Survey 2024

Recommendations for National Media Policy

Federation of Media Employees Trade Unions (FMETU)
International Federation of Journalists (IFJ)

IFJ

UNION TO UNION
LO, TCO & SACO GLOBAL

Contents

Introduction 2
Preamble 3
Recommendations 3
Methodology 7
Discussion with FMETU leadership 7
Literature Review 8
Analysis of responses elicited through Questionnaire administered to journalists 11
Responses elicited from Key persons interviews with heads of media organizations, media trainers and media academics 23
Key persons interviews with heads of media institutions, media trainers and media academics 33
Conclusion 34

Introduction

This report presents the findings and recommendations from an extensive survey conducted by the Federation of Media Employees Trade Unions (FMETU) in collaboration with International Federation of Journalists (IFJ). The survey collates the views of, journalists, media networks, civil society organizations (CSOs), and academic institutions across Sri Lanka. The survey aims to assess the current state of the media industry, focusing on the rights and dignity of journalists, the legal and regulatory framework governing the media, and the challenges faced by media professionals in the rapidly evolving digital landscape. As Sri Lanka continues to navigate a complex socio-political environment, the role of the media as a pillar of democracy and a guardian of public interest has never been more critical.

This report also highlights responses to recent legislative developments affecting freedom of expression, such as Online Safety Act, the Anti-Terrorism Bill and the Broadcast Authority Bill, which have sparked significant concern amongst media and stakeholders... These laws, while ostensibly designed to enhance national security and regulate media practices, are perceived as potential threats to press freedom and journalistic independence. This report not only reflects the concerns and aspirations of the media community but also offers actionable recommendations for creating a more enabling environment for media development in Sri Lanka.

Through this report, FMETU aims to contribute to the ongoing discourse on media reform, advocating for policies that uphold the rights of journalists while ensuring responsible and ethical media practices in a democratic society.

Preamble

This survey consolidates recommendations from 250 representatives of the media community across Sri Lanka, including journalists, media academics, and heads of media organizations. The goal is to create an environment that fosters a strong, independent fourth estate that is professional, self-regulated, and responsible. The government should enhance press freedom and ensure the public's right to quality information. Strengthening media will allow it to play a catalytic role in national development as Sri Lanka enters a new era.

These recommendations are rooted in a culture of Public Service Journalism (PSJ), which integrates journalism into the democratic process. PSJ is crucial for building informed societies by producing distinctive, ethical journalism that serves as a trustworthy information source, engaging citizens and promoting public debate. The survey emphasizes the need to strengthen media at both national and provincial levels, with professional media houses, editors, journalists, and support organizations. It also highlights the importance of supporting digital and social media initiatives, particularly the role of provincial journalists, who are critical yet often overlooked.

Overall Objective-

To create an enabling environment for the development of free, pluralistic, and independent media that acts as a vibrant fourth estate, strengthening democracy in Sri Lanka.

Recommendations

1. Independent Media Commission

Media should be brought under the purview of the Independent Media Commission. This should be established through multi-stakeholder dialogue, including media owners, the Editors Guild of Sri Lanka, heads of electronic media, media organizations, and media experts. The Commission should be appointed on the recommendation of the Constitutional Council and should strengthen public service media, ensuring media freedom, accountability, and the public's right to factual and responsible information.

Its mandate may include-

- Preventing media ownership concentration.
- Defending editorial independence from vested interests.
- Auditing media circulation.
- Monitoring fair distribution of government advertisements.

- Advising the government on media development and related issues.
- Recommending media-related legislation.
- Fostering media literacy among citizens.
- Planning broadcast frequency spectrum to optimize access and prevent clutter.
- Issuing licenses transparently and addressing anomalies that could undermine media pluralism.
- Promoting local media content by maintaining a fund for quality documentary productions.
- Monitoring broadcast frequency usage to ensure compliance with license conditions.

2. Media Governance and an Enabling Environment

- **Improved Laws/Regulations-** The state should ensure that legal and regulatory frameworks are robust, transparent, and aligned with international standards to protect press freedom and prevent undue government interference. This includes clear guidelines for media operations and protecting journalists' rights. Legislature that impedes media freedom such as Press Councils law of 1973, the Online Security Act of 2024, the Antiterrorism Bill and Broadcast Authority Bill should be abolished and replaced by legislature that promotes media freedom with responsibility.
- **Promote Media Pluralism and Independence-** Encourage media diversity and independence by supporting various media outlets, including public, private, and community-based organizations. Policies should prevent media monopolies, provide financial support for independent journalism, and ensure regulatory bodies are free from political influence.
- **Enhance Media Literacy and Public Engagement-** Invest in media literacy programs to educate the public on critical thinking, fact-checking, and the role of media in democracy. Create platforms for public engagement with media governance to ensure the media serves the public interest, reflecting diverse voices and holding power to account.

3. Media Ethics and Regulation

Journalists must be accountable to their audiences, practicing self-regulation and adhering to industry-developed codes of ethics. They should receive training on media ethics and maintain high standards of responsibility and professionalism.

- **Print Media-** Strengthen the existing self-regulation mechanism of newspapers through the Press Complaints Commission of Sri Lanka, adhering to the Editors Guild's Code of Ethics.
- **Broadcast Media-** Establish an independent regulator for electronic media through broad consultation with stakeholders, with clearly defined powers, including licensing, oversight, sanctioning, and ownership transparency.
- **Digital and social media-** Review and amend the Online Safety Act to protect privacy and personal data, ensuring robust oversight and protection

4. Dignity and Rights of Media Industry Workers and Journalists

Media employers must be held accountable for ensuring the dignity and rights of their workers in accordance with local labor regulations.

- **Labor Rights-** Media employees should receive entitlements like the Employees Provident Fund, Employees Trust Fund, fair wages, employment contracts, overtime pay, gratuity, and leave as per local regulations.
- **Welfare Measures-** Employers should provide basic welfare and incentives, such as transport for official work, bonuses, medical insurance, and other necessary support.
- **Safety and Security-** Employers should ensure the safety and security of media workers by providing training, safety equipment for risky situations (e.g., gas masks, helmets), and psychosocial support.

5. Media Development

Journalists should be supported to obtain professional training from recognized institutions, with a focus on public service journalism and specialized areas like media ethics, data-based journalism, digital journalism, investigative reporting, fact-checking, environmental reporting, and social inclusion. Training should follow modern international methodologies that combine theory with practice.

6. Encouraging Investigative Journalism

- **Establish Investigative Journalism Grants-** Create grants or fellowships for investigative journalists, particularly those focusing on corruption, human rights, and environmental issues. This would encourage in-depth reporting that holds power to account.
- **Legal Support for Journalists-** Provide legal assistance and protection for journalists engaged in investigative work, ensuring they can operate without fear of legal repercussions from powerful entities.

7. Promoting Gender Equality in Media

- **Gender Sensitivity Training-** Implement training programs for journalists and media professionals to promote gender-sensitive reporting, avoiding stereotypes and ensuring balanced representation of all genders in the media.
- **Support for Women Journalists-** Encourage the participation of women in journalism by providing mentorship programs, scholarships, and safe working environments. This includes establishing protocols for addressing harassment and discrimination in the workplace.

8. Broadening State-Owned Media

Enforce the Special Provisions Act governing the Associated Newspapers of Ceylon Ltd (ANCL) and broaden its ownership under existing legislation. Bring ANCL, Independent Television

Network ITN and Sri Lanka Rupavahini Corporation, SLRC under the Independent Media Commission's oversight, transforming them into professional and profitable ventures.

9. Strengthening Right to Information (RTI)

Strengthen the RTI process and the RTI Commission to provide efficient and effective services, enabling citizens to exercise their right to access information on state functions funded by public resources. Staff and stakeholders should receive training on modern international developments, and public awareness of RTI should be increased.

10. Digital Media

- **Enhance Transparency and Accountability-** Enforce regulations ensuring transparency in digital media ownership and content, holding platforms and individuals accountable for spreading misinformation or harmful content.
- **Protect Freedom of Expression-** Safeguard free speech online while balancing it with measures against hate speech, incitement to violence, and cyber harassment.
- **Support Startups-** Encourage and support digital startups and journalist entrepreneurs.
- **Media and Cyber Literacy for Citizens**
- Strengthen media literacy among citizens, particularly youth, through media clubs in schools, tertiary institutions, and youth clubs. Promote awareness of media's role and responsibility through fact-checking, digital media education campaigns, and workshops that encourage critical thinking.

11. Innovation and Research in Media

- **Invest in Media Research-** Encourage academic and industry research into emerging trends in media, such as the impact of artificial intelligence, the role of algorithms in content distribution, and the effects of digital platforms on public discourse.
- **Support for Media Innovation-** Create a fund or incubator program to support innovative media projects that experiment with new formats, technologies, or business models. This could include initiatives in data journalism, immersive storytelling (e.g., virtual reality), or citizen journalism platforms.

12. International Collaboration and Exchange Programs

- **Global Best Practices Exchange-** Facilitate exchange programs and partnerships between Sri Lankan media professionals and their international counterparts to learn from global best practices in journalism, media management, and regulation.
- **Participation in International Media Forums-** Encourage participation in international media forums, conferences, and organizations to keep Sri Lanka's media policies aligned with global standards and trends.

Methodology

Multiple methods as detailed below were used to conduct the survey, Confidentiality of respondents was maintained, in order to obtain honest and candid responses in the sensitive political climate of Sri Lanka today.

1. Consultation amongst leadership of FMETU
2. Literature review
3. Survey design
   - Questionnaire for journalists – a mixture of open ended questions to obtain qualitative feedback and closed ended questions, to obtain quantitative feedback was designed
   - Pre testing questionnaire – the questionnaire was pre tested amongst a representative sample. Based on feedback, the questionnaire was fine tuned
4. Key Persons Interviews
   A list of guiding questions was compiled.
5. Sampling strategy- A stratified sampling strategy to ensure representation was used. The questionnaire was distributed amongst mid-career journalists and young journalists, ensuring gender and ethnic inclusion and representation from all the districts in Sri Lanka. It was administered in Sinhala, Tamil and English and brought in responses of print, electronic and digital media including digital entrepreneur journalists
6. Data collection
   - Data was collected from respondents island wide through a google form
   - Once data was collected online consultations with samples of journalists in the three languages were carried out.
   - Interviews with 20 key persons including heads of media organizations, media academics, media trainers and media experts.
7. Data analysis - Quantitative analysis was carried out using SPSS and qualitative analysis was carried out thematically to classify responses.
8. Feedback- the responses were validated through a consultation with FMETU leaders

Discussion with FMETU leadership

The leadership of the Federation of Media Employees Trade Unions (FMETU) convened to undertake a comprehensive needs assessment and draft the research tools necessary for an upcoming survey aimed at strengthening media rights and freedoms in Sri Lanka...

The leadership team engaged in a detailed discussion, reflecting on the current challenges faced by journalists and media workers in Sri Lanka. They expressed deep concern over recent legislative developments, particularly the Anti-Terrorism Act, the Broadcast Authority Bill, and the Online Safety Bill. These laws, they argued, represent a significant threat to press freedom, with the potential to stifle independent journalism and curtail the fundamental rights of media professionals.

The urgent need was identified, to address the chilling effects these laws could have on the media landscape. It was highlighted that the Anti-Terrorism Bill, under the guise of national security, could be used to suppress dissenting voices and silence critical reporting. The broad and vague definitions

within the Bill could allow for arbitrary arrests and detentions of journalists who are merely doing their job—holding power to account.

Concerns were voiced particularly regarding the Broadcast Authority Bill. It was pointed out that the establishment of a centralized regulatory body with excessive powers could lead to increased government control over broadcasting content, thereby undermining the independence of media outlets. Such a move could discourage investigative journalism and promote self-censorship, as media organizations might fear repercussions for airing content that is critical of the government.

The Online Safety Act was described as "a double-edged sword". While the Act aims to curb online misinformation and cyber harassment, it also contains provisions that could be misused to clamp down on online journalism. The Acts emphasis on regulating digital content could lead to the erosion of online free speech, particularly for independent journalists and small media entities that rely on digital platforms to reach their audiences.

The need for a balanced approach in drafting and implementing these laws was discussed. It was argued that while regulations are necessary to ensure responsible journalism, they should not infringe on the fundamental freedoms that are essential to a democratic society. The need was stressed for greater dialogue between the government and media representatives to ensure that any new legislation is fair, transparent, and aligned with international standards for press freedom.

The meeting concluded with a consensus that the FMETU must play a proactive role in advocating for the rights of journalists and media workers. The leadership agreed to use the findings from the forthcoming survey to lobby for changes in the proposed legislation and to push for a media environment that is both free and responsible. The research tools drafted during the discussion were designed to capture the views and experiences of media professionals across the island, ensuring that the recommendations for national media policy development are grounded in the real challenges faced by those on the front lines of journalism in Sri Lanka.

The discussion highlighted the FMETU leadership's commitment to protecting press freedom and the rights of media workers, while also addressing the need for responsible media practices in an increasingly complex and challenging environment.

Literature Review

The Status of Media in Sri Lanka- An Overview

Introduction

The media landscape in Sri Lanka is complex and multifaceted, reflecting the country's diverse sociopolitical context. This review aims to provide a brief overview of the status of media in Sri Lanka, examining its historical evolution, current state, challenges, and the role of new media. The analysis will draw on various sources, including academic literature, reports from international organizations, and insights from media practitioners.

Historical Context

The media in Sri Lanka has a long history that dates back to the colonial period. The first newspaper, *The Colombo Journal*, was published in 1832 by the British colonial administration[1]. The media landscape evolved over time, with the establishment of various newspapers, radio stations, and television channels, both state-owned and private.

During the post-independence period, the media played a crucial role in shaping national identity and political discourse. However, it also faced significant challenges, including state control and censorship, especially during periods of political turmoil and civil conflict[2]. The 26-year civil war between the government and the Liberation Tigers of Tamil Eelam (LTTE) had a profound impact on the media, with journalists facing threats, violence, and restrictions on reporting.

Current Media Landscape

Today, Sri Lanka's media landscape is characterized by a mix of state-owned and private media outlets. The country has a diverse range of newspapers, television channels, radio stations, and online platforms. However, the media environment is heavily influenced by political dynamics, with significant challenges related to press freedom and media independence.

Print Media- Sri Lanka has a vibrant print media sector, with newspapers published in Sinhala, Tamil, and English. The print media often reflects political affiliations, with some newspapers known for their pro-government or opposition stances.

Broadcast Media- The state-owned Sri Lanka Broadcasting Corporation (SLBC) and Sri Lanka Rupavahini Corporation (SLRC) dominate the broadcast media sector[4]. Private television channels such as *Sirasa TV*, *Derana TV*, and *Hiru TV* have gained significant popularity. Radio remains a vital source of information, especially in rural areas.

Online Media- The rise of digital media has transformed the media landscape in Sri Lanka. Online news portals, blogs, and social media platforms have become important sources of news and information. Websites like *NewsFirst* and *Groundviews* provide alternative perspectives and engage in investigative journalism[5]. Young digital starts ups and journalists entrepreneurs are making an impact in this context.

Challenges Facing the Media

Despite its diversity, the media in Sri Lanka faces several challenges that impact its ability to function freely and effectively.

Press Freedom- Sri Lanka's press freedom is a significant concern. According to Reporters Without Borders, Sri Lanka ranks 127th out of 180 countries in the 2023 World Press Freedom Index[6]. Journalists often face threats, harassment, and violence, particularly those reporting on corruption, human rights abuses, and political issues. Self-censorship is also prevalent due to fear of repercussions.

Legal and Regulatory Environment- The legal framework governing the media in Sri Lanka includes laws that can be used to suppress press freedom. The Prevention of Terrorism Act (PTA) and the Official Secrets Act are often criticized for being used to intimidate journalists and restrict reporting[7]. The Online Safety Act, Broadcast Authority Bill and Anti-Terrorism Bill are viewed as draconian regulations that can be leveraged to silence critical voices.

Media Ownership and Independence- Media ownership in Sri Lanka is highly concentrated, with a few conglomerates controlling a significant portion of the media landscape. This concentration of ownership often leads to editorial biases and conflicts of interest. Political affiliations of media owners can influence content, limiting the independence of journalism[8].

Economic Pressures- The financial sustainability of media outlets is a growing concern. Many media organizations rely on advertising revenue, which can be influenced by political and business interests. Economic pressures can lead to compromises in editorial independence and the quality of journalism[9].

The Role of New Media

New media, particularly digital platforms and social media, has emerged as a powerful force in Sri Lanka's media landscape. These platforms offer opportunities for greater freedom of expression, citizen journalism, and alternative narratives. However, they also present new challenges.

Opportunities- Digital media provides a platform for marginalized voices and independent journalism. Social media platforms like Facebook, Twitter, and YouTube are widely used for news dissemination and public discourse. Online news portals and blogs often engage in investigative journalism, holding power to account and providing alternative viewpoints[10].

Challenges- The proliferation of digital media also brings challenges, including the spread of misinformation and fake news. The lack of regulatory frameworks for online content can lead to ethical issues and the manipulation of information. Additionally, digital divide issues can limit access to new media for certain populations, particularly in rural areas[11].

Conclusion

The status of media in Sri Lanka is shaped by a complex interplay of historical, political, and economic factors. While the country boasts a diverse media landscape, significant challenges remain in terms of press freedom, media independence, and the legal and regulatory environment. New media offers both opportunities and challenges, transforming the way news is produced and consumed. Addressing these issues requires concerted efforts from the government, media organizations, civil society, and the international community to ensure a free, independent, and vibrant media environment for the press to effectively play its role as the fourth estate and play its watchdog role to strengthen democracy in Sri Lanka.

