

## **2.42 Media Policy and Sri Lankan Television Media**

(A study of media policy in the Pre- Television era)

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### **ABSTRACT**

Formation of media and its policy of Sri Lanka was started during the first half of the 19<sup>th</sup> century. Some of these were discussed at the British parliament and issued as orders of the Governor General. The Policies related to media like Film, Radio and Newspaper were discussed during the debates of the media related acts in parliament as well as the commissions appointed by the government from time to time.

Television media was introduced to Sri Lanka at the end of the 70's. But the policy matters which related in starting a television media in Sri Lanka were discussed in various occasions in over three decades of its inception. In those discussions issues of the media and its strengths and weaknesses and its effects to the other mass media were concerned.

This study focuses on policy matters which discussed before the established of the television media. For this study the reports of the media commissions, Parliamentary debates and seminar papers were used as sources.

The conclusion was the medium of television was established without reviewing this media policy which was discussed before.