

Abstract- 139

WMB Ariyapala

FGS/M/MSSc/2003/16

2006

Disaster Communication in Sri Lanka (A Study Based on How the Media Reported the Tsunami in 2004)

This study attempts to analyze the reporting of the Tsunami disaster by the Sri Lankan media. The research problem is 'Did the media act adhering to ethical conduct with responsibilities?' The study examines how the media should act in a disastrous situation, what and what be reported and how to report it. This dissertation consists of topics such as, identifying disasters, disaster management in Sri Lanka, how the Sri Lankan media reported the Tsunami disaster, the role of media in disaster communication and disaster reporting in the other countries in the world. Several messages were selected from the electronic and print media such as television, radio and newspapers. The main news in Sirasa TV, the live telecast on the Tsunami via Rupavahini and three special programmes on ITN were selected from the television. Sirasa radio news, the Tsunami programme of the SLBC 'Swadeshi Sewaya', five special programmes of the 'Commercial Service' were used among radio programmes. Headlines, middle page and editorials of daily newspapers such as Lankadeepa and Dinamina were used. When selecting the area of study, the researcher selected both electronic and print media and news from government and private media channels. As primary data, the news in the media were selected. Television recordings and radio programmes were also selected. In addition, the reactions of people to the news was also documented. In the analyzing process an inter-subject analysis was used. The use of pictures, letters and colours were carefully studied. In preparing maps attached in the dissertation, software for geographical system analysis was used.

Keywords: Disaster, Disaster Communication, Disaster Reporting, Tsunami