References

1. Wijesinghe, S. (2018). "The Evolution of Print Media in Sri Lanka." *Colombo Telegraph*. Retrieved from https-//www.colombotelegraph.com/index.php/the-evolution-of-print-media-in-sri-lanka/.
2. Silva, K. M. D. (1997). *A History of Sri Lanka*. Oxford University Press.
3. Gunasekara, T. (2020). "The Role of Print Media in Sri Lanka." *Daily FT*. Retrieved from https-//www.ft.lk/columns/The-Role-of-Print-Media-in-Sri-Lanka/4-704810.
4. Samarajiva, R., & Gamage, P. (2007). "Sri Lanka- The State of Media." *South Asian Journal*, (15), 112-125.
5. De Silva, M. (2019). "Digital Media and Its Impact on Journalism in Sri Lanka." *Journal of Media Studies*, 34(2), 87-102.
6. Reporters Without Borders. (2023). "Sri Lanka." *World Press Freedom Index*. Retrieved from https-//rsf.org/en/sri-lanka.
7. International Commission of Jurists. (2018). "Sri Lanka- Counter-terrorism Laws and Human Rights." Retrieved from https-//www.icj.org/sri-lanka-counter-terrorism-laws-and-human-rights/.
8. Wickramasinghe, N. (2014). "Media Ownership and Independence in Sri Lanka." *Asian Journal of Communication*, 24(2), 113-128.
9. Fonseka, K. (2016). "Economic Challenges Facing Media in Sri Lanka." *Economic Review*, 42(3), 56-67.
10. Wijesinghe, C. (2021). "The Rise of Digital Media in Sri Lanka." *Groundviews*. Retrieved from https-//groundviews.org/2021/03/12/the-rise-of-digital-media-in-sri-lanka/.
11. Fernando, S. (2020). "Challenges of Digital Media in Sri Lanka." *LSE Media Policy Project*. Retrieved from https-//blogs.lse.ac.uk/mediapolicyproject/2020/06/23/challenges-of-digital-media-in-sri-lanka/.

Analysis of responses elicited through Questionnaire administered to journalists

1. Journalists' Dignity and Rights

The survey reveals significant gaps in the basic employment conditions for journalists in Sri Lanka. While some respondents have access to employment contracts, media identification, and organizational IDs, a considerable number of journalists operate without these essential documents. This lack of formal employment practices contributes to precarious working conditions. The situation is further exacerbated by the absence of proper salary schemes or allowance structures, with many journalists not receiving social security benefits such as EPF and ETF. The lack of entitlements to gratuity payments, overtime pay, and sufficient leave systems underscores the financial instability that plagues the industry, making it difficult for journalists to maintain their livelihoods securely.

2. Safety and Security

The physical safety of journalists remains a critical concern, as evidenced by the survey results. Most journalists do not receive adequate support for their personal safety when reporting in high-risk environments. The provision of safety equipment, such as gas masks, safety jackets, and helmets, is alarmingly low, leaving journalists vulnerable to physical harm. This lack of support highlights the need for media organizations to prioritize the safety and well-being of their staff, particularly those covering conflict zones or dangerous assignments.

3. Improved Laws/Regulations to Protect the Rights of Journalists and Press Freedom

There is a strong consensus among journalists that existing organizing rights and media laws need significant revisions. Respondents express a clear demand for more robust legal frameworks that protect their rights and ensure press freedom. The current legislative environment is perceived as inadequate, with many calling for reforms that would provide greater protection against government interference and enhance the ability of journalists to organize and advocate for their rights effectively.

4. Media Governance and an Enabling Environment

When it comes to media governance, the majority of respondents favor an independent regulatory body with limited government representation. This preference indicates a desire for a media environment that is free from state control, promoting autonomy and transparency within the industry. Additionally, there is widespread support for freeing state-owned media from government oversight, with many advocating for the enforcement of existing legislation to broaden ownership and ensure these institutions operate independently.

5. Media Ethics and Regulation

The adoption of media ethics and regulation is inconsistent across organizations. While many have implemented a code of ethics, the survey reveals a need for more comprehensive training and instruction on these standards. Journalists often face constraints from media owners, particularly when financial pressures or the need to adhere to the owner's agenda compromise ethical reporting. This situation underscores the importance of strengthening self-regulation mechanisms and providing journalists with the tools to uphold ethical standards in their work.

6. Strengthening Right to Information (RTI)

The Right to Information (RTI) is recognized as a valuable tool for journalists, with most respondents finding it useful and actively utilizing it in their work. However, there is notable dissatisfaction with the RTI Commission, particularly concerning the speed at which applications are processed and the resources available to the Commission. While RTI has the potential to enhance transparency and accountability, its effectiveness is currently undermined by operational inefficiencies that need to be addressed.

7. Media Research and Development

There is strong support for state involvement in setting benchmarks and standards for media research and training. Journalists express a clear preference for degree and postgraduate-level training, indicating a desire for advanced professional development opportunities. This emphasis on higher education

reflects the need for a well-trained and knowledgeable media workforce capable of navigating the complexities of modern journalism.

8. Digital Startups and Revenue

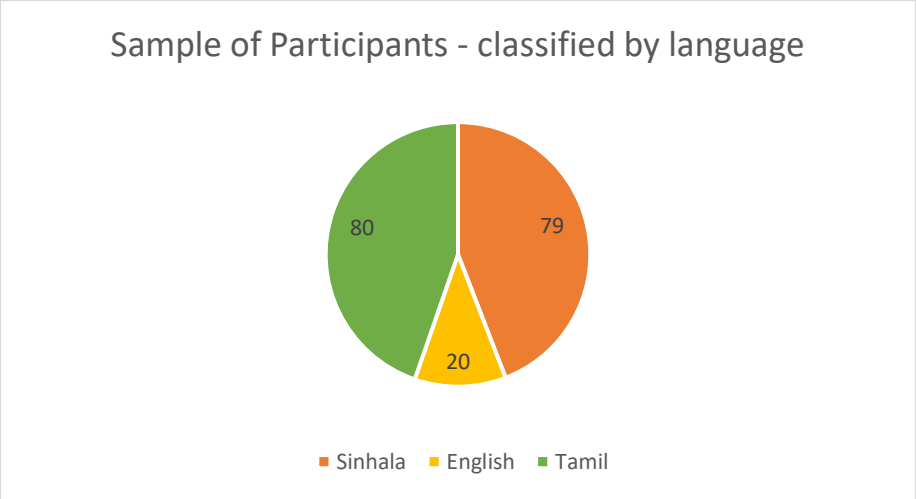
The financial challenges facing the media industry are evident in the reliance on local revenue sources, such as advertisements and direct marketing. International funding is less common, and many journalists or their organizations depend on donations to sustain their operations. This reliance on external funding highlights the financial vulnerability of the media sector, underscoring the need for more sustainable revenue models to support independent journalism.

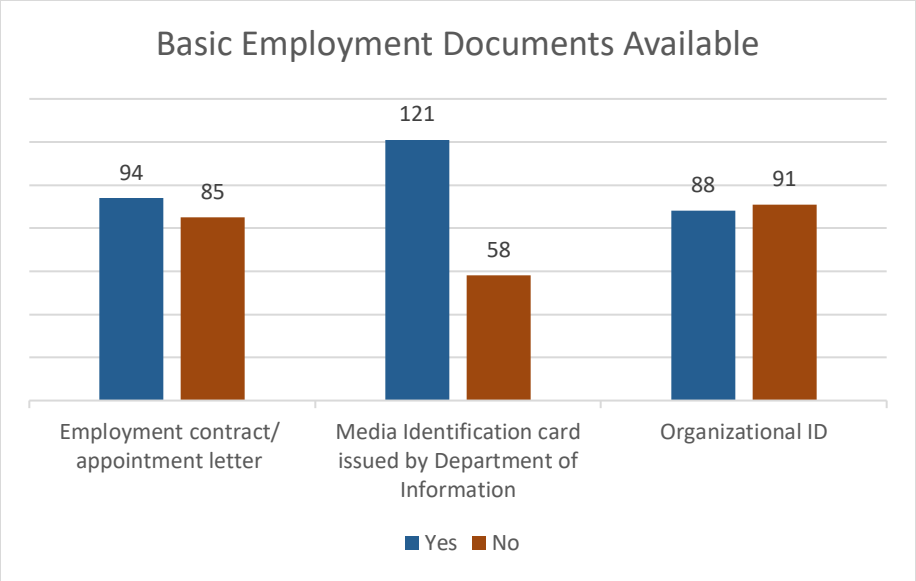
9. Media and Cyber Literacy for Citizens

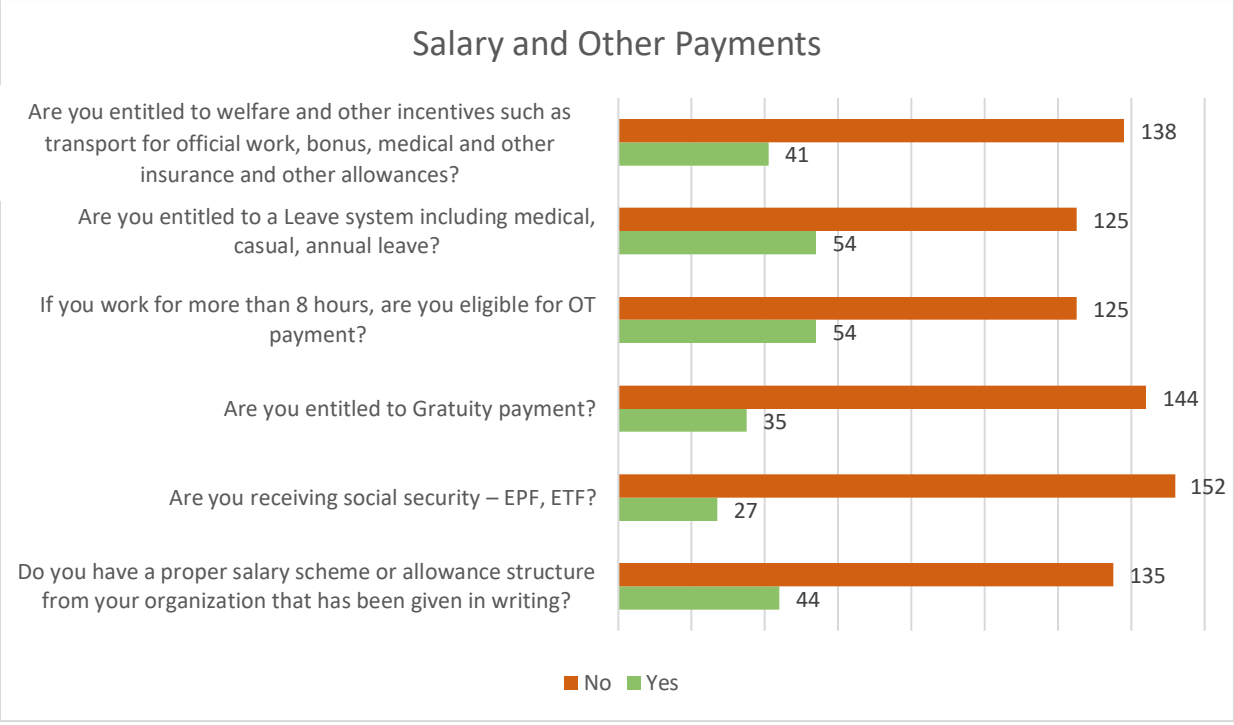
The survey indicates overwhelming support for media literacy training for youth and citizens. Respondents believe that enhancing the public's understanding of media and digital literacy is crucial for fostering an informed and engaged citizenry. There is a strong preference for these initiatives to be led by a combination of government bodies, media associations, and NGOs, reflecting the belief that media literacy is a shared responsibility that requires collective action.

10. Suggestions for Media Reforms in Sri Lanka

The responses to the survey highlight several key areas for reform in Sri Lanka's media landscape. There is a clear call for stronger legal protections, enhanced media governance, and greater support for journalists' rights and safety. Additionally, the need for improved media literacy and ethical standards is emphasized, with respondents advocating for a more independent, transparent, and professional media environment that can effectively serve the public interest.

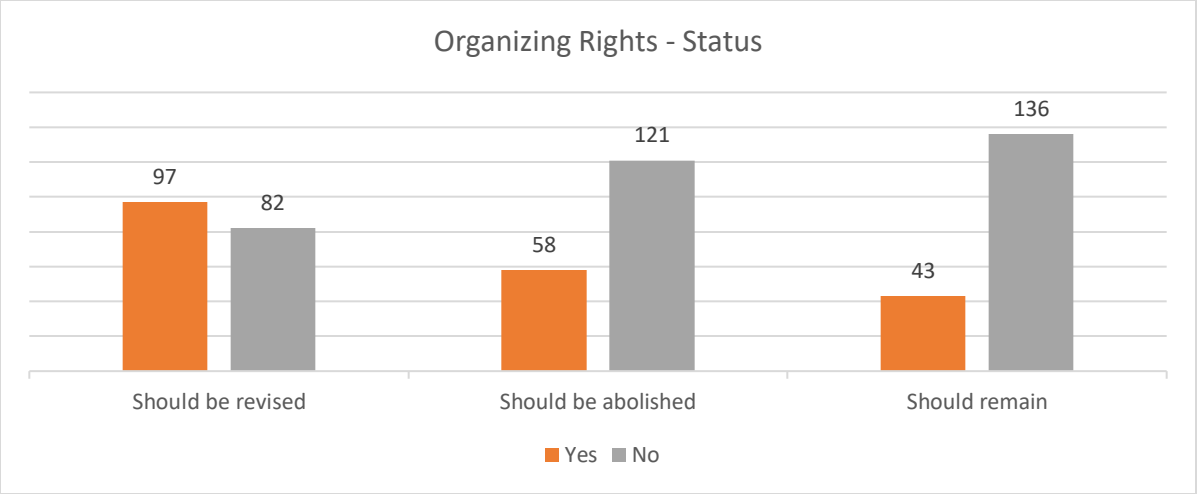


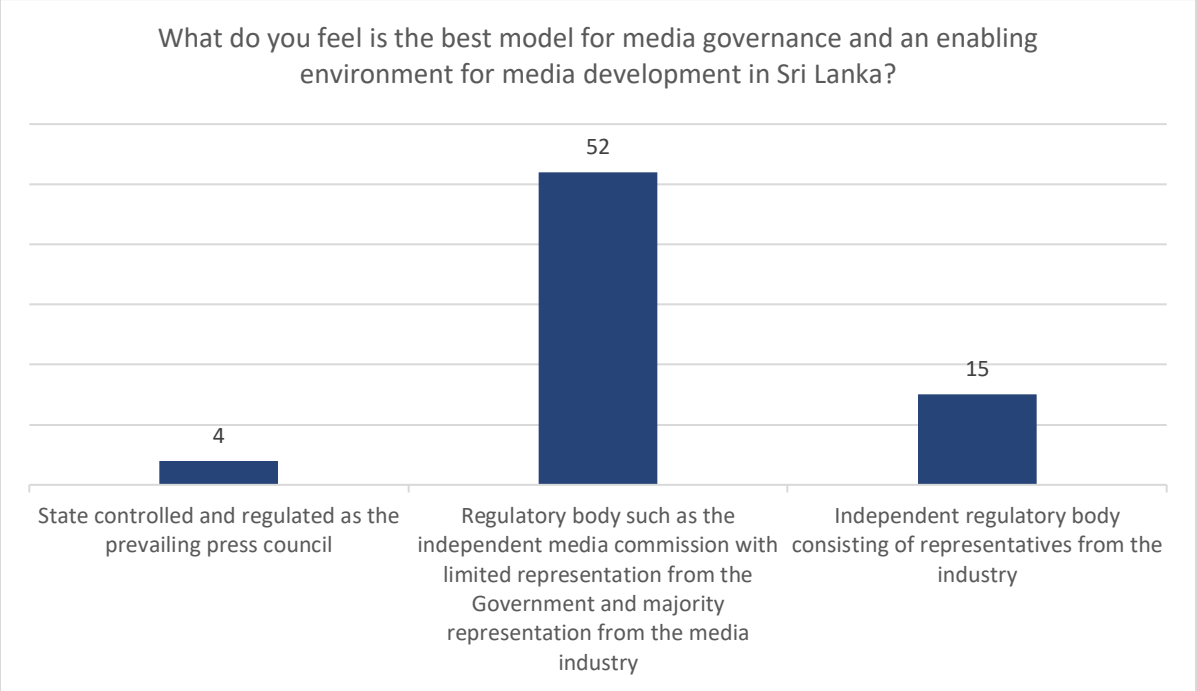

Basic Employment Documents Available
94
85
121
58
88
91
Employment contract/ appointment letter
Media Identification card issued by Department of Information
Organizational ID
Yes
No

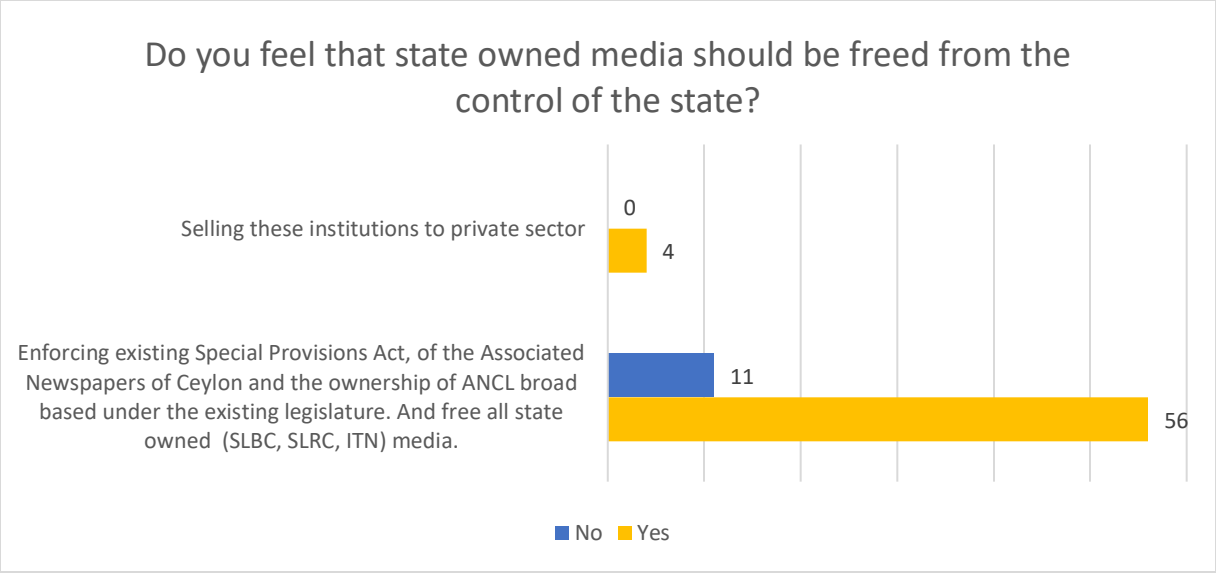

Salary and Other Payments
Are you entitled to welfare and other incentives such as transport for official work, bonus, medical and other insurance and other allowances?
138
41
Are you entitled to a Leave system including medical, casual, annual leave?
125
54
If you work for more than 8 hours, are you eligible for OT payment?
125
54
Are you entitled to Gratuity payment?
144
35
Are you receiving social security – EPF, ETF?
152
27
Do you have a proper salary scheme or allowance structure from your organization that has been given in writing?
135
44
No
Yes

