

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

PRESS UNDER PRESSURE

A STUDY OF JOURNALISTS WORKING CONDITIONS IN SRI LANKA



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Building Journalists Union Power for Democratic Rights, Media Freedom and Decent Work

Report on Survey conducted by the Federation of Media Employees Trade Unions on Working Conditions of Journalists in Sri Lanka 2025

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Executive Summary

This report presents the key findings of a national survey conducted by the Federation of Media Employees Trade Unions (FMETU) in collaboration with the International Federation of Journalists (IFJ). The survey aimed to better understand the working conditions, challenges, and aspirations of journalists across Sri Lanka.

Responses were collected from media professionals representing 25 districts, providing a comprehensive snapshot of the ground realities faced by journalists in both urban and rural contexts. The survey explored a range of areas, including employment practices, media ethics, access to resources, press freedom, and the right to information.

The findings highlight deep-rooted structural issues within the media industry—from lack of job security and poor working conditions to editorial interference and unsafe environments. At the same time, the survey captures the strong commitment and resilience of journalists who continue to pursue ethical journalism and serve the public interest despite these obstacles.

This report summarises the voices and lived experiences of Sri Lankan journalists. It aims to inform media stakeholders, unions, policymakers, and the public, and to advocate for stronger protections, ethical standards, and institutional support for those working in the field of journalism.

Introduction

The Federation of Media Employees Trade Unions¹ FMETU project for IFJ- UTU (international Federation of Journalists, Union- Union) 2025, stems from work done by FMETU for the last 15 years and in recent years through the IFJ- UTU project. In 2023, FMETU carried out an organizational audit and developed a national action plan. This contributed to identify FMETU's strengths and weaknesses and also to make members realize more the potential of networking and collective action. In 2022, FMETU mobilized greater participation of young journalists and women journalists. In 2024, we organized a TOT to strengthen our members, especially young journalists and women journalists. We also conducted a survey amongst the wider membership on their needs and suggestions for media reform to strengthen democracy and handed over to main candidate and political groups that contested the elections. With the election a new Government in 2024, commanding more than 2/3 majority in parliament, the media reform and burning issues faced by the media remain largely unaddressed. Journalists who constitute the fourth estate and carry out their watch dog function, continue to struggle amidst challenging working conditions including meagre wages, poor welfare facilities, lack of labour rights, inadequate training and development opportunities and safety and security concerns.

This year, FMETU has undertaken to probe further in depth the needs and challenges of journalists based in the districts through a district- wide survey. The results are analysed and expected to be presented to the President of Sri Lanka and decision makers, backed with a campaign for urgent redress

Country Context

A significant change in the socio- political context occurred with Presidential and Parliamentary elections in 2024, resulting in the National Peoples Power, a center – left , to left-wing political alliance, gaining over two/ thirds majority in parliament. As at today, most of the major reforms promised in the election campaign remain to be implemented. Burning problems of media, including abolishing of draconian legislature that impede freedom of expression such as online Safety Act, of January, 2024 and Prevention of Terrorism Act remain dangerous provisions that are used against journalists and human rights activists. Nothing has been done so far to address critical rights of media, such as provision of statutory labour

¹ FMETU was established in 2000 and registered with the Registrar of Trade Unions. It represents and safeguards rights of journalists. Our objectives:

- Organize media employees in Sri Lanka, under one federation
- Protect rights of members.
- Uplift economic status of members.
- Provide following benefits for members
 - Support against intimidation and harassment
 - Provide legal assistance and advise members on employment issues.
 - Strengthen relationships **in** between the federation and other related groups
- Represent members in professional disputes
- Intervene on matters affecting the media community.

