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**Sri Lanka Rupavahini Corporation's media policy on its programmes: an appraisal**

It is important to understand the nature of the policy decision making with regard to the programmes, practiced by the Sri Lanka Rupavahini Corporation (SLRC), which manages the national television channel 'Rupavahini'. This is all the more necessary

since SLRC has evolved to be the main and the largest television network in the Island. However, no substantive academic attention has been paid on this vital area recently.

This paper is an outcome of a preliminary study which examined as to how policy decisions are made with regard to SLRC's TV programmes, what guidelines are provided in this connection and the nature of the related authoritative powers in operation. The methodology used was the study of secondary data which included official publications such as the Constitution, Acts, Codes, International Treaties and relevant information.

The study shows that there is no written a clear-cut media policy practiced by the SLRC with regard to its programmes. It also appraises the guidance provided by the SLRC Act no 6 of its Programmer. Code and the Code of Advertising Standards and Practice. The study emphasise the possible negative impact on balance, impartiality and credibility of information of the programmes that are aired by Rupavahini as result of the centralized power on the Minister in charge, in to policy and decision making.

Also, according to the study both above mentioned codes - the Programme Code which is meant for programme planners and producers and the Code of Advertising Standards and Practice which deals with the commercial messages that are aired by Rupavahini - transcend their limits to assist in the task of maintaining the quality of SLRC's programmes. It is concluded that much of the policy related decisions with regard to the SLRC's television programmes are governed by these three key documents.