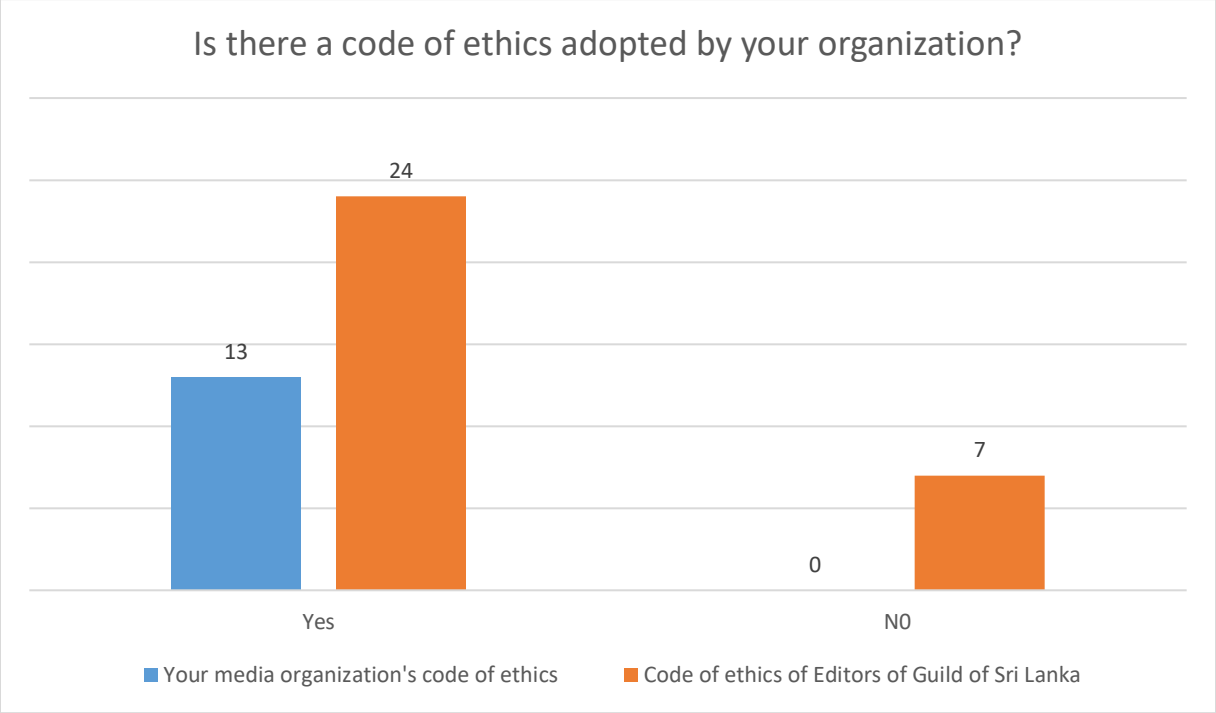
Employment Safety
Do you get safety equipment when reporting in risky situation? (Gas mask, safety jacket, Helmet etc.)
164
15
Do you get support for your personal safety when reporting on risky situations?
142
37
No
Yes

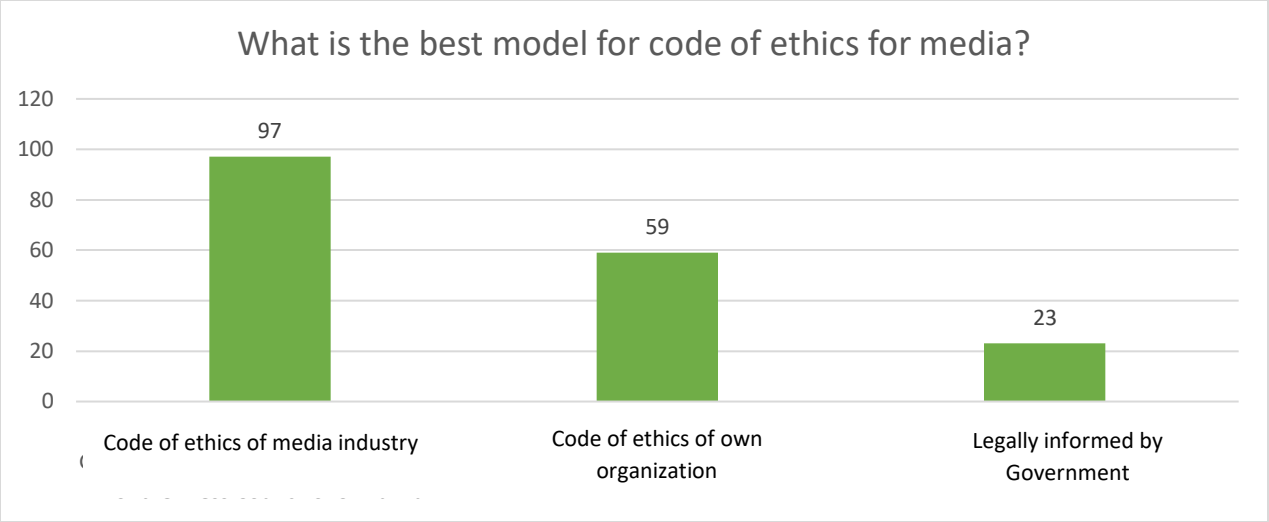
Do you have organizing rights?
86
93
Yes
No

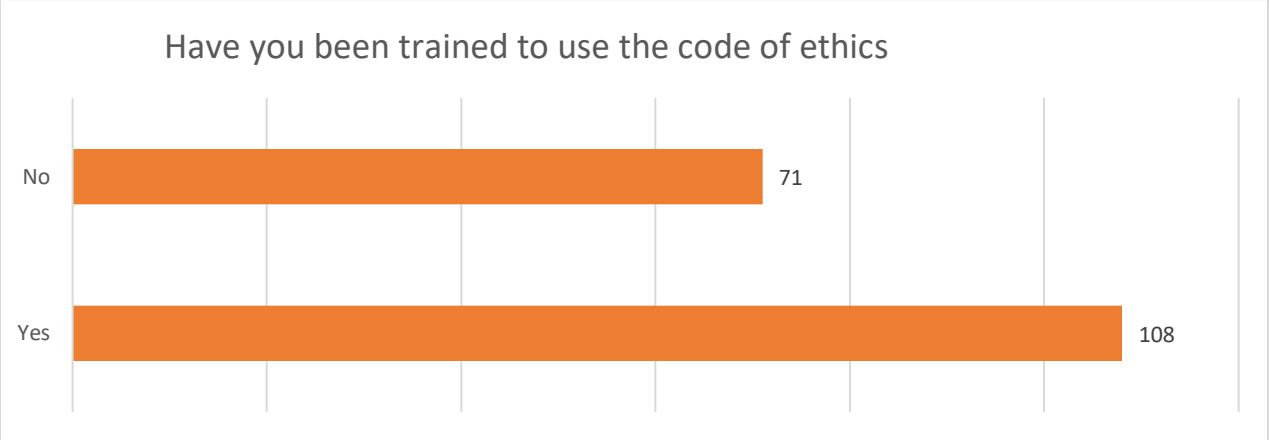

Organizing Rights - Status
97
82
58
121
43
136
Should be revised
Should be abolished
Should remain
Yes
No

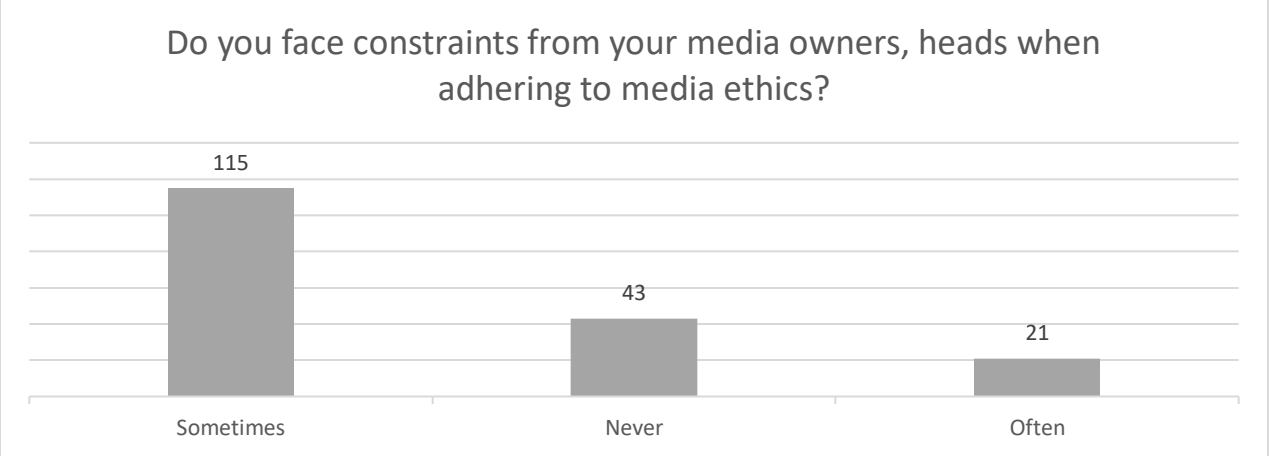

What do you feel is the best model for media governance and an enabling environment for media development in Sri Lanka?
4
52
15
State controlled and regulated as the prevailing press council
Regulatory body such as the independent media commission with limited representation from the Government and majority representation from the media industry
Independent regulatory body consisting of representatives from the industry

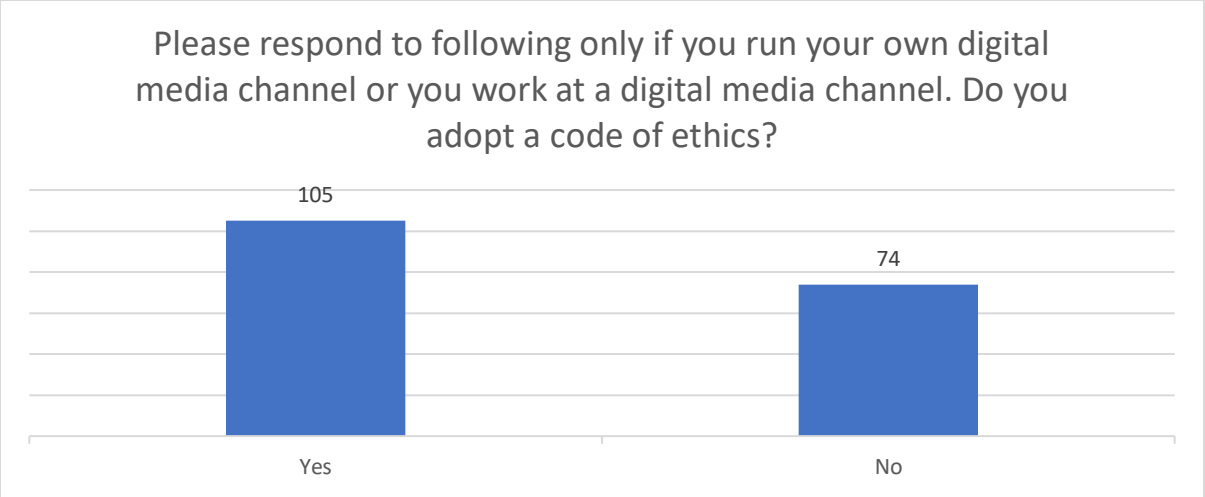

Do you feel that state owned media should be freed from the control of the state?
Selling these institutions to private sector
0
4
Enforcing existing Special Provisions Act, of the Associated Newspapers of Ceylon and the ownership of ANCL broad based under the existing legislature. And free all state owned (SLBC, SLRC, ITN) media.
11
56
No
Yes

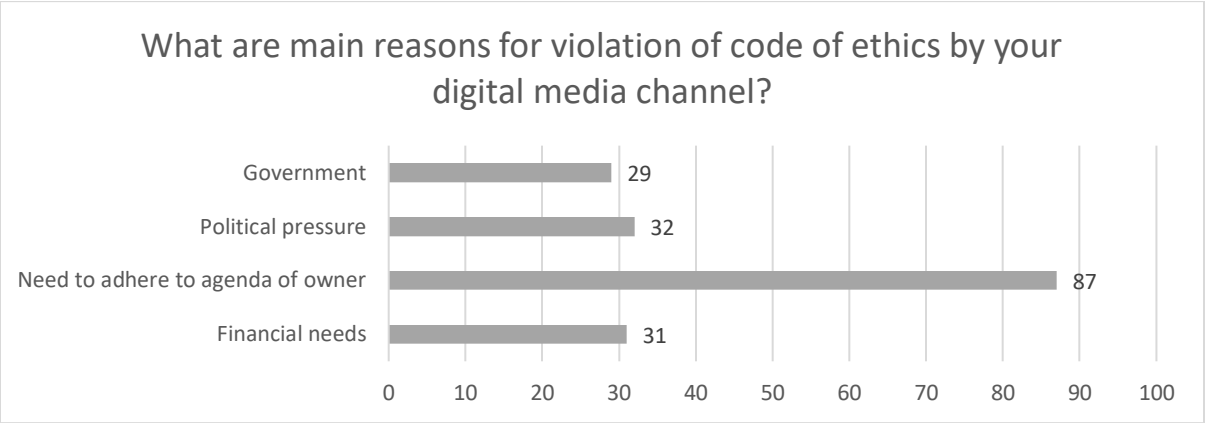

Is there a code of ethics adopted by your organization?
24
13
7
0
Yes
N0
Your media organization's code of ethics
Code of ethics of Editors of Guild of Sri Lanka

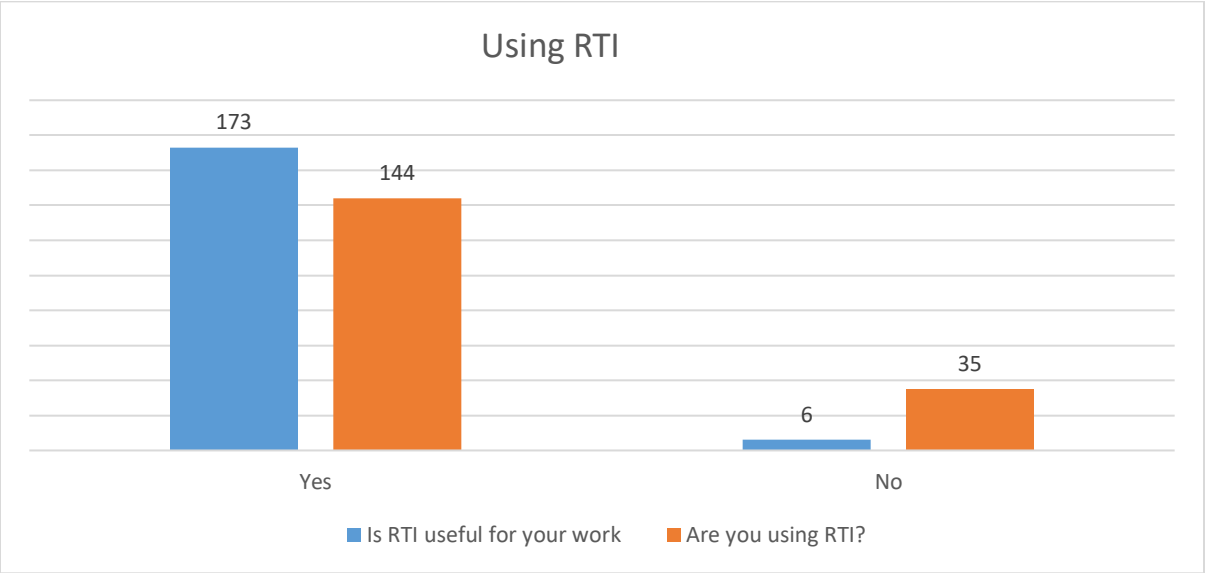

What is the best model for code of ethics for media?
120
100
80
60
40
20
0
97
59
23
Code of ethics of media industry
Code of ethics of own organization
Legally informed by Government