FMETU is a network of journalist's associations from all districts in Sri Lanka. The management structure consists of President, Vice President, General Secretary, Treasurer and committee comprising representatives of all districts. We collaborate with IFJ and its affiliates in Sri Lanka, Sri Lanka Press Institute, collective organization of trade Unions, Tamil speaking women journalists' association, Young Journalists Network and private sector partner, Rainbow Institute of Communication.

rights and increase in meagre wage scales and employment benefits. Although, activists have reiterated the cry for justice for the journalists who were killed or disappeared, there has been no concrete outcome. Meanwhile Journalists groups have voiced grave concern over Sri Lanka's recent agreements. with Chinese media during the President's state visit to Beijing in January 2024. The partnerships include collaborations between the state owned, Associated Newspapers of Ceylon Limited and Xinhua News Agency, and agreements relating to the Department of Government Information, Sri Lanka Rupavahini Corporation, and Sri Lanka Broadcasting Corporation with China Media Group.²

Purpose and Objectives of study

The study on Journalists working conditions in Sri Lanka, 2025, is designed to facilitate FMETU to accelerate its advocacy and awareness campaign on to overcome constraints to professional and independent journalism in Sri Lanka and strives to achieve following:

1. To strengthen FMETU to become stronger, independent, democratic, and representative.
2. To develop and implement strategies to deliver labour rights, social dialogue, collective representation and decent work in media
3. To gather evidence- based data relating to rights and professional issues collated from a representative sample of journalists³

Methodology

To comprehensively understand the working conditions of journalists across Sri Lanka, the Federation of Media Employees Trade Unions (FMETU) adopted a mixed-methods approach that combined both quantitative and qualitative data collection and analysis. The methodology was designed to ensure inclusivity, regional representation, and validation of findings through stakeholder engagement.

5.1. Literature Review

The study began with a desk-based literature review to understand existing research on journalists' working conditions both locally and globally. This review helped identify key themes, gaps, and indicators, which informed the design of the survey instrument.

5.2. Survey Design and Dissemination

Based on insights from the literature review, a structured questionnaire was developed to collect quantitative data on a wide range of factors affecting journalists' working conditions, including job security, remuneration, safety, professional development, and editorial independence. The questionnaire

² <https://economynext.com/sri-lanka-cabinet-approves-mous-with-chinese-media-institutions-for-training-198594/>

³ Print, TV, Radio, Digital and social media, full time working journalists representing all races, operating in all local languages and based in all districts in Sri Lanka

was disseminated digitally and via phone through FMETU's regional networks to ensure broad accessibility. A total of 400 journalists from across all provinces participated in the survey, ensuring representation across gender, media sectors (print, radio, TV, and online), language groups, and employment types (staff and freelance).

5.3. Data Analysis

The quantitative data collected from the survey responses were coded and analysed using SPSS (Statistical Package for the Social Sciences). Descriptive and inferential statistical methods were applied to identify patterns, trends, and regional variations in journalists' working conditions.

5.4. Focus Group Discussions

To enrich the quantitative data and explore emerging issues in greater depth, five online focus group discussions (FGDs) were conducted. Participants were segmented into geographical clusters representing different regions of Sri Lanka. These discussions provided qualitative insights into challenges faced by journalists, contextual variations, and nuanced experiences not fully captured in the survey.

5.5. Validation and Finalisation

Preliminary findings from both the survey and focus groups were compiled and shared with the participating journalists in a series of feedback sessions. This step ensured validation of the results, allowed for clarification of emerging issues, and incorporated participants' perspectives into the final analysis. Revisions were made accordingly to finalise the findings and recommendations presented in this report.

Case studies

Case Study 01: Politicisation and Leadership Instability in State Media

"With each new government, there have been a lot of changes," shared a senior journalist from a state media institution. "There have also been changes in the senior management. Some of them were replaced just weeks after being appointed. It's very difficult for them to even understand the operations of the institution."

The constant changes at the top have led to confusion and operational breakdowns. According to the journalist, "This has caused a lot of confusion and a breakdown in the work. It has a negative impact on everyone."

Adding to the tension is the politicisation of internal appointments. "Some of the employees who worked hard to support the winning political parties before the election had expectations," the journalist explained. "They thought they would be promoted or rewarded once the government came into power. But these expectations haven't been fulfilled. Now they are frustrated and falling behind in their work."

