and identify those who were responsible for the production and telecast of these programmes. I propose to make a systematic, scientific study of this period based on evidences and data collected and suggest ways and means to improve the future production of Tamil television programmes and the way it is telecasted in Sri Lanka.

Content Analysis

The content analysis will objectively attempt to explain the Tamil programmes telecasted through the Sri Lanka Tamil Television channels and the various channels that telecasted Tamil programmes in Sri Lanka. Based on a numerical order the quality of the programmes, the time duration allocated for telecast, the period in which these programmes were telecasted will be analyzed. The final outcome of the research will be expressed in a research essay that will consist of seventy thousand words which will be segmented into five chapters. When recording matter for research special attention will be paid to observe continuity aspect, information aspect and reliability aspect of data gathered. Care will be taken to observe whether our research findings tally with the research findings already made.

Discussion

Here issues such as the Sri Lanka Television Service, the Tamil Television programmes in Sri Lanka, their direction, the theories regarding television and their objectives, the various forces that from the behind the scene manipulate television, the various restrictions imposed on television telecast and ethics related to television telecast will be discussed.

Benefit

- The various advantages or it is expected to be available by this research. The following issues are significant.
- Sri Lanka's Tamil TV channels, covering events and issues associated document is available in writing.
- be able to understand the history of the television industry.
- TV channels can be traced.
- TV programs will be able to know the anatomy.
- What social effects of television by the events that occurred.
- be able to learn about the benefits produced by the television. If you are experiencing problems as to how the community can help. And How about the social life of people affected by Television.
- TV that can be identified and how that was squandered.
- Use the TV and how women, children and young people and the elderly and to help identify what is being affected.
- The television recognizes that what the women can be seen exclusively.
- What television channels are being used by the Sri Lankan people can learn.
- Television helps to recognize that the environment impact statement.
- Studies have already been exposed to? What are they? Can be identified.
- Excessive television in our country by blocking the expression of social and economic development will make useful.
- Schools and universities this academic research of the television from the growth in the Tamil language.
- Support for social personalities make for better social communication.
- Future Television smoothly; put.
- This research support to academic and research activities of Politics, Sociology and Journalism students.
- Media companies and media persons, "media ethics" leads to learning to work. Television productions directed media. are aware of the Tamil Speaking community.
- Society and the community sees the television may contribute to occur. Sector studies would complement.
- Depending on the television industry for the workers in Tamil environment will lead to better training opportunities.
- Journalism important role in contributing to the development of the education system.
- Other researchers and students would be advantageous.
- New studies will outline the issues.
- Identified and appropriate solutions and to the front; They can undergo the process of implementation of the Action.

CONCLUSION

When making a study of all the information gathered with a view of arriving at a conclusion of this research it becomes evident that the television channels in Sri Lanka through the programmes they telecast mostly make a harmful impact on the people of Sri Lanka. Therefore television should avoid such situations and become a motivating force for the progress and development of our people. Television and all media should work for the emergence of a quality prosperous society in Sri Lanka and through that work for the progress and welfare of Sri Lanka.

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