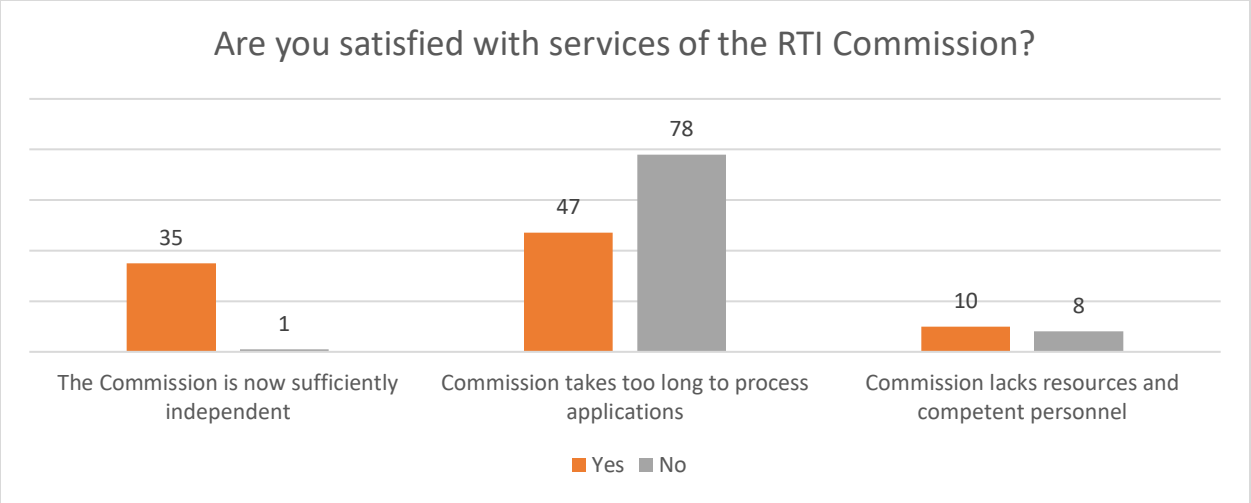

Have you been trained to use the code of ethics
No
71
Yes
108

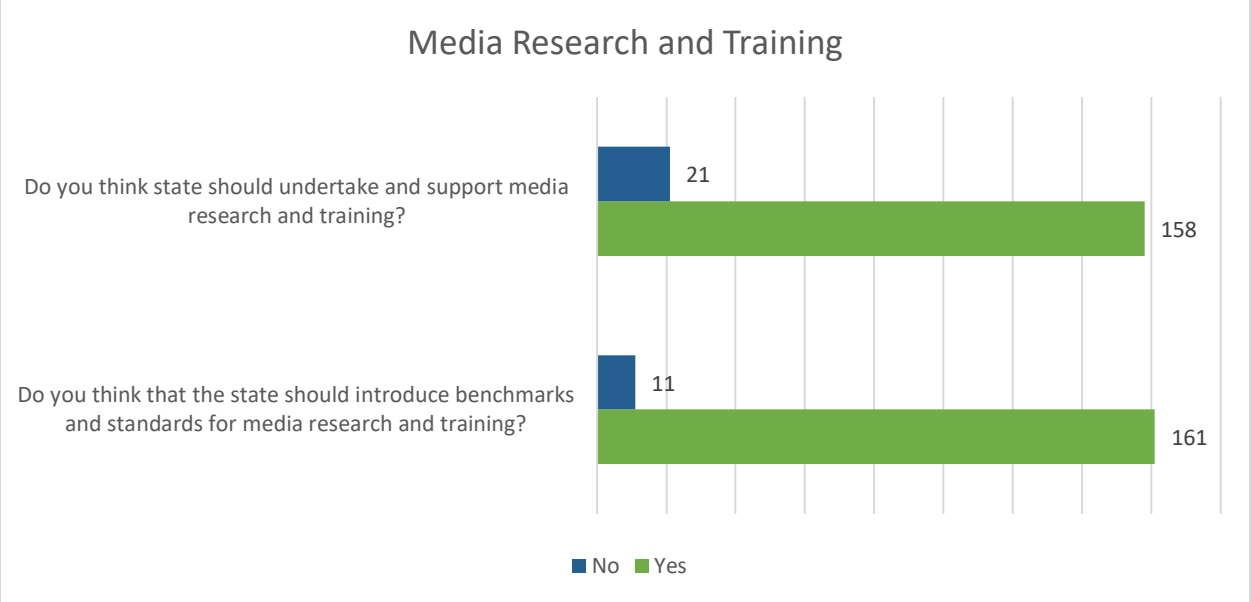

Do you face constraints from your media owners, heads when adhering to media ethics?
115
43
21
Sometimes
Never
Often

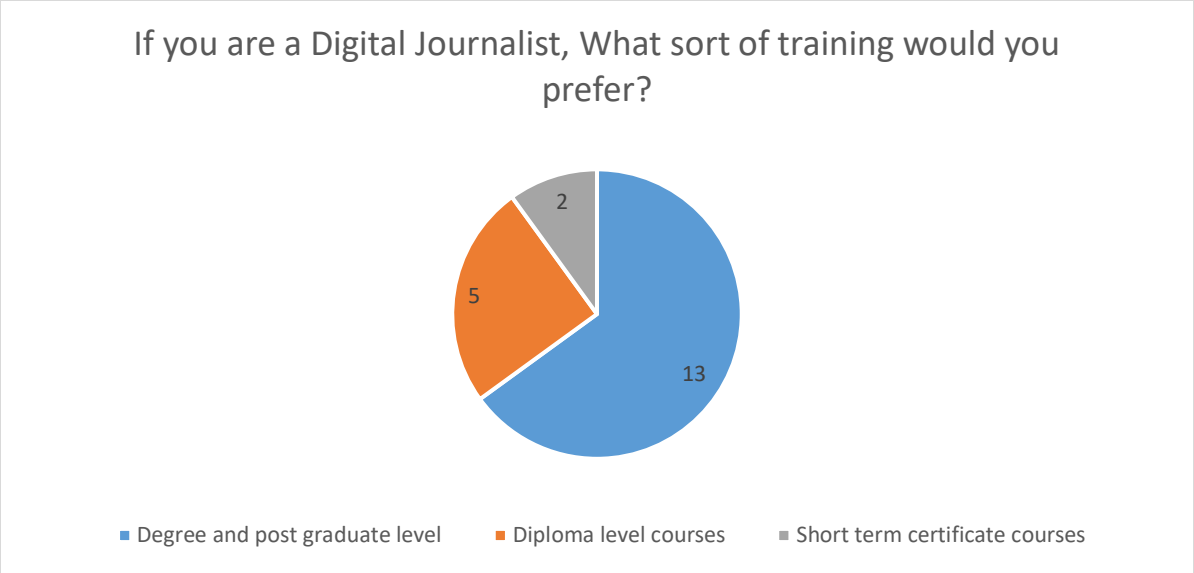

Please respond to following only if you run your own digital media channel or you work at a digital media channel. Do you adopt a code of ethics?
105
74
Yes
No

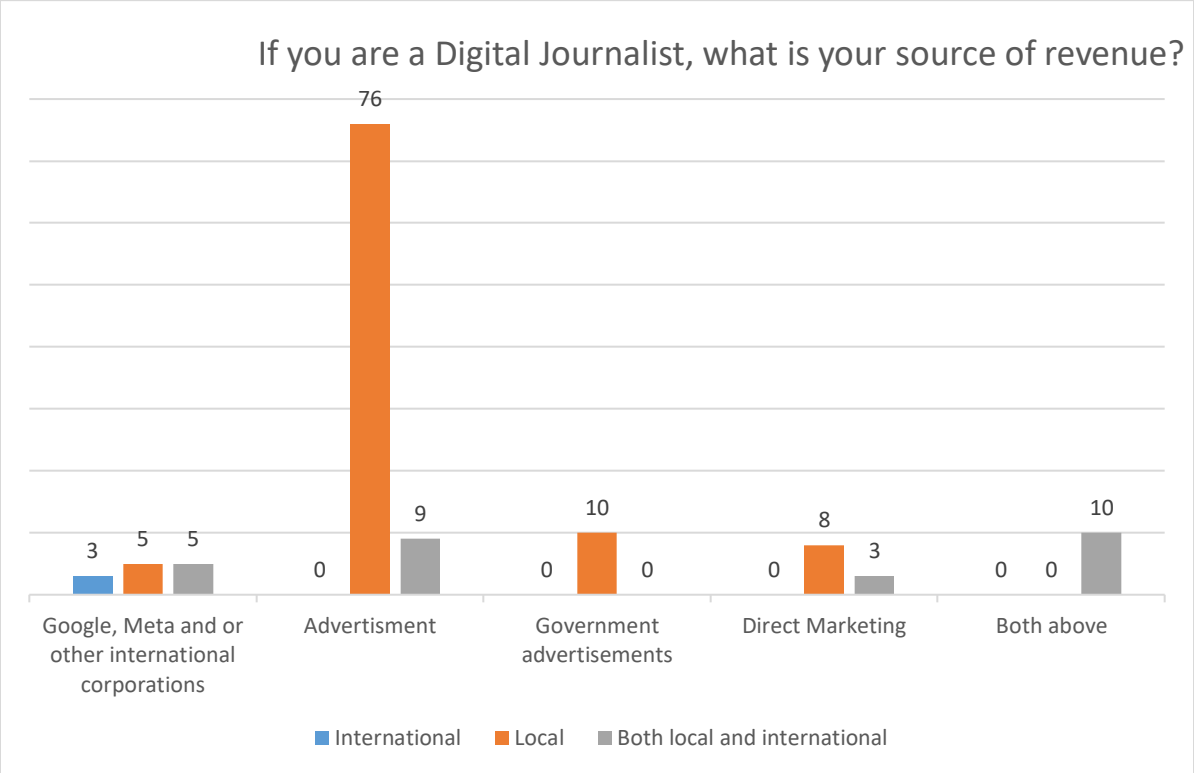

What are main reasons for violation of code of ethics by your digital media channel?
Government
29
Political pressure
32
Need to adhere to agenda of owner
87
Financial needs
31
0
10
20
30
40
50
60
70
80
90
100

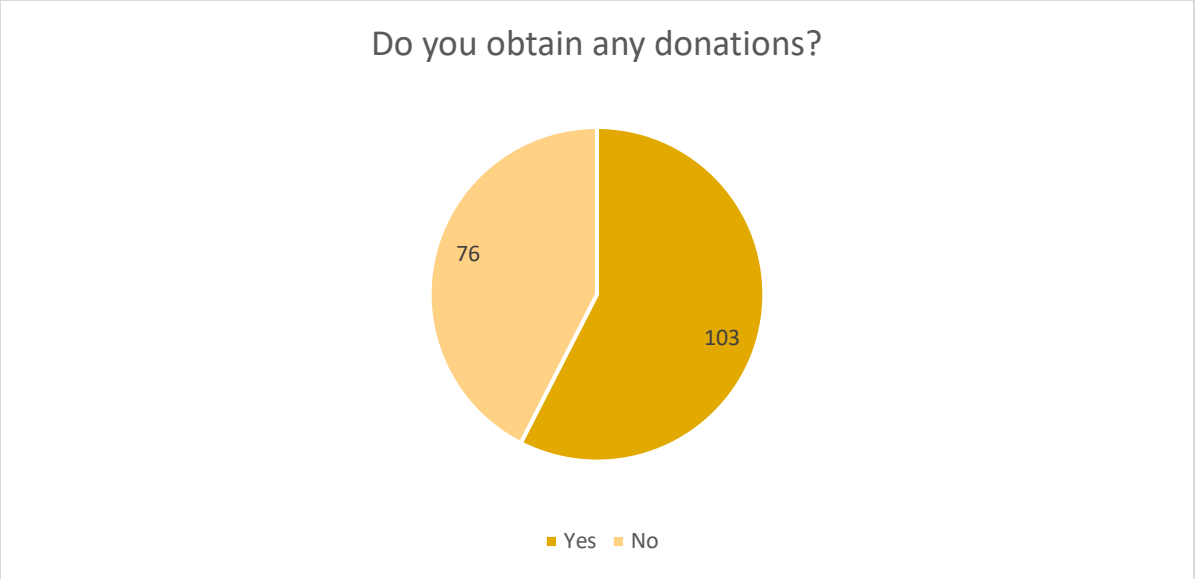

Using RTI
173
144
6
35
Yes
No
Is RTI useful for your work
Are you using RTI?

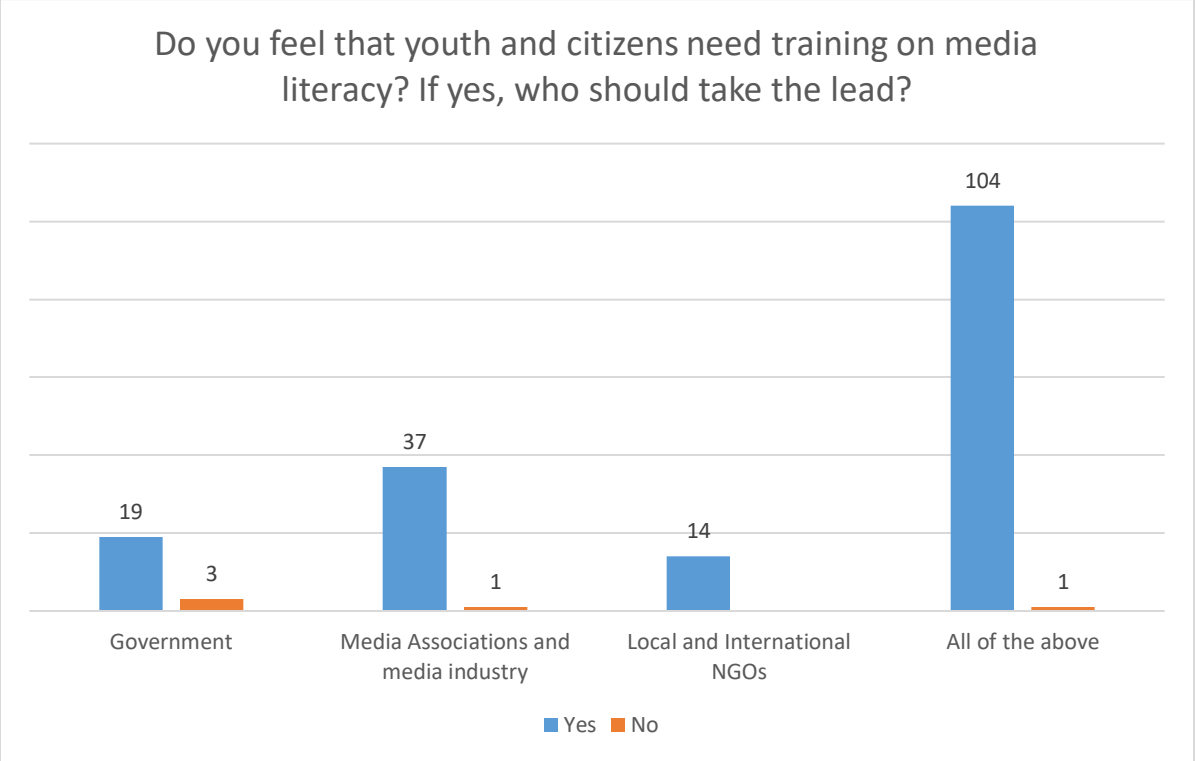

Are you satisfied with services of the RTI Commission?
35
1
47
78
10
8
The Commission is now sufficiently independent
Commission takes too long to process applications
Commission lacks resources and competent personnel
Yes
No


Media Research and Training
Do you think state should undertake and support media research and training?
21
158
Do you think that the state should introduce benchmarks and standards for media research and training?
11
161
No
Yes


If you are a Digital Journalist, What sort of training would you prefer?
2
5
13
Degree and post graduate level
Diploma level courses
Short term certificate courses


If you are a Digital Journalist, what is your source of revenue?
3
5
5
0
76
9
0
10
0
0
8
3
0
0
10
Google, Meta and or other international corporations
Advertisment
Government advertisements
Direct Marketing
Both above
International
Local
Both local and international


Do you obtain any donations?
76
103
Yes
No


Do you feel that youth and citizens need training on media literacy? If yes, who should take the lead?
19
3
37
1
14
104
1
Government
Media Associations and media industry
Local and International NGOs
All of the above
Yes
No

Responses elicited from Key persons interviews with heads of media organizations, media trainers and media academics

1. **What do you feel about media laws such as the Press Council Law of 1973, the Online Safety Act of 2024 and the Broadcast Authority bill?**

The analysis of media laws such as the Press Council Law of 1973, the Online Safety Act of 2024, and the Broadcast Authority Bill reveals a widespread concern among stakeholders regarding their impact on press freedom and journalistic independence in Sri Lanka. These laws are perceived as outdated and overly restrictive, with many calling for significant reforms to align them with the principles of a democratic society.

Press Council Law of 1973

This law is viewed as "stone-aged" and in dire need of modernization. Originally intended to regulate the media and ensure accountability, it now appears outdated and ill-suited to the contemporary media landscape, which has evolved significantly with the advent of digital platforms. Stakeholders argue that the law imposes unnecessary restrictions on the freedom of the press and needs urgent revision to protect the independence of journalists.

Online Safety Act of 2024

The Online Safety Act, while ostensibly introduced to protect individuals from online harm, is criticized for suppressing freedom of expression. Rather than benefiting the media, it is seen as a tool to curtail the free exchange of ideas, thereby undermining the very essence of a democratic society. The act is described as "draconian" and too restrictive, with stakeholders calling for reforms to ensure it does not become a mechanism for stifling dissent and controlling the narrative.

Broadcast Authority Bill

Like the other laws, the Broadcast Authority Bill is seen as a potential threat to media freedom. The bill's provisions for government oversight are viewed with suspicion, as they could easily lead to overreach and censorship. Stakeholders express concern that, if enacted in its current form, the bill could limit the diversity of voices and opinions in the media, which is essential for a healthy democracy.

In summary, there is a strong consensus that these laws, while perhaps well-intentioned, are too restrictive and risk undermining the fundamental freedoms that are critical to a vibrant and independent media. The call for reforms is loud and clear, with stakeholders advocating for a legal framework that balances regulation with the need to protect press freedom and ensure that journalists can operate without fear of censorship or retribution. This analysis underscores the importance of ongoing dialogue and collaboration between the government, media

professionals, and civil society to ensure that media laws serve the public interest without compromising democratic values.

2. **What do you feel are the challenges faced by the media industry, with regard to an enabling environment for media development in Sri Lanka?**

The media industry in Sri Lanka is grappling with a complex array of challenges that significantly hinder the creation of an enabling environment for its development. These challenges span ethical, economic, political, social, and technological dimensions, each contributing to the difficulties faced by journalists and media organizations.

One of the primary concerns is the lack of encouragement for ethical journalism. The industry is marred by the prevalence of unethical practices, including speculative reporting and the use of pseudonyms or social media platforms to publish stories. This erosion of journalistic integrity is exacerbated by the absence of a robust ethical framework, leaving journalists to navigate a landscape where standards are frequently compromised.