In a context where the state media is already operating at a loss, such politicisation and instability only deepen the challenges. “We’re running at a loss, and this kind of political interference makes it worse,” the journalist concluded.

Case Study 02: Financial Crisis in Print Media

“The print media is facing huge losses,” said a senior journalist. “Circulation has dropped, advertising revenue is down, and now journalists are not being paid on time—or not at all.”

This financial strain has had a serious impact on media workers. “Some of us haven’t received our full salaries or allowances. In some places, we haven’t been paid at all,” they said.

Efforts are being made to support affected journalists. “The FMETU have been lobbying on behalf of those of us who’ve been victimised,” the journalist shared.

These challenges are part of a broader crisis facing the traditional media industry in Sri Lanka, especially the print sector. With no immediate solution in sight, journalists are under immense pressure. As the journalist noted, “It’s very hard to do quality journalism when you’re not sure how you’ll pay your bills next month.”

Analysis of Data

Geographical location of responders

The survey captured responses from journalists across all provinces of Sri Lanka, covering a total of 25 districts. This wide geographic reach offers a well-rounded perspective on the challenges and conditions faced by media professionals in diverse settings—urban, semi-urban, and rural.

- The highest number of responses came from Batticaloa (13.3%) and Colombo (12.1%), reflecting strong participation from both the Eastern Province and the Western Province.
- Other districts with notable response rates include Galle (8.5%), Gampaha (7.3%), Ampara (7.3%), and Kandy (6.9%).
- Journalists from conflict-affected areas such as Jaffna (5.6%), Trincomalee (4.4%), and Vavuniya (1.6%) also participated, offering insights into the unique challenges faced in the North and East.
- Less populated districts like Kilinochchi, Mullaithivu, and Matale reported lower response rates (below 1%), but still provided data.

1.1 Which district are you from?

No.	District	Percentage
1	Colombo/ කොළඹ/ கொழும்பு	30 - 12.1%
2	Gampaha/ ගෘහ/ கம்பஹா	18 - 7.3%
3	Kalutara/ කළුතර/ களுத்துறை	7 - 2.8%
4	Batticaloa/ බැතිකලාව/ மட்டக்களப்பு	33 - 13.3%
5	Ampara/ අම්පාර/ அம்பாறை	18 - 7.3%
6	Galle/ ගාල්ල/ காலி	21 - 8.5%
7	Matara/ මාතර/ மாத்தறை	1 - 0.4%
8	Trincomalee/ ත්‍රිකුණාමලය/ திருகோணமலை	11 - 4.4%
9	Hambantota/ හම්බන්තොට/ அம்பாந்தோட்டை	4 - 1.6%
10	Anuradhapura/ අනුරාධපුර/ அநுராதபுரம்	7 - 2.8%
11	Jaffna/ යාපනය/ யாழ்ப்பாணம்	14 - 5.6%
12	Moneragala/ මොනරාගල/ மொணராகலை	7 - 2.8%
13	Polonnaruwa/ පොළොන්නරුව/ பொலன்னறுவை	5 - 2%
14	Badulla/ බදුල්ල/ பதுளை	6 - 2.4%
15	Vavuniya/ වවුනියා/ வவுனியா	4 - 1.6%
16	Kilinochchi/ කිලිනොච්චි/ கிளிநொச்சி	2 - 0.8%