Another critical issue is the deficit in education and training for journalists. This gap not only diminishes the quality of journalism but also hampers the development of a well-informed media workforce capable of upholding high standards. The lack of sufficient research and policy guidance further compounds the problem, leaving media organizations without the necessary tools to adapt to the evolving media landscape.

Political influence and economic pressures also pose significant challenges. The dependence of media organizations on government advertising, coupled with the political connections between media owners and politicians, leads to biased reporting and a loss of editorial independence. This political entanglement undermines the media's role as an impartial watchdog, severely limiting its ability to hold power to account.

Financial instability is another major constraint. Many journalists are underpaid, with salary increases often tied to personal and political relationships rather than performance. This financial insecurity discourages talented individuals from pursuing journalism as a career and adversely affects the overall quality of media output.

Social challenges, including threats to journalists and ethnic polarization, add yet another layer of complexity. The ongoing military presence in certain regions and the resulting restrictions on journalistic access impede reporting, particularly in conflict-affected areas. The pervasive threat environment creates a climate of fear, further constraining journalists' ability to cover sensitive issues.

Finally, the media industry struggles with the digital divide and a slow adaptation to new technologies. This technological lag limits the reach and impact of media outlets, making it difficult for them to remain competitive in a rapidly evolving digital landscape. Addressing this divide is crucial for media organizations to stay relevant and effective.

In summary, Sri Lanka's media industry is confronted by a confluence of challenges that obstruct its development. These include ethical dilemmas, inadequate training, political and economic pressures, financial instability, social threats, and technological barriers. Overcoming these challenges will require comprehensive reforms, investment in media training, and concerted efforts to reduce political

interference. By fostering a supportive environment, Sri Lanka can enhance the media's role in democracy and ensure it serves the public effectively.

3. What do you feel about the state introducing legislature and other measures to control the media?

The introduction of state legislation and measures to control the media in Sri Lanka has sparked significant concern among media professionals, raising critical issues related to press freedom, democratic values, and the effectiveness of such controls.

A prevailing sentiment among respondents is that the state relies on outdated media laws, many of which were established in the 1970s and have not kept pace with the rapidly evolving media landscape. These laws are seen as disconnected from the realities of modern digital media, making them increasingly irrelevant and inadequate for addressing contemporary challenges. As a result, there is growing frustration that the legislative process has failed to meet needs of today's media environment.

The impact of state control on citizens' rights and freedoms is another major concern. Many respondents view laws like the Online Safety Act as tools for the state to enforce stringent controls under the pretext of maintaining public order. However, these measures are often perceived as mechanisms to suppress free expression and silence dissent, posing a direct threat to fundamental rights. This has led to a widespread belief that state control over the media tends to curtail essential freedoms, rather than protect them.

The threat to democracy and transparency is particularly troubling. Respondents express deep concern that excessive government interference undermines the media's role as an independent watchdog and a platform for diverse voices. When the state exerts too much control, it stifles free expression, encourages self-censorship, and limits public discourse, all of which are vital to a functioning democracy.

While there is recognition that some level of regulation is necessary to prevent misinformation and protect public order, there is a consensus that such measures must be balanced and transparent. Overreaching controls can weaken the media's ability to hold those in power accountable and to provide the public with accurate and unbiased information. Respondents emphasize that any regulatory frameworks should be developed in consultation with media professionals and other stakeholders to ensure that they respect the media's critical role while addressing legitimate concerns.

Rather than imposing outright control, many respondents advocate for a more nuanced approach to regulation. They support the idea of regulating media practices, particularly in areas like reporting on sensitive issues such as women and children, but without resorting to punitive measures that could stifle journalistic freedom. There is a strong call for collaborative lawmaking, involving input from media associations and other relevant parties, to ensure that new laws serve the public interest without unduly restricting press freedom.

Political interference in media operations is another significant issue highlighted by respondents. There is a clear concern that excessive political control undermines media independence and leads to biased reporting, which in turn weakens the media's role as an independent check on power. Minimizing such influence is seen as crucial to maintaining the integrity and impartiality of the media.

In summary, the responses reflect a broad consensus that while regulation is necessary, state-imposed controls often threaten press freedom and democratic integrity. There is a strong call for modern, balanced legislative reforms that are developed in consultation with media professionals, aimed at safeguarding the essential role of the media in society while ensuring that it remains free and independent.

4. Do you feel it is necessary to protect rights (EPF, ETF, proper wages scheme and employment contracts) and facilitate career development of media industry workers and journalists? Please explain reasons for your response.

The responses to the question of protecting the rights and facilitating the career development of media industry workers and journalists reflect a broad consensus on the necessity of such measures.

Importance of Fair Compensation and Respect- Many respondents emphasize that journalism in Sri Lanka is facing a crisis due to inadequate wages, lack of respect, and poor working conditions. The low remuneration and high-risk nature of the job contribute to the decline in journalism standards and the diminishing respect for the profession. Ensuring fair wages, proper employment contracts, and job security is seen as crucial for maintaining the dignity and viability of journalism.

Empowerment and Professionalism- There is a strong belief that protecting the rights of media workers will empower them to perform their roles more effectively and uphold ethical standards. When journalists have job security and career development opportunities, they are better positioned to stand up for public interests and maintain professionalism. This empowerment is crucial for resisting external pressures and ensuring high-quality journalism.

Economic Viability and Retention- The financial instability faced by journalists, coupled with meager salaries, undermines the attractiveness of the profession. This makes it difficult to attract and retain talented individuals. Many respondents point out that without adequate financial and career support, journalism will continue to suffer from high turnover rates, with journalists using media jobs as temporary positions before moving to more lucrative careers. Addressing these issues is essential for the long-term sustainability of the industry.

Impact on Industry Standards- Proper protections and career development opportunities are seen as essential for fostering a professional and ethical media landscape. Clear employment contracts, fair wages, and career development resources contribute to better quality journalism and help media workers maintain high standards despite external challenges. This also strengthens the media's ability to serve the public effectively.

Timeliness and Necessity- The call for these protections is described as a "timely intervention," indicating a sense of urgency. The need for improved working conditions and career support is recognized as critical for reversing the current decline in journalism standards and ensuring that the profession remains viable and respected.

In summary, the responses collectively underscore the necessity of protecting media workers' rights and facilitating their career development. Such measures are crucial for maintaining journalism's integrity,

ensuring job security, and fostering a professional and ethical media environment. Addressing these needs is seen as vital for the health of the media industry and its role in serving the public.

5. What do you feel are the basic welfare measures that should be provided to media industry workers?

Responses about basic welfare measures for media industry workers reveal several crucial areas needing improvement to enhance their well-being and job security. Many emphasize the need for fair wages and clear employment contracts to ensure financial stability and job security. Comprehensive health insurance and access to insurance policies, including life insurance, are deemed essential for addressing medical needs and emergencies.

Access to the Employees' Provident Fund (EPF) and Employees' Trust Fund (ETF) is highlighted as critical for long-term financial security and retirement benefits. Safe working conditions, including protection from physical and psychological harm, are also stressed due to the often high-risk nature of media work.

Career development is another key focus, with opportunities for education, training, and scholarships deemed vital for professional growth. The need was brought out to support journalists facing financial difficulties and access to necessary resources, like equipment and internet services, are considered important.

Legal protection, including witness protection and free legal services, is seen as necessary for safeguarding journalists' rights. Additionally, there is a broader call for enhancing media freedom to support media workers and foster industry solidarity.

Overall, responses reflect a general dissatisfaction with current welfare measures, suggesting a need for significant improvement in areas such as wages, health benefits, EPF/ETF access, safe working conditions, career development, and legal support. These measures are essential for improving job security, professional growth, and overall well-being in the media industry.

6. What are the basic safety and security measures needed for media industry workers in the physical and psycho – social challenges they face?

The responses to the question about the basic safety and security measures for media industry workers reveal several crucial aspects related to the physical and psycho-social challenges journalists face.

Physical Safety- There is a strong emphasis on protecting media workers from violence and harassment. It is essential to establish security protocols, particularly when journalists cover sensitive events and locations. Additionally, specialized training tailored to high-risk situations such as war, terrorism, and crime is considered crucial. This training equips journalists with the skills needed to navigate dangerous environments safely.

Psychological Support- Mental health resources are highlighted as a critical need. Access to psychological evaluations and ongoing mental health support is essential for managing stress, trauma, and burnout, especially for journalists working in conflict zones or covering distressing stories. Implementing post-investigation support, including counseling and evaluations, helps

address issues like PTSD and ensures journalists receive the care they need after covering traumatic events.

Training and Education- Regular training on safety protocols, including both physical threats and digital security, is recommended. This training should encompass how to stay safe online, manage digital surveillance, and protect against hacking. Clear guidelines for covering sensitive news stories are also suggested to help journalists navigate these situations safely and effectively.

Legal Protection- Providing legal assistance to address threats, harassment, or intimidation is seen as necessary. This support ensures that journalists can operate without fear of legal repercussions from external parties, safeguarding their ability to report freely.

Institutional Support- There is a call for media institutions to better represent and advocate for their journalists. Ensuring that safety and security measures are in place and that journalists' rights are protected is vital. Following policy recommendations from democratic countries can also enhance protections and create a safer working environment.

Current Shortcomings- Many responses indicate that the existing provisions for safety and security are inadequate or non-existent. Journalists often lack sufficient safety measures and support, highlighting a significant gap that needs to be addressed.

In summary, the responses underscore the need for a comprehensive approach to safety and security that addresses both physical and psychological risks. Key recommendations include ensuring physical protection, providing robust mental health support, offering specialized training, implementing legal protections, and improving institutional support. The aim is to create a safer working environment that allows journalists to perform their roles effectively while safeguarding their well-being.

7. Give your recommendations for media training

Training should focus on several key area to effectively prepare journalists for modern reporting and media management,

Ethical and Legal Standards: Training should cover core journalism principles—objectivity, accuracy, fairness, and integrity—while emphasizing the importance of avoiding biases and maintaining neutrality. Understanding media, laws, including defamation and freedom of information, as well as journalists' legal rights and responsibilities, is crucial.

Safety, Security, and Crisis Management: Journalists need techniques for ensuring personal safety during sensitive or dangerous reporting assignments. Training should also include emergency procedures, self-defense, and strategies for reporting during crises like wars or natural disasters, while handling sensitive topics with care.

Digital and Technical Skills: Skills in cybersecurity to protect digital information and effective use of social media for reporting are essential. Training should also cover modern media tools, equipment, and advanced writing techniques.

Investigative Reporting and Career Development: Journalists should learn thorough fact-checking, investigative research, and ethical reporting practices. Career development opportunities, including workshops, scholarships, and networking, as well as ongoing learning about new technologies and global media trends, should be provided.

Mental Health and Diversity: Techniques for managing stress and accessing mental health resources are vital. Training should also include cultural sensitivity, empathy in reporting, and understanding the media's role in democracy to foster respectful and inclusive journalism.

8. What are your suggestions for editorial independence?

Ensuring editorial independence is crucial for maintaining a free and fair media environment. Here are several key suggestions to uphold and strengthen editorial independence-

Clear Editorial Policies

Impartiality and Transparency- Establish and enforce clear editorial policies that emphasize impartiality, transparency, and adherence to journalistic ethics. These policies should guide all content creation and ensure that reporting is free from external biases.

Protection from External Pressures

Freedom to Report- Journalists should be shielded from political, corporate, or other external pressures that might influence their reporting. This protection allows them to pursue stories and report on issues without fear of retaliation or interference.

Diverse Media Ownership

Avoiding Conflicts of Interest- Encourage diverse ownership of media outlets to prevent monopolistic control and conflicts of interest. Diverse ownership structures can help ensure a wider range of perspectives and reduce undue influence from a single entity.

Transparency in Funding

Disclosure of Financial Sources- Maintain transparency regarding the funding sources of media organizations. This openness helps prevent conflicts of interest and ensures that financial incentives do not compromise editorial decisions.

Self-Regulation and Co-Regulation

Ethical Standards- Implement self-regulatory frameworks where media organizations develop and adhere to their own ethical standards. Co-regulation, involving both industry and external bodies, can also play a role in maintaining high standards.

Independent Grievance Mechanisms

Addressing Complaints- Establish independent mechanisms for journalists to report and address grievances related to editorial independence. This could include ombudsman offices or internal review bodies that handle complaints impartially.

Editor Responsibility and Integrity

Independence from Ownership- Ensure that editors have the autonomy to make editorial decisions without undue influence from media owners. This independence allows them to focus on journalistic integrity rather than financial or political pressures.

Training on Conflict Management

Professional Development- Provide ongoing training for journalists and editors on managing conflicts of interest and maintaining editorial independence. This training can help them navigate complex situations and uphold ethical standards.

Legal Protections

Safeguarding Journalists- Implement legal protections that safeguard journalists from harassment, threats, and legal actions aimed at silencing their reporting. Strong legal frameworks can support their ability to operate independently.

Cultural and Institutional Support

Building a Culture of Accountability- Foster a culture within media organizations that values transparency, accountability, and independent journalism. Encourage practices that reinforce the importance of editorial independence and public trust.

Separation from Political Entities

Avoiding Political Ties- Editors and journalists should avoid direct connections with political parties or political figures. This separation helps ensure that their work remains free from political influence and maintains credibility.

Encouraging Fearless Reporting

Support for Critical Questions- Support journalists in asking critical and challenging questions without fear of reprisal. Encourage fearless reporting that seeks to uncover the truth and hold power accountable.

By implementing these suggestions, media organizations can better safeguard editorial independence, enhance journalistic integrity, and contribute to a more informed and democratic society.

9. **Do you endorse self - regulation and code of media ethics designed and adopted by the media industry? Give reasons for your answer and suggestions for improvement.**

Endorsing self-regulation and a code of media ethics within the media industry can be a positive step toward upholding journalistic standards and ensuring accountability.

Endorsement Reasons

Guiding Principles

- **Clear Standards**- Self-regulation provides a framework of ethical guidelines that help journalists navigate complex situations, ensuring consistency and professionalism in reporting.
- **Professionalism**- Adopting a code of ethics fosters a sense of responsibility and encourages journalists to adhere to high standards of professionalism.
- **Public Trust**- Adherence to these codes can enhance public trust in the media by demonstrating a commitment to ethical practices and accountability.

Adaptability

- **Digital Media**- The evolving landscape of digital media necessitates updating ethical codes to address new challenges and government claims on digital spaces. This ensures that self-regulation remains relevant and effective in a rapidly changing environment.

Industry-Specific Regulations-

- **Non-Partisan**- Self-regulation helps prevent external interference and maintains the media's independence, avoiding the pitfalls of partisan influences.

Suggestions for Improvement

Inclusivity in Development - Involving a diverse range of journalists and media professionals in the creation and updating of ethical codes is essential. By incorporating the perspectives of various industry practitioners, the guidelines can more effectively address real-world challenges and reflect the diverse experiences within the field.

Enforcement Mechanisms- Strengthening the enforcement of ethical codes requires clear procedures for addressing violations and monitoring adherence.

Ongoing Training - Continuous education on ethical standards is crucial for journalists. Regular updates and training sessions ensure that media professionals stay informed and are able to apply ethical principles effectively in their work.

Recognition and Incentives - Introducing awards and incentives for journalists who demonstrate a commitment to ethical journalism can serve as motivation for upholding high standards. Recognizing and rewarding ethical behavior highlights its importance and encourages others to follow suit.

Special Governing Body - Establishing a dedicated governing body to oversee media ethics can provide structured oversight. This body would be responsible for monitoring adherence to ethical standards and addressing any issues or violations in an organized manner.

Addressing Media Challenges- Ethical codes must be updated to address the evolving landscape of hybrid media environments, where traditional and digital media converge. Ensuring that these codes remain relevant and effective across various platforms is crucial for maintaining ethical integrity in a rapidly changing media landscape.

By implementing these strategies, the media industry can foster a more robust ethical framework, supporting journalists in navigating the complexities of modern reporting while maintaining high standards of professionalism and integrity.

10. Give your suggestions to improve the RTI process in Sri Lanka.

To enhance the Right to Information (RTI) process in Sri Lanka, several steps are necessary. First, simplifying the application process will make it more user-friendly and accessible to everyone. Increasing awareness among both the public and journalists about their RTI rights and how to effectively use the system is crucial. Regular training for both officials and journalists should be implemented to improve their handling and understanding of RTI requests.

Additionally, strict deadlines should be enforced for RTI responses to ensure timely and accountable handling of requests. Allowing for online submission of RTI requests and improving accessibility for people with disabilities will further streamline the process. It is also important to minimize unjustified exemptions, such as those citing national security, to prevent unnecessary withholding of information.

11. How should digital media be professionalized for developing the media industry?

To professionalize digital media and develop the industry, several key measures should be taken. First, introducing a comprehensive code of media ethics specific to digital platforms is essential. This will help set clear standards and expectations for professional conduct. Adhering to international standards can also provide a framework for best practices.

Regular training and certification for digital media professionals are crucial to ensure they have the necessary skills and knowledge. Training should cover areas such as fact-checking, verification processes, and ethical practices to combat misinformation and maintain credibility.

Digital media should follow the same rigorous standards applied to print and electronic media. This includes transparency in operations, clear disclosure of sources and funding, and effective oversight to promote ethical behavior.

Overall, these steps will help ensure that digital media operates with integrity, professionalism, and reliability, enhancing the industry's credibility and trustworthiness.

12. Your suggestions to promote media and cyber literacy for citizens

1. Integrate into Education- Embed media and cyber literacy in school curriculums from an early age.
2. Engage the Community- Offer targeted workshops and public seminars for various age groups and run broad awareness campaigns through media and social platforms.
3. Develop Resources- Create accessible online tools and use interactive training to help individuals understand digital threats and verify information.
4. Collaborate with Stakeholders- Work with media, tech companies, and educational institutions to provide effective training and resources.
5. Support Legislation and Policy- Advocate for stronger cyber-crime laws and ensure government policies include media and cyber literacy education.
6. Improve Access- Make internet and data more affordable to enhance access to digital literacy resources.