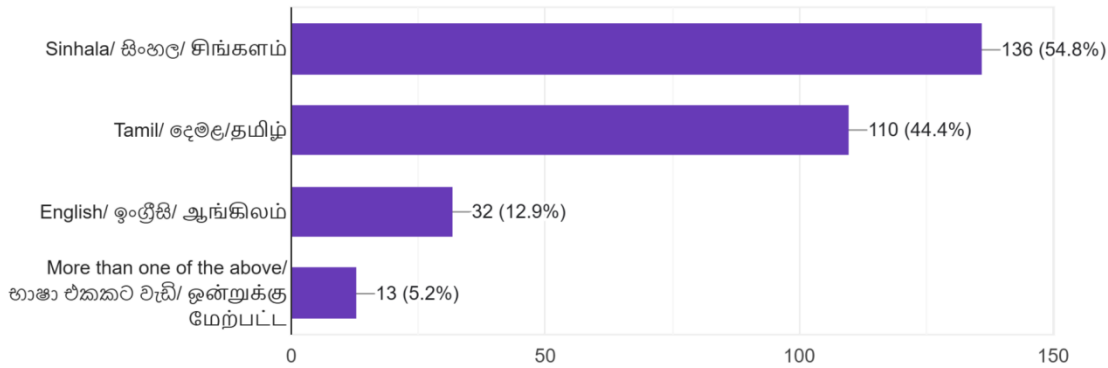
Respondents in the survey represent a dynamic mix of media professionals engaged across both traditional and emerging platforms. Many contribute to newspapers, radio, and television, while others are actively involved in online and digital media. A growing number of journalists are now working across multiple platforms—often simultaneously writing for print while hosting online news segments or managing social media content.

Digital media, in particular, has become a preferred space for younger journalists and freelancers. However, many shared that despite the flexibility and reach of digital platforms, there remains a lack of structural support, fair compensation, and editorial guidance, especially for those operating independently.

Language use often aligns with geographic and ethnic distribution. Sinhala is predominantly used by journalists from the South, Central, and Western regions. Tamil is strongly represented among respondents from the North and East. English, while less widespread, is commonly used by urban-based journalists and those engaged in digital or international media

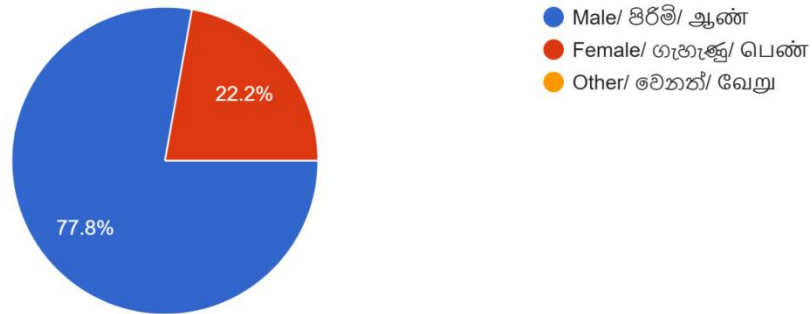
1.3 Which language do you operate in? இவ் கேள்வியைக் கருத்துக் கொண்டு கருத்துக் கொடுத்திருக்கிறீர்கள்? எந்த ஒரு மொழியில் பணியாற்றுகின்றீர்கள்?

248 responses



1.4 Gender ஸ்ரீ பூர்வ லாபி பாலினம்

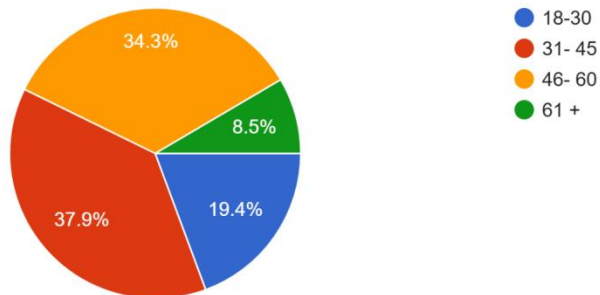
248 responses



The survey results highlight a gender imbalance within the media workforce. A majority of respondents identified as male, with noticeably fewer identifying as female. None identified as non-binary or preferred not to disclose their gender, revealing that gender diversity is still limited in the field.

1.5 Age group லைஃகாஃலி வயது பிரிவு

248 responses



Respondents spanned a broad range of ages, from early-career journalists in their 20s to seasoned professionals in their 50s. The younger group, especially those between 18 and 35, formed a significant portion of the survey.

Key takeaways

This diverse respondent profile paints a complex picture of Sri Lanka's media community. Young, multilingual, and digitally active journalists are on the rise—but many work under uncertain conditions, without adequate support or recognition. Structural challenges around gender equity, language representation, and age-based inclusion continue to shape the landscape.

Qualifications

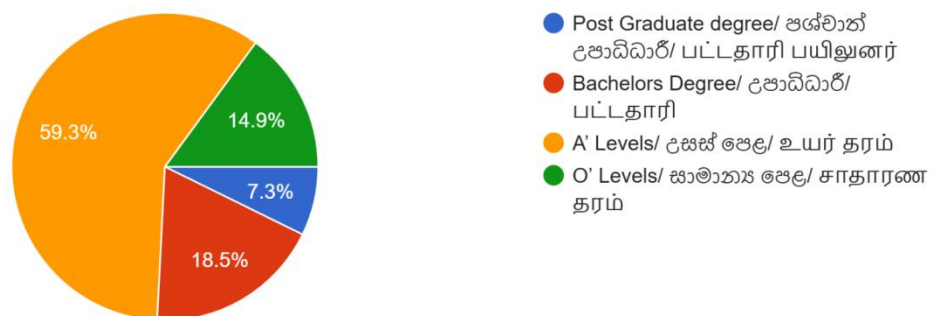
The qualifications of journalists in the study reveal a diverse range of educational backgrounds, with the majority of journalists having completed their Advanced Level (AL) exams. At 59.3%, this group represents the largest segment, indicating that a significant number of journalists enter the field with only secondary education. A further 14.9% hold Ordinary Level (OL) qualifications, showing that some have even less formal education beyond the secondary level.

In terms of higher education, 18.5% of journalists possess a bachelor's degree, reflecting a growing trend towards higher academic qualifications in the profession. However, the percentage of journalists with postgraduate qualifications is relatively low, at 7.3%. This suggests that postgraduate education in journalism, while valuable, is still not a widespread expectation or requirement for most journalists.

Looking at professional qualifications, a larger proportion of journalists hold certificates and diplomas in journalism, with 51.6% having obtained a certificate and 40.3% having completed a diploma. This indicates that formal journalism training is quite common, with many journalists opting for shorter, specialized qualifications. These qualifications suggest a strong focus on practical skills, but also indicate that the majority of journalists may not have pursued advanced or postgraduate study in the field. The balance, with a small percentage holding postgraduate qualifications, shows that while some journalists are committed to furthering their expertise, this is not the norm.

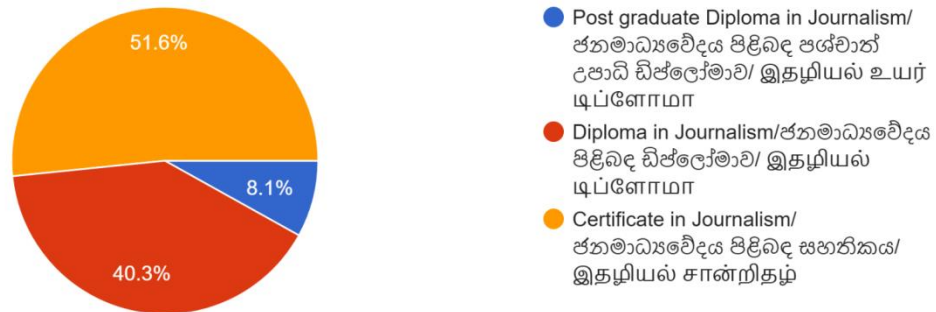
2.1. Highest Educational Qualification ඉහළම අධ්‍යාපන සුදුසුකම உயர் கல்வித் தகைமை

248 responses



2.2 Professional Qualifications වෘත්තීය සුදුසුකම් தொழில் முறைத் தகுதி

248 responses



Key takeaways

Overall, the qualifications of journalists suggest a blend of formal education and practical training. While many have foundational academic qualifications, there is still a clear reliance on professional certificates and diplomas to gain specialized skills in journalism. This highlights a sector where practical experience and hands-on training may be valued more highly than advanced academic credentials.