Key persons interviews with heads of media institutions, media trainers and media academics

- **Interview Summary 1-** Need to integrate media and cyber literacy into school curriculums from an early age. Need for regular community workshops targeting different age groups to address the evolving challenges of digital media. The interviewee also stressed the role of public awareness campaigns in promoting safe online practices and critical thinking.
- **Interview Summary 2-** Necessity of establishing clear industry standards and enforcing them to professionalize digital media. Recommended providing regular training and certification for digital media professionals and implementing strong fact-checking processes to combat misinformation.
- **Interview Summary 3-** Need for comprehensive public campaigns to raise awareness about media literacy. Suggested developing online resources and tools to help citizens navigate digital threats and recognize reliable sources. Collaboration with tech companies and media organizations was also recommended to enhance training and resources.
- **Interview Summary 4-** Need for the incorporation of media and cyber literacy into the school education system. Also supported the idea of conducting workshops and awareness programs targeting both youth and the elderly, to bridge the knowledge gap across different demographics.
- **Interview Summary 5-** Importance of interactive training methods for media and cyber literacy. They emphasized the need for practical approaches to engage citizens in recognizing misinformation and understanding digital security, alongside the development of accessible online resources.
- **Interview Summary 6-** Focus on the role of government policy in promoting media and cyber literacy. They suggested that the state should develop and implement

comprehensive policies to educate citizens and improve access to digital literacy resources. They also mentioned the need for affordable internet access to support these educational efforts.

- **Interview Summary 7-** Recommended that media literacy be made a mandatory part of school curriculums and supported by public awareness campaigns. They emphasized the importance of educating the general public through seminars and workshops, particularly on recognizing misinformation.
- **Interview Summary 8-** The necessity of establishing a strong framework for digital media professionalism. They advocated for transparency in media operations and clear disclosure of sources and funding. They also suggested enhancing oversight mechanisms and promoting ethical practices within the industry.
- **Interview Summary 9-** Need for increased training and support for journalists to handle digital media challenges effectively. They highlighted the importance of applying the same ethical standards to digital media as those in traditional media and recommended ongoing training to keep professionals updated on best practices.
- **Interview Summary 10-** Focused on media ethics stressed the value of self-regulation and codes of media ethics in maintaining high standards. They suggested improving these codes by involving journalists in their development, ensuring strong enforcement mechanisms, and offering regular training to uphold ethical journalism.

Conclusion

The findings of this comprehensive survey paint a sobering picture of the current state of journalism in Sri Lanka. Despite the crucial role that media plays in upholding democracy and informing the public, the conditions under which journalists operate are far from ideal.

Employment Conditions

The lack of structured salary schemes, social security benefits, and organized rights indicates that journalists in Sri Lanka are vulnerable, not only in terms of their financial stability but also in their capacity to perform their duties effectively. This precarious employment situation is likely to contribute to high levels of job dissatisfaction and may force many talented individuals out of the profession, further weakening the media landscape.

Welfare and Safety

The absence of welfare incentives and the inadequate support for journalists operating in risky environments are alarming. In an era where journalists increasingly face threats from various quarters, the lack of institutional safety nets is a significant oversight. This not only endangers individual journalists but also has a chilling effect on press freedom, as it discourages critical and investigative reporting.

Media Governance

The survey reveals a clear demand for an independent regulatory body for media governance. This is a positive sign that journalists are seeking to uphold the integrity of their profession.

However, the lack of movement towards such a regulatory framework and the ongoing influence of political and financial interests over media content raises concerns about the long-term viability of truly independent journalism in the country.

Media Ethics

The erosion of media ethics due to external pressures from owners, financiers, and political entities is deeply concerning. Journalism's role as the watchdog of society is compromised when ethical standards are sacrificed for commercial or political gain. This trend not only diminishes public trust in the media but also erodes the foundation of democratic discourse.

Right to Information (RTI)

The underutilization of RTI and the dissatisfaction with the RTI Commission's services indicate a gap between policy and practice. For RTI to be a powerful tool in the hands of journalists, there needs to be a concerted effort to improve the implementation of the RTI Act, ensuring that it is accessible, efficient, and responsive to the needs of the media.

In conclusion, the survey highlights several critical areas where immediate action is needed to strengthen the media sector in Sri Lanka. There is an urgent need for reforms that address the economic vulnerability of journalists, enhance their safety, ensure ethical governance, and empower them to utilize tools like RTI effectively. Only by addressing these challenges can Sri Lanka's media fulfill its essential role in fostering an informed, engaged, and democratic society.

මාධ්‍ය සේවක වෘත්තීය සමිති සම්මේලනය (FMETU) හා ජාත්‍යන්තර මාධ්‍යවේදීන්ගේ සම්මේලනය (IFJ) ජාතික මාධ්‍ය ප්‍රතිපත්ති සඳහා වූ සමීක්ෂණයේ නිර් දේශ 2024

පූර් විකාව:

මෙම සමීක්ෂණය සඳහා මාධ්‍යවේදීන්, මාධ්‍ය විද්වතුන් සහ මාධ්‍ය ආයතන ප්‍රධානීන් ඇතුළු ශ්‍රී ලංකාව පුරා සිටින මාධ්‍ය ප්‍රජාවේ නියෝජිතයින් 250 දෙනෙකුගේ නිර් දේශ ඇතළත්කර තිබේ. ඉලක්කය වනුයේ ජනමාධ්‍ය වෘත්තිය, ස්වයං-නියාමනය සහ වගකිවයුතු ශක්තිමත්, ස්වාධීන, නිදහස් හා ප්‍රජාතන්ත්‍රවාදී සමාජයක නියත වශයෙන්ම මුරපල්ලා යන බලවත් සංකල්පය පෝෂණය කරන පරිසරයක් නිර්මාණය කිරීම වේ. රජය විසින් මාධ්‍ය නිදහස සඳහා අවශ්‍ය වටපිටාව වැඩිදියුණු කළ යුතු අතර ගුණාත්මක හා නිවැරැදි තොරතුරු සඳහා ලබාගැනීම සඳහා මහජනතාවට ඇති අයිතිය තහවුරු කළ යුතුය. ශ්‍රී ලංකාව නව යුගයකට ප්‍රවිෂ්ට වන්නට නම් රටේ ජාතික සංවර්ධනයේ ඉහළම කාර්‍යභාරයක් ඉටු කිරීමට ජනමාධ්‍ය කර්මාන්තය ශක්තිමත් කිරීම හා ඉහළ තලයකට ඔසවා තැබිය යුතුය.

මෙම නිර් දේශයන් මූලිකව මහජන සේවා ජනමාධ්‍යය සංස්කෘතියක් (Public Service Journalism) සඳහා වන අතර එය ජනමාධ්‍ය භාවිතාව ප්‍රජාතන්ත්‍රවාදී ක්‍රියාවලියට ඒකාබද්ධ කරනු ලබයි. විශ්වාසනීය තොරතුරු මූලාශ්‍රයන් යොදා ගනිමින්, පුරවැසියන් හා සම්බන්ධ වෙමින් සහ මහජන අවශ්‍යතාවයන් ප්‍රවර්ධනය කරන සුවිශේෂී, සදාචාරාත්මක මාධ්‍ය භාවිතාවකි. දැනුවත් සමාජයක් ගොඩනැගීම සඳහා මහජන සේවා ජනමාධ්‍යය (PSJ) ඉතා වැදගත් කාර්‍යභාරයක් ඉටුකරනු ඇත.

ඒ සඳහා වෘත්තීය මාධ්‍ය ආයතන, සංස්කාරකවරුන්, මාධ්‍යවේදීන් සහ මාධ්‍ය සංවිධාන සමඟ ජාතික හා පළාත් මට්ටමින් ශක්තිමත් කිරීමේ අවශ්‍යතාව මෙම සමීක්ෂණය අවධාරණය කරයි. එය ඩිජිටල් සහ සමාජ මාධ්‍ය මුල පිරීම්වලට, විශේෂයෙන්ම බොහෝ විට නොසලකා හරින පළාත් මාධ්‍යවේදීන්ගේ භූමිකාවට සහය දැක්වීමේ වැදගත්කම ද අවධාරණය කරයි.

සමීක්ෂණයේ මූලික අරමුණ:

ශ්‍රී ලංකාවේ ප්‍රජාතන්ත්‍රවාදය ශක්තිමත් කරමින් ජවසම්පන්න මහජන සේවා ජනමාධ්‍යය සංස්කෘතියක් (Public Service Journalism) ලෙස ක්‍රියා කරන නිදහස්, බහුත්වවාදී සහ ස්වාධීන මාධ්‍ය භාවිතාවක් සඳහා හතරවන බලය (මුරපල්ලා) ලෙස සක්‍රීය ජනමාධ්‍ය කර්මාන්තයක් බිහි කිරීම මූලික අරමුණ වේ..

---

1. **ස්වාධීන මාධ්‍ය කොමිසම**

ජනමාධ්‍ය නියාමනය සඳහා ස්වාධීන මාධ්‍ය කොමිසමක් යෝජනා කෙරේ. මාධ්‍ය හිමිකරුවන්, කතෘ සංසදය, විද්‍යුත් මාධ්‍ය ප්‍රධානීන්, මාධ්‍ය සංවිධාන සහ මාධ්‍ය ප්‍රවීණයන් සහ සිවිල් සමාජය ඇතුළු බහු පාර්ශ්වික සංවාදයකින් මෙම කොමිෂම ස්ථාපිත කළ යුතුය. ආණ්ඩුක්‍රම ව්‍යවස්ථා සභාවේ නිර් දේශය මත පත් කරනු ලබන කොමිෂන් සභාව, මාධ්‍ය නිදහස, වගවීම සහ ජනතාවට සත්‍ය තොරතුරු සමීප කිරීමේ සහ වගකීම් සහගතව තොරතුරු දැනගැනීමේ අයිතිය තහවුරු කරමින් මහජන සේවා ජනමාධ්‍ය (PSJ) සංකල්පය හඳුන්වා දී ශක්තිමත් කළ යුතුය.

ඒ සඳහා මග පෙන්වන විධානයන් මේසේ යෝජනා කෙරේ:

- මාධ්‍ය හිමිකාරිත්වය බලපෑම් වැලැක්වීම.
- කතෘ මණ්ඩල ස්වාධීනත්වය බලපෑම් වලින් ආරක්ෂා කිරීම.
- ජනමාධ්‍ය හැසිරීම නිරීක්ෂණය කිරීම..
- රජයේ වෙළඳ දැන්වීම් සාධාරණ ලෙස බෙදා හැරීම නිරීක්ෂණය කිරීම.
- ජනමාධ්‍ය සංවර්ධනය සඳහා අදාළ ගැටළු සම්බන්ධයෙන් රජය දැනුවත් කිරීම.
- ජනමාධ්‍ය සම්බන්ධ නීති උපදේශන හඳුන්වාදීම.
- පුරවැසියන් අතර ජනමාධ්‍ය සාක්ෂරතාව වැඩිදියුණු කිරීම.
- ප්‍රවේශය ප්‍රශස්ත කිරීමට සහ අවුල් වළක්වා ගැනීමට
- විකාශන සංඛ්‍යාත පෙළගැස්ම හා ප්‍රවේශය ප්‍රශස්ත කිරීම සහ අවුල් වළක්වාලීම වෙනුවෙන් විකාශන සංඛ්‍යාත වර්ණාවලිය සැලසුම් කිරීම.
- පාරදෘශ්‍ය ලෙස විකාශන බලපත්‍ර නිකුත් කිරීම සහ මාධ්‍ය බහුත්වවාදයට හානි කෙරෙන විෂමතා වළක්වාලීම.
- ගුණාත්මක වාර්තාමය නිෂ්පාදන සඳහා අරමුදලක් පවත්වාගෙන යමින් දේශීය මාධ්‍ය වැඩසටහන් ප්‍රවර්ධනය කිරීම.
- බලපත්‍ර කොන්දේසි වලට අනුකූලව කටයුතු කිරීම සහතික වීම සඳහා විකාශන සංඛ්‍යාත භාවිතය අධීක්ෂණය කිරීම.

2. ජනමාධ්‍ය න්‍යාමනය සඳහා සුදුසු පරිසරයක්!

- **වැඩිදියුණු කළයුතු නීති/රෙගුලාසි:** මාධ්‍ය නිදහස ආරක්ෂා කිරීමට සහ රජයේ අනවශ්‍ය ඇඟිලි ගැසීම් වැලැක්වීමට වැඩිදියුණු කළ නීති/රෙගුලාසි, නියාමන ක්‍රමවේදයන් ශක්තිමත්, විනිවිද භාවය සහ ජාත්‍යන්තර ප්‍රමිතීන්ට අනුකූල බවට රජය සහතික විය යුතුය. මාධ්‍ය මෙහෙවර සහ මාධ්‍යවේදීන්ගේ අයිතිවාසිකම් ආරක්ෂා කිරීම සඳහා පැහැදිලි මාර්ගෝපදේශ මෙහි ඇතුළත් විය යුතුය. 1973 පුවත්පත් මණ්ඩල පනත, 2024 ඔන්ලයින් ආරක්ෂණ පනත, විකාශන අධිකාරී පනත් කෙටුම්පත වැනි මාධ්‍ය නිදහසට බාධා කරන ව්‍යවස්ථාදායයේ බලපෑම් අහෝසි කළ යුතුය. වගකීමෙන් යුතු මාධ්‍ය නිදහස ප්‍රවර්ධනය කිරීමට ව්‍යවස්ථාදායකය මැදිහත්විය යුතුය.

- **මාධ්‍ය බහුත්වවාදය සහ ස්වාධීනත්වය ප්‍රවර්ධනය කිරීම:** රාජ්‍ය, පෞද්ගලික සහ ප්‍රජා මූලික විවිධ මාධ්‍ය ආයතනවලට සහාය දීමෙන් මාධ්‍ය විවිධත්වය සහ ස්වාධීනත්වය දිරිමත් කළයුතුය. ප්‍රතිපත්ති මගින් මාධ්‍ය ඒකාධිකාරය වැළැක්වීම, ස්වාධීන ජනමාධ්‍ය සංවර්ධනය සඳහා මූල්‍ය ආධාර සැපයීම සහ නියාමන ආයතන දේශපාලන බලපෑම්වලින් තොර බවට සහතික විය යුතුය.
- **මාධ්‍ය සාක්ෂරතාව සහ මහජන සහභාගීත්වය වැඩි දියුණු කිරීම:** විවේචනාත්මක චින්තනය, තොරතුරු පරීක්ෂා කිරීම සහ ප්‍රජාතන්ත්‍රවාදය තුළ මාධ්‍යයේ කාර්‍යභාරය පිළිබඳව ජනතාව දැනුවත් කිරීම සඳහා මාධ්‍ය සාක්ෂරතා වැඩසටහන් සඳහා දායකත්වය ලබාදිය යුතුය. විවිධ අදහස් පිළිබිඹු කරන සහ මහජන අවශ්‍යතා සඳහා ජනමාධ්‍ය කර්මාන්තයේ සේවය සහතික කිරීම සඳහා මාධ්‍ය මහජන සම්බන්ධතා නියාමන වේදිකා සැකසිය යුතුය.

3. මාධ්‍ය ආචාර ධර්ම සහ රෙගුලාසි

මාධ්‍යවේදීන් සිය ප්‍රේක්ෂකයන්ට වගකිව යුතු අතර, ස්වයං-නියාමනය භාවිතයට යොමු කරමින් සහ කර්මාන්තය විසින් හඳුන්වාදී දියුණු කරන ලද ආචාර ධර්ම වලට අනුකූල විය යුතුය. ඔවුන් මාධ්‍ය ආචාර ධර්ම පිළිබඳ පුහුණුව ලබා ගතයුතු අතර වගකීම් සහගත වෘත්තීයභාවය පිළිබඳ ඉහළ ප්‍රමිතීන් පවත්වා ගත යුතුය.

- **මුද්‍රිත මාධ්‍ය:** කතෘ සංසදයේ ආචාර ධර්ම සංග්‍රහයට අනුගත වෙමින් ශ්‍රී ලංකා පුවත්පත් පැමිණිලි කොමිෂන් සභාව විසින් පුවත්පත් සඳහා පවතින ස්වයං-නියාමන යාන්ත්‍රණය ශක්තිමත් කළයුතුය.
- **විකාශන මාධ්‍ය:** බලපත්‍ර ලබා දීම, අධීක්ෂණය කිරීම, අනුමත කිරීම සහ හිමිකාරිත්වයේ විනිවිදභාවය ඇතුළු පැහැදිලිව නිර්වචනය කරන ලද බලතල සහිතව විද්‍යුත් මාධ්‍ය සඳහා පුළුල් උපදේශන සහිත ස්වාධීන නියාමනයක අවශ්‍යතාවය.
- **ඩිජිටල් සහ සමාජ මාධ්‍ය:** පුද්ගලිකත්වය සහ පුද්ගලික දත්ත ආරක්ෂා කිරීම සඳහා සබැඳි ආරක්ෂණ පනත සමාලෝචනය කර සංශෝධනය කිරීම, අනවශ්‍ය තොරතුරු වලට එරෙහිව ශක්තිමත් අධීක්ෂණයක අවශ්‍යතාවය සහ ආරක්ෂාව සහතික කිරීම.

4. මාධ්‍යවේදීන්ගේ සහ මාධ්‍ය සේවකයන්ගේ සහ ගෞරවය සහ අයිතිවාසිකම්

- රටේ කම්කරු නීති රෙගුලාසිවලට අනුකූලව තම සේවකයන්ගේ ගෞරවය සහ අයිතිවාසිකම් සහතික කිරීම සඳහා මාධ්‍ය හිමිකරුවන් සහ සේවා යෝජකයන් වගකිව යුතුය.
- **සේවක අයිතිවාසිකම්:** මාධ්‍යවේදීන්ට, මාධ්‍ය සේවකයින්ට සේවක අර්ථසාධක අරමුදල, සේවක භාරකාර අරමුදල, සාධාරණ වැටුප් ක්‍රමයක්, පත්වීමේ ලිපියක්, අතිකාල දීමනා, පාරිතෝෂික දීමනා සහ රටේ කම්කරු නීති රෙගුලාසිවලට අනුව හිමිවිය නිවාඩු වැනි හිමිකම් ලැබිය යුතුය.

- **සුබසාධන ක්‍රියාමාර්ග:** සේවා යෝජකයින් විසින් නිලරාජකාරි කටයුතු සඳහා ප්‍රවාහනය, ප්‍රසාද දීමනා, වෛද්‍ය රක්ෂණය සහ අනෙකුත් හිමිවිය යුතු මූලික සුබසාධන සහ දිරිගැන්වීම් සැපයිය යුතුය
- **ජීවිත ආරක්ෂාව සහ වෘත්තීය ආරක්ෂාව:** පුහුණුවීම්, අවදානම් තත්ත්වයන් සඳහා ආරක්ෂිත උපකරණ (උදා: ගෑස් ආවරණ, හිස්වැසුම්) සහ මානසික සෞඛ්‍යමය සහාය ලබා දීමෙන් මාධ්‍ය සේවකයන්ගේ ආරක්ෂාවන් මාධ්‍ය හිමිකරුවන්, සේවා යෝජකයන් සහතික කළ යුතුය.

5. ජනමාධ්‍ය කර්මාන්තයේ සංවර්ධනය

මහජන සේවා මාධ්‍යවේදය සහ මාධ්‍ය ආචාර ධර්ම, දත්ත පදනම් වූ ජනමාධ්‍ය භාවිතාව, ඩිජිටල් මාධ්‍යකලාව, ගවේශනාත්මක වාර්තාකරණය, කරුණුමය ගවේෂනය (fact checking), පාරිසරික වාර්තාකරණය සහ සමාජ විමර්ශන වැනි විශේෂිත විෂය ක්ෂේත්‍ර කෙරෙහි අවධානය යොමු විය යුතුය. පිළිගත් ආයතනවලින් වෘත්තීය පුහුණුව ලබා ගැනීමට මාධ්‍යවේදීන්ට සහාය විය යුතුය. පුහුණුව සඳහා න්‍යාය හා භාවිතාව ඒකාබද්ධ කළ නවීන ජාත්‍යන්තර ක්‍රමවේද අනුගමනය කළ යුතුය.

6. ගවේෂණාත්මක වාර්තාකරණය දිරිමත් කිරීම

- **ගවේෂණාත්මක වාර්තාකරන ප්‍රදානයන් ස්ථාපිත කිරීම**: ගවේෂණාත්මක මාධ්‍යවේදීන් සඳහා, විශේෂයෙන්ම දූෂණය, මානව හිමිකම් සහ පාරිසරික ගැටළු කෙරෙහි අවධානය යොමු කරන අය සඳහා ප්‍රදාන හෝ ශිෂ්‍යත්ව හඳුන්වා දීම. මෙය මෙම ක්‍රමවේදයන් ගැඹුරු වාර්තාකරණය දිරිමත් කරනු ඇත.
- **මාධ්‍යවේදීන් සඳහා නීතිමය රැකවරණ සහය:** ගවේෂණ කටයුතුවල නියැලී සිටින මාධ්‍යවේදීන්ට නීතිමය සහය සහ විධිමත් ආරක්ෂාවක් සැපයීම, ඔවුන්ට බලගතු ආයතනවල නීතිමය ප්‍රතිවිපාකවලට බිය නොවී ක්‍රියා කළ හැකි බවට සහතිකවීම.

7. මාධ්‍ය කර්මාන්තය තුළ ස්ත්‍රී පුරුෂ සමානාත්මතාවය ප්‍රවර්ධනය කිරීම

- **ස්ත්‍රී පුරුෂ සමාජභාවය පිළිබඳ සංවේදීමය පුහුණුව:** මාධ්‍යවේදීන් සහ මාධ්‍ය වෘත්තිකයන් සඳහා ස්ත්‍රී පුරුෂ සමාජභාවය සංවේදී වාතර්කරණය ප්‍රවර්ධනය කිරීම සඳහා පුහුණු වැඩසටහන් ක්‍රියාත්මක කිරීම, ඝනීභූත හැසිරීම් මඟහරවා ගැනීම සහ මාධ්‍ය තුළ සියලුම ස්ත්‍රී පුරුෂ සමාජභාවය සමතුලිතව නියෝජනය කිරීම සහතික කිරීම.
- **මාධ්‍යවේදිනියන් සඳහා සහාය:** උපදේශන වැඩසටහන්, ශිෂ්‍යත්ව සහ ආරක්ෂිත සේවා පරිසරයන් ලබා දීමෙන් ජනමාධ්‍ය කර්මාන්තයේ කාන්තාවන්ගේ සහභාගීත්වය දිරිමත් කිරීම. රැකියා ස්ථානයේ හිරිහැර කිරීම් සහ වෙනස්කම් කිරීම් වැළැක්වීම කිරීම සඳහා විධිමත් ක්‍රියා මාර්ග මෙයට ඇතුළත් වේ.

8. රජය සතු ජනමාධ්‍ය ආයතන පුළුල් කිරීම

- සීමාසහිත එක්සත් ප්‍රවෘත්ති පත්‍ර සමාගම (ANCL) පාලනය කරන විශේෂ විධිවිධාන පනත බලාත්මක කිරීම සහ පවතින නීති සම්පාදනය යටතේ එහි අයිතිය පුළුල් කිරීම. ANCL, ITN, සහ Sri Lanka Rupavahini Corporation ස්වාධීන මාධ්‍ය කොමිෂමක අධීක්ෂණය යටතට ගෙන ඒවා වෘත්තීමය සහ ලාභදායී ව්‍යාපාර බවට පත් කිරීම.

9. තොරතුරු දැනගැනීමේ අයිතිය (RTI) වඩාත් ශක්තිමත් කිරීම

- රාජ්‍ය සම්පත් මගින් අරමුදල් සපයන රාජ්‍ය කටයුතු පිළිබඳ තොරතුරු වෙත ප්‍රවේශ වීමට පුරවැසියන් සතු ඔවුන්ගේ අයිතිය ක්‍රියාත්මක කිරීමට හැකි වන පරිදි කාර්‍යක්ෂම හා ඵලදායී සේවා සැපයීම සඳහා තොරතුරු දැනගැනීමට ඇති අයිතිය (RTI) ක්‍රියාවලිය ශක්තිමත් කළයුතුය. තොරතුරු දැනගැනීමේ (RTI) කොමිසම ශක්තිමත් කිරීම, කාර්‍ය මණ්ඩලය සහ පාඨිවකරුවන් නවීන හා ජාත්‍යන්තර වර්ධනයන් පිළිබඳව පුහුණුව ලබා ගත යුතු අතර, තොරතුරු දැනගැනීමේ අයිතිය පිළිබඳ මහජනතාව දැනුවත් කිරීමේ ක්‍රමවේදයන් වැඩිදියුණු කළ යුතුය.

10. ඩිජිටල් මාධ්‍ය

- **ප්‍රකාශනයේ නිදහස ආරක්ෂා කිරීම:** වෛරී ප්‍රකාශය, ප්‍රචණ්ඩත්වයට උසිගැන්වීම් සහ සයිබර් හිරිහැරයට එරෙහි ක්‍රියාමාර්ග ශක්තිමත් කරන අතරම අන්තර් ජාලයේ නිදහස් සබඳතාවය ආරක්ෂා **කිරීම.**

- **ආරම්භක අවස්ථා සඳහා සහාය:** ඩිජිටල් මාධ්‍ය ආරම්භක අවධිය සහ මාධ්‍යවේදී ව්‍යවසායකයින් දිරිමත් කිරීම සහ සහාය දීම.

11. පුරවැසියන් සඳහා මාධ්‍ය සහ සයිබර් සාක්ෂරතාවය

- පාසල්, තෘතීයික ආයතන සහ යෞවන සමාජ, මාධ්‍ය සමාජ හරහා පුරවැසියන්, විශේෂයෙන්ම තරුණ ප්‍රජාව අතර මාධ්‍ය සාක්ෂරතාව ශක්තිමත් කිරීම. කරුණු පරීක්ෂා කිරීම, ඩිජිටල් මාධ්‍ය අධ්‍යාපන ව්‍යාපාර සහ විවේචනාත්මක චින්තනය දිරිමත් කරන වැඩමුළු හරහා මාධ්‍යයේ කාර්‍ය භාෂාරය සහ වගකීම පිළිබඳ දැනුවත් කිරීම හා ප්‍රවර්ධනය කිරීම.

12. මාධ්‍ය කර්මාන්තය තුළ නවෝත්පාදන සහ පර් යේෂණ

- **මාධ්‍ය පර් යේෂණ සඳහා ආයෝජනය කරන්න:** කෘතිම බුද්ධියේ බලපෑම, අන්තර්ගත බෙදා හැරීමේ ඇල්ගොරිතමවල (පරිගණකය මගින් අනුගමනය කළ යුතු) භූමිකාව

සහ මහජන කතිකාවත මත ඩිජිටල් වේදිකාවල බලපෑම් වැනි මාධ්‍ය තුළ නැගී එන ප්‍රවණතා සඳහා ශාස්ත්‍රීය හා කර්මාන්ත පර්යේෂණ දිරිමත් කිරීම.

- **මාධ්‍ය නවෝත්පාදනය සඳහා සහය:** නව ආකෘති, තාක්ෂණයන් හෝ ව්‍යාපාර ආකෘති සමඟ අත්හදා බලන නව්‍ය මාධ්‍ය ව්‍යාපෘති සඳහා ආධාර කිරීම සඳහා අරමුදලක් හෝ සංවර්ධන වැඩසටහනක් සාදන්න. මෙයට දත්ත පුවත්පත් කලාවේ මුල පිරීම්, ගිලී යන කතන්දර කීම (උදා: සබෑ යථාර්ථය) හෝ පුරවැසි තොරතුරු වේදිකාවන් ඇතුළත් විය හැකිය.

13. ජාත්‍යන්තර සහයෝගිතාවයන් සහ හුවමාරු වැඩසටහන්

- **ගොලීය වශයෙන් හොඳම හුවමාරු අත්දැකීම්:** ජනමාධ්‍යවේදය, මාධ්‍ය කළමනාකරණය සහ නියාමනය පිළිබඳ ගෝලීය හොඳම භාවිතයන් ඉගෙන ගැනීම සඳහා ශ්‍රී ලංකාවේ මාධ්‍ය වෘත්තිකයන් සහ ඔවුන්ගේ ජාත්‍යන්තර සගයන් අතර හුවමාරු වැඩසටහන් සහ හවුල්කාරිත්වයන් සංවිධානය කරන්න.
- **ජාත්‍යන්තර මාධ්‍ය සංසදවලට සහභාගී වීම:** ගෝලීය ප්‍රවණතා සමඟ ශ්‍රී ලංකාවේ මාධ්‍ය ප්‍රතිපත්ති පෙළගැස්වීම සඳහා ජාත්‍යන්තර මාධ්‍ය සංසද, සම්මන්ත්‍රණ සහ සංවිධානවලට සහභාගී වීම දිරිමත් කරන්න.

ஊடகத் தொழிலாளர் தொழிற்சங்கங்களின் சம்மேளனம் (குஆநவுரு)

சர்வதேச ஊடகவியலாளர்களின் கூட்டமைப்பு (ஐகுஊ)

மதிப்பாய்வு 2024: தேசிய ஊடகக் கொள்கைக்கான பரிந்துரைகள்

முன்னுரை :

இந்த மதிப்பாய்வானது இலங்கை முழுவதும் உள்ள ஊடக சமூகத்தின் 250 பிரதிநிதிகளின் பரிந்துரைகளை உள்ளடக்கியுள்ளது. இதில் ஊடகவியலாளர்கள்இ ஊடகக் கல்வியாளர்கள் மற்றும் ஊடக நிறுவனங்களின் தலைவர்கள் ஆகியோர் உள்ளடங்குகின்றனர். ஒரு வலுவானஇ சுதந்திரமான நான்காவது துறையை வளர்க்கும் சூழலை உருவாக்குவதே இதன் குறிக்கோளாகும் .இந்த நான்காவது துறையானதுஇ தொழில்முறைஇ சுய ஒழுங்குமுறை மற்றும் பொறுப்புமிக்கதாக அமைய வேண்டும் .அரசாங்கம் ஊடக சுதந்திரத்தை மேம்படுத்திஇ தரமான தகவலுக்கான பொதுமக்களின் உரிமையை உறுதிப்படுத்த வேண்டும். ஊடகத்தை வலுப்படுத்துவதானதுஇ தேசிய அபிவிருத்தியில் செயலூக்கமாக பங்காற்றுவதற்கான சூழலை ஏற்படுத்தும் .இலங்கை ஒரு புதிய சகாப்தத்திற்குள் நுழையும் போது இது மிகவும் முக்கியமானது.

இந்த பரிந்துரைகள் பொதுச் சேவை இதழியல் (ளுஐ) கலாச்சாரத்தில் வேரூன்றியுள்ளதோடுஇ இது ஜனநாயக செயன்முறையில் ஊடகத்துறையை ஒருங்கிணைக்கின்றது .தகவலறிந்த சமூகங்களை உருவாக்குவதற்கு பொதுச் சேவை இதழியல் முக்கியமானது .இது ஒரு நம்பகமான தகவல் ஆதாரமாக செயற்படும் தனித்துவமானஇ நெறிமுறை சார்ந்த ஊடகத்துறையை உருவாக்குகின்றது .இந்த ஊடகவியலானது மக்களை ஈடுபாட்டுடன் செயற்பட வழிவகுப்பதோடுஇ பொது விவாதத்தை ஊக்குவிக்கின்றது .

ஒட்டுமொத்த குறிக்கோள் :
இலங்கையில் ஜனநாயகத்தை வலுப்படுத்தும் வினைத்திறன்மிக்க நான்காவது துறையாக செயற்படும் சுயாதீனமானஇ பன்மைத்துவ மற்றும் சுதந்திரமான ஊடகங்களின் அபிவிருத்திக்கு ஏற்ற சூழலை உருவாக்குவதே இதன் ஒட்டுமொத்த குறிக்கோளாகும்.

1. சுயாதீன ஊடக ஆணைக்குழு

ஊடகங்களை சுயாதீன ஊடக ஆணைக்குழுவின் கீழ் கொண்டுவர வேண்டும். பல்வேறு பங்குதாரர்களுடன் கலந்துரையாடி இதனை நிறுவ வேண்டும். குறிப்பாகஇ ஊடக உரிமையாளர்கள்இ பத்திரிகை ஆசிரியர்கள் சங்கம்இ இலத்திரனியல் ஊடகங்களின் தலைவர்கள்இ ஊடக நிறுவனங்கள் மற்றும் ஊடக நிபுணர்களை இந்தக் கலந்துரையாடலில் உள்ளடக்க வேண்டும்.

அரசியலமைப்புச் சபையின் பரிந்துரையின் பேரில் நியமிக்கப்படும் இந்த ஆணைக்குழுஇ பொதுச் சேவை ஊடகங்களை வலுப்படுத்த வேண்டும் .இது ஊடக

சுதந்திரம்இ பொறுப்புக்கூறல்இ உண்மை மற்றும் பொறுப்புவாய்ந்த தகவல்களை பெற்றுக்கொள்வதற்கான பொதுமக்களின் உரிமையை உறுதிசெய்ய வேண்டும்.

அதன் ஆணையானது பின்வரும் விடயங்களை உள்ளடக்க வேண்டும்:

- ஊடக உரிமையானது ஒரு சில நிறுவனங்களால் கட்டுப்படுத்தப்படுவதை தடுத்தல்
- விருப்பப்பட்ட நலன்களின் இருந்து ஊடக சுதந்திரத்தை பாதுகாத்தல்
- ஊடக சுழற்சியை தணிக்கை செய்தல்
- அரச விளம்பரங்களின் நியாயமான விநியோகத்தை கண்காணித்தல்.
- ஊடக அபிவிருத்தி மற்றும் அது தொடர்பான விடயங்களில் அரசுக்கு ஆலோசனை வழங்குதல்.
- ஊடகம் தொடர்பான சட்டத்தை பரிந்துரைத்தல்.
- மக்கள் மத்தியில் ஊடக எழுத்தறிவை வளர்த்தல்
- அணுகலை மேம்படுத்தவும் ஒழுங்கீனத்தைத் தடுக்கவும் ஒளிபரப்பு அதிர்வெண் அலைவரிசையைத் திட்டமிடுதல்.
- உரிமங்களை வெளிப்படையாக வழங்குதல் மற்றும் ஊடக பன்மைத்துவத்தை குறைமதிப்பிற்கு உட்படுத்தக்கூடிய முரண்பாடுகளை நிவர்த்தி செய்தல்.
- தரமான ஆவணத் தயாரிப்புகளுக்கான நிதியைப் பராமரிப்பதன் மூலம் உள்ளூர் ஊடக உள்ளடக்கத்தை ஊக்குவித்தல்.
- ஒளிபரப்பு அதிர்வெண் பயன்பாட்டைக் கண்காணிப்பது உரிம நிபந்தனைகளுக்கு இணங்குவதை உறுதி செய்கிறது.

2. ஊடக ஆளுகையும் செயற்படக்கூடிய சூழலும்

- மேம்படுத்தப்பட்ட சட்டங்கள்விதிமுறைகள்/ : சட்ட மற்றும் ஒழுங்குமுறை கட்டமைப்புகள் வலுவானவை மற்றும் வெளிப்படையானவை என்பதை அரசு உறுதி செய்ய வேண்டும் .இந்த கட்டமைப்புகள் ஊடக சுதந்திரத்தைப் பாதுகாக்கவும்இ அரசாங்கத்தின் தேவையற்ற தலையீட்டைத் தடுக்கவும் சர்வதேச தரங்களுடன் இணைந்திருக்க வேண்டும். ஊடக செயற்பாடுகளுக்கு தெளிவான வழிகாட்டுதல்களை வழங்குவதும் ஊடகவியலாளர்களின் உரிமைகளைப் பாதுகாப்பதும் இதில் அடங்கும். 1973ஆம் ஆண்டுபத்திரிகை சங்கச் சட்டம்இ 2024ஆம் ஆண்டு இணைய பாதுகாப்புச் சட்டம் மற்றும் ஒளிபரப்பு அதிகார சட்டமூலம் போன்ற ஊடக சுதந்திரத்திற்கு தடையாக உள்ள சட்டங்கள் இரத்துச் செய்யப்பட வேண்டும் .இவற்றிற்கு பதிலாக பொறுப்புணர்வோடு ஊடக சுதந்திரத்தை ஊக்குவிக்கும் சட்டத்தை இயற்ற வேண்டும்.

- **ஊடக பன்மைத்துவத்தையும் சுதந்திரத்தையும் ஊக்குவித்தல்:** பல்வேறு ஊடகங்களை ஆதரிப்பதன் மூலம் ஊடக பன்முகத்தன்மை மற்றும் சுதந்திரத்தை ஊக்குவிக்கவும் .இதில் பொது**இ** தனியார் மற்றும் சமூகம் சார்ந்த நிறுவனங்கள் அடங்கும். ஊடக ஏகபோக உரிமத்தை கொள்கைகள் தடுக்க வேண்டும் என்பதோடு**இ** சுதந்திரமான ஊடகவியலுக்கான நிதியுதவியை வழங்க வேண்டும் . மேலும்**இ** அரசியல் செல்வாக்கிலிருந்து ஒழுங்குபடுத்தல் அமைப்புகள் விலகிச் செயற்படுவதை கொள்கைகள் உறுதிப்படுத்த வேண்டும்.

  ஊடக எழுத்தறிவையும் பொது ஈடுபாட்டையும் மேம்படுத்தல் : விமர்சன ரீதியாக அணுகுதல்**இ** உண்மைச் சரிபார்ப்பு மற்றும் ஜனநாயகத்தில் ஊடகங்களின் வகிபாகம் குறித்து பொதுமக்களுக்கு அறிவினை ஏற்படுத்த**இ** ஊடக எழுத்தறிவு திட்டங்களில் முதலீடு செய்ய வேண்டும். ஊடக நிர்வாகத்துடன் பொது ஈடுபாட்டிற்கான தளங்களை உருவாக்கவும். இந்தத் தளங்கள் ஊடகங்கள் பொது நலனுக்காக சேவையாற்றுவதையும்**இ** பலதரப்பட்ட குரல்களைப் பிரதிபலிக்கிறது என்பதையும்**இ** செயல்களுக்கான பொறுப்பினை கொண்டிருப்பதையும் உறுதிசெய்ய வேண்டும்.

3. **ஊடக நெறிமுறைகளும் ஒழுங்குமுறைகளும்**

- ஊடகவியலாளர்கள் தமது வாசகர்களுக்கு பொறுப்புக்கூற வேண்டும் .அவர்கள் சுய ஒழுங்குமுறையை கடைப்பிடிக்க வேண்டும் மற்றும் தொழிற்துறையில் உருவாக்கப்பட்ட நெறிமுறைகளை கடைப்பிடிக்க வேண்டும். அவர்கள் ஊடக நெறிமுறைகள் குறித்த பயிற்சியினை பெற வேண்டும். அத்தோடு**இ** பொறுப்பு மற்றும் தொழில்முறையை உயரிய நிலையில் பேண வேண்டும்.
- **அச்சு ஊடகம் :** இலங்கையின் பத்திரிகை முறைப்பாட்டு ஆணைக்குழுவின் ஊடாக தற்போதுள்ள பத்திரிகைகளின் சுய ஒழுங்குமுறைப் பொறிமுறையை வலுப்படுத்துதல் .பத்திரிகை ஆசிரியர்கள் சங்க நெறிமுறைகளை கடைப்பிடிப்பதன் மூலம் இதைச் செய்ய வேண்டும்.
- **இலத்திரனியல் ஊடகம்:** பரந்துபட்ட ஆலோசனையின் மூலம் இலத்திரனியல் ஊடகங்களுக்கு ஒரு சுயாதீனமான ஒழுங்குபடுத்தலை நிறுவுதல் .உரிமம் வழங்குதல்**இ** மேற்பார்வை செய்தல்**இ** அனுமதி வழங்குதல் மற்றும் உரிமையின் வெளிப்படைத்தன்மையை உறுதி செய்தல் உள்ளிட்ட அதிகாரங்களை இந்த ஒழுங்குபடுத்தல் பொறிமுறை தெளிவாக வரையறுத்திருக்க வேண்டும்.

- **டிஜிட்டல் மற்றும் சமூக ஊடகங்கள்:** தனியுரிமை மற்றும் தனிப்பட்ட தரவைப் பாதுகாக்க இணைய பாதுகாப்புச் சட்டத்தை மதிப்பாய்வு செய்து திருத்தவும். கோரப்படாத தகவல்களுக்கு எதிராக வலுவான மேற்பார்வை மற்றும் பாதுகாப்பு இருப்பதை உறுதிசெய்யவும்.

4. **ஊடகப் பணியாளர்களினதும் ஊடகவியலாளர்களினதும் கண்ணியம் மற்றும் உரிமைகள்**

தமது பணியாளர்களின் கண்ணியம் மற்றும் உரிமைகளை உறுதி செய்வதற்கு ஊடக தலைவர்கள் பொறுப்புக்கூற வேண்டும் .இது உள்ளூர் பணியாளர் விதிமுறைகளின்படி இருக்க வேண்டும்

- **தொழிலாளர் உரிமைகள் :** ஊடக பணியாளர்கள்இ ஊழியர் சேமலாப நிதிஇ ஊழியர் நம்பிக்கை நிதிஇ நியாயமான ஊதியம்இ வேலைவாய்ப்பு ஒப்பந்தங்கள்இ மேலதிக நேர ஊதியம்இ பணிக்கொடை மற்றும் விடுமுறை போன்ற உரிமைகளைப் பெற வேண்டும் .உள்நாட்டு விதிமுறைகளின்படி இவை வழங்கப்பட வேண்டும்.
- **நலன்புரி நடவடிக்கைகள் :** அடிப்படை நலன் மற்றும் ஊக்கத்தொகையினைஇ ஊடக நிறுவனங்களின் தலைவர்கள் வழங்க வேண்டும் .அலுவலக பணிக்கான போக்குவரத்துஇ போனஸ்இ மருத்துவக் காப்பீடு மற்றும் ஏனைய தேவையான ஆதரவு சேவைகள் இதில் உள்ளடங்கும்
- **பாதுகாப்பு :** ஊடகப் பணியாளர்களின் பாதுகாப்பினை தொழில் தருநர்கள் உறுதிசெய்ய வேண்டும். குறிப்பாகஇ அவர்களுக்கு அவசியமான பயிற்சிகளை வழங்குதல்இ அபாயகரமான சூழ்நிலைகளின் போது பயன்படுத்தக்கூடிய பாதுகாப்பு உபகரணங்களை வழங்குதல்) உதாரணம் – வாயு சுவாசத்தை தடுக்கும் முகக்கவசங்கள்இ தலைக்கவசங்கள் மற்றும் உளவியல் (ரீதியான ஆதரவு.

5. **ஊடக அபிவிருத்தி**

அங்கீகரிக்கப்பட்ட நிறுவனங்களில் இருந்து தொழில்முறை ரீதியான பயிற்சிகளைப் பெறுவதற்கு ஊடகவியலாளர்களுக்கு ஆதரவு வழங்க வேண்டும். இந்தப் பயிற்சியானது பொதுச் சேவை ஊடகவியல் மற்றும் ஊடக நெறிமுறைகள்இ தரவு அடிப்படையிலான ஊடகவியல்இ டிஜிட்டல் ஊடகவியல்இ புலனாய்வு அறிக்கையிடல்இ உண்மைச் சரிபார்ப்புஇ சுற்றுச்சூழல் அறிக்கையிடல் மற்றும்

சமூக உள்ளடக்கம் போன்ற விசேட பகுதிகளில் கவனஞ்செலுத்த வேண்டும். கோட்பாட்டினை செயன்முறையுடன் இணைக்கும் நவீன சர்வதேச முறைகளை பின்பற்றி பயிற்சிகளை வழங்க வேண்டும்.

6. **புலனாய்வு ஊடகவியலை ஊக்குவித்தல்**

- **புலனாய்வு ஊடகவியல் மானியங்களை உருவாக்குதல் :** புலனாய்வு ஊடகவியலாளர்களுக்கு மானியங்கள் அல்லது ஆய்வுதவித் தொகை திட்டங்களை உருவாக்கவும் .இவை குறிப்பாக ஊழல்இ மனித உரிமைகள் மற்றும் சுற்றுச்சூழல் பிரச்சினைகளில் கவனம் செலுத்துபவர்களை ஆதரிக்க வேண்டும். அதிகாரத்துவத்தை பொறுப்புக்கூற வைக்கும் ஆற்றலைக் கொண்டிருக்கும் ஆழமான அறிக்கையிடலை மேற்கொள்வதை இது ஊக்குவிக்கும்
- **ஊடகவியலாளர்களுக்கான சட்ட உதவி :** புலனாய்வு ஊடகவியலில் ஈடுபடும் ஊடகவியலாளர்களுக்கு சட்ட உதவி மற்றும் பாதுகாப்பு வழங்குதல் .சக்திவாய்ந்த நிறுவனங்களின் சட்டரீதியான விளைவுகளைப் பற்றிய அச்சமின்றி அவர்கள் செயற்படுவதை இது உறுதி செய்கிறது.

7. **ஊடகத்தில் பாலின சமத்துவத்தை ஊக்குவித்தல்**

- **பாலின உணர்திறன்கொண்ட பயிற்சிநெறி :** பாலினஉணர்திறன்-கொண்ட அறிக்கையிடலை ஊக்குவிக்க ஊடகவியலாளர்கள் மற்றும் ஊடக பணியாளர்களுக்கான பயிற்சித் திட்டங்களைச் செயற்படுத்துதல் .இந்தத் திட்டங்கள்இ மாறாத நிலைகொண்ட தன்மையிலான கருத்துக்களைத் தவிர்க்கவும்இ ஊடகங்களில் அனைத்து பாலினங்களின் சமநிலையான பிரதிநிதித்துவத்தை உறுதிப்படுத்தவும் உதவும்

- **பெண் ஊடகவியலாளர்களுக்கு உதவுதல் :** வழிகாட்டுதல் திட்டங்கள்இ உதவித்தொகை மற்றும் பாதுகாப்பான பணிச்சூழல்களை வழங்குவதன் மூலம் ஊடகவியலில் பெண்களின் பங்களிப்பை ஊக்குவித்தல். பணியிடத்தில் துன்புறுத்தல் மற்றும் பாரபட்சமாக செயற்படுவதை நிவர்த்தி செய்வதற்கான நெறிமுறைகளை கட்டமைப்பது இதில் உள்ளடங்கும்.

8. **அரசுக்கு சொந்தமான ஊடகங்களை விரிவுபடுத்தல்**

அசோசியேட்டட் நியூஸ்பேப்பர்ஸ் ஒஃப் சிலோன் லிமிடெட் நிறுவனத்தை நிர்வகிக்கும் விசேட ஏற்பாடுகள் சட்டத்தை நடைமுறைப்படுத்துதல் மற்றும்இ தற்போதுள்ள சட்டத்தின் கீழ் அதன் உரிமையை விரிவுபடுத்துதல். அசோசியேட்டட் நியூஸ்பேப்பர்ஸ் ஒஃப் சிலோன் லிமிடெட்இ சுயாதீன தொலைக்காட்சி வலையமைப்பு மற்றும் இலங்கை ரூபவாஹினி கூட்டுத்தாபனத்தை சுயாதீன ஊடக ஆணைக்குழுவின் மேற்பார்வையின் கீழ் கொண்டுவருதல். அத்தோடுஇ அவற்றை தொழில்முறை மற்றும் இலாபமீட்டும் நிறுவனங்களாக மாற்றியமைத்தல்.

9. **தகவல் அறியும் உரிமைச் சட்டத்தை வலுப்படுத்தல் (கூவுஐ)**

திறமையான மற்றும் பயனுள்ள சேவைகளை வழங்குவதற்குஇ தகவல் அறியும் உரிமை செயன்முறை மற்றும் தகவல் அறியும் உரிமைக்கான ஆணைக்குழுவினை வலுப்படுத்துதல். இது பொது வளங்களால் நிதியளிக்கப்படும் அரச செயற்பாடுகள் பற்றிய தகவல்களை பெற்றுக்கொள்வதற்குஇ மக்கள் தமது உரிமையைப் பயன்படுத்த உதவும் .நவீன சர்வதேச அபிவிருத்திகள் குறித்த பயிற்சியினைஇ பணியாளர்களும் பங்குதாரர்களும் பெற்றுக்கொள்ள வேண்டும் . தகவல் அறியும் உரிமையைப் பற்றிய விழிப்புணர்வையும் மக்களிடையே அதிகரிக்க வேண்டும்.

10. **டிஜிட்டல் ஊடகம்**

- **வெளிப்படைத்தன்மையையும் பொறுப்புக்கூறலையும் மேம்படுத்துதல்:** டிஜிட்டல் ஊடக உரிமை மற்றும் உள்ளடக்கத்தில் வெளிப்படைத்தன்மையை உறுதி செய்ய விதிமுறைகளை அமுல்படுத்தவும் .தவறான தகவல் அல்லது தீங்கு விளைவிக்கும் உள்ளடக்கத்தை பரப்பும் இணையத்தளங்களையும் தனிநபர்களையும் அதற்கு பொறுப்புக்கூற வைத்தல்.

- **கருத்துச் சுதந்திரத்தைப் பாதுகாத்தல்**: வெறுப்புப் பேச்சுஇ வன்முறையைத் தூண்டுதல் மற்றும் இணையத் துன்புறுத்தல் ஆகியவற்றுக்கு எதிரான நடவடிக்கைகளை செயற்படுத்தும் அதே வேளையில்இ இணையத்தில் சுதந்திரமான பேச்சுரிமையைப் பாதுகாக்கவும்.

- **ஆரம்பநிலையில் உள்ளவர்களை ஆதரித்தல் : ஆரம்பநிலை** டிஜிட்டல் தளங்கள் மற்றும் ஊடக தொழில்முனைவோரை ஊக்குவித்து ஆதரவளித்தல்

11. **ஊடகம் மற்றும் இணையவெளி குறித்த எழுத்தறிவினை மக்களுக்கு வழங்குதல்**

மக்களிடையேஇ குறிப்பாக இளைஞர்களிடையே ஊடக எழுத்தறிவை

வலுப்படுத்துதல் .பாடசாலைகள்இ மூன்றாம் நிலை நிறுவனங்கள் மற்றும் இளைஞர் கழகங்களில் உள்ள ஊடகக் கழகங்கள் மூலம் இதை அடைய முடியும். உண்மைச் சரிபார்ப்புஇ டிஜிட்டல் ஊடக கல்விப் பிரச்சாரங்கள் மற்றும் செயலமர்வுகள் மூலம் ஊடகத்தின் பங்கு மற்றும் பொறுப்புணர்வு பற்றிய விழிப்புணர்வை ஊக்குவித்தல் .இவை விமர்சன சிந்தனையை ஊக்குவிக்க வேண்டும்.

12. ஊடகத்தில் புத்தாக்கம் மற்றும் ஆய்வு

- **ஊடகத்துறை சார்ந்த ஆய்வுகளுக்கு முதலீடு செய்தல் :** ஊடகங்களில் வளர்ந்து வரும் போக்குகளுக்கு கல்வி ரீதியான மற்றும் தொழில்துறை ஆராய்ச்சியை ஊக்குவிக்கவும் .இதில் செயற்கை நுண்ணறிவின் தாக்கம்இ உள்ளடக்க விநியோகத்தில் கணிப்புநெறிகளின் (யடபழசவைாஅ) பங்கு மற்றும் பொது உரையாடலில் டிஜிட்டல் தளங்களின் விளைவுகள் ஆகியவை அடங்கும்.
- **ஊடக புத்தாக்கங்களுக்கு ஆதரவளித்தல் :** புத்தாக்க ஊடக செயற்திட்டங்களுக்கு ஆதரவளிக்க ஒரு நிதி அல்லது ஆரம்பநிலை திட்டத்தை உருவாக்குதல். புதிய வடிவங்கள்இ தொழில்நுட்பங்கள் அல்லது வணிக மாதிரிகளுடன் பரிசோதித்து பார்க்கும் திட்டங்கள் இதில் காணப்பட வேண்டும். தரவு இதழியல்இ பார்வையாளர்களை கதையில் ஆழமாக ஈடுபடுத்தும் கதைசொல்லல்) உதாரணம் - தோற்ற மெய்ம்மை (எசைவரயட சநயடவைல அல்லது (பிரஜைகள் இதழியல் தளங்களில் முன்முயற்சிகள் இதில் உள்ளடங்கும்.

12. சர்வதேச ஒத்துழைப்பு மற்றும் பரிமாற்ற செயற்திட்டங்கள்

- **உலகளாவிய சிறந்த நடைமுறைகளின் பரிமாற்றம் :** இலங்கை ஊடகவியலாளர்கள் மற்றும் அவர்களது சர்வதேச சகாக்களுக்கு இடையில் பரிமாற்ற நிகழ்ச்சிகள் மற்றும் பங்காளித்துவங்களை எளிதாக்குதல் .இதழியல்இ ஊடக முகாமைத்துவம் மற்றும் ஒழுங்குமுறை ஆகியவற்றில் உலகளாவிய சிறந்த நடைமுறைகளிலிருந்து அவர்கள் கற்றுக்கொள்வதற்கு இது உதவும்.
- **சர்வதேச ஊடக அமைப்புகளில் பங்கேற்றல் :** சர்வதேச ஊடக அமைப்புகள்இ மாநாடுகள் மற்றும் நிறுவனங்களில் பங்கேற்பதை ஊக்குவிக்கவும் .இது இலங்கையின் ஊடகக் கொள்கைகளை உலகளாவிய தரநிலைகள் மற்றும் போக்குகளுடன் இணையாக வைத்திருப்பதற்கு உதவும்.