Experience

The experience levels of journalists in Sri Lanka reveal a diverse yet relatively mature workforce, with a notable concentration of professionals in the mid-career stage.

A large segment, 33.1%, has between 11 to 20 years of experience. This group forms the backbone of the industry, with over a decade of experience that has allowed them to build expertise, establish networks, and refine their skills. These journalists are well-versed in the nuances of the field and are key players in driving operations and leadership within their organizations.

In contrast, 11.8% of journalists possess 21 to 35 years of experience, making them the most seasoned professionals. Many likely occupy senior editorial, managerial, or high-level reporting positions. Their long-standing involvement in the media industry gives them a deep understanding of its evolution, as well as valuable insights into the changing dynamics of journalism.

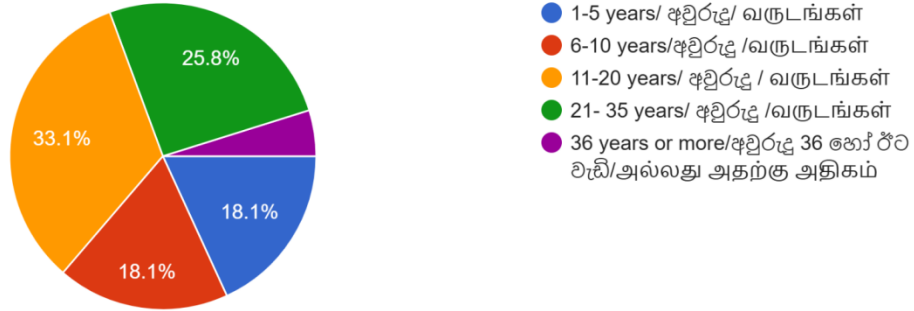
On the other hand, 18.1% of journalists have 1 to 5 years of experience, and another 18.1% have between 6 to 10 years in the field. These groups are typically newer to the profession, still carving out their niche and refining their skill set. Although they may bring fresh perspectives and adaptability to new technologies and trends, they don't yet have the same depth of experience as their more seasoned counterparts.

This mix of experience levels creates a dynamic industry, where established expertise coexists with emerging talent, each contributing their strengths to the evolving media landscape.

2.3 Duration of experience as a Journalist மொடெலேடிசெக்டு ரெசு சேலிவா

காடெ ஊடகவியலாளராக சேவைக் காலம்

248 responses



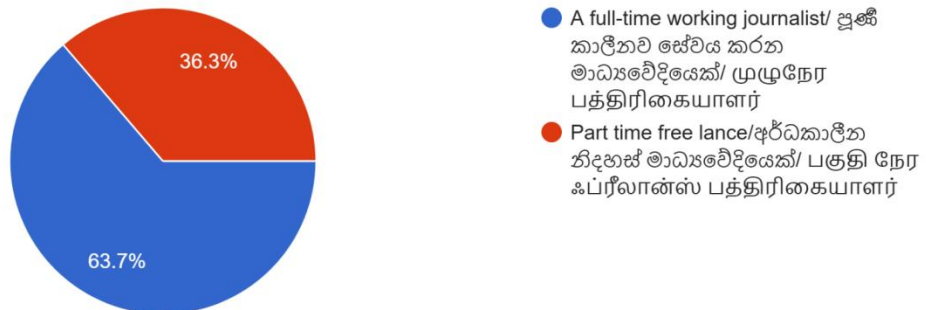
Key takeaways

Overall, the experience breakdown reveals an industry with a strong base of mid-career professionals (11-20 years), balanced by a fair number of newer journalists (1-5 and 6-10 years). The combination of established veterans and emerging talent suggests a healthy mixture of stability and innovation within the workforce. However, the relatively smaller percentage of journalists with over 20 years of experience indicates a potential gap in senior leadership roles that could be addressed through retention strategies, mentoring, and career development opportunities for long-term professionals.

Type of work

3.1 Are you engaged as: இல சேலிவெ திரை லீ சிபினை: நீங்கள் பணிபுரிகிறீர்கள்:

248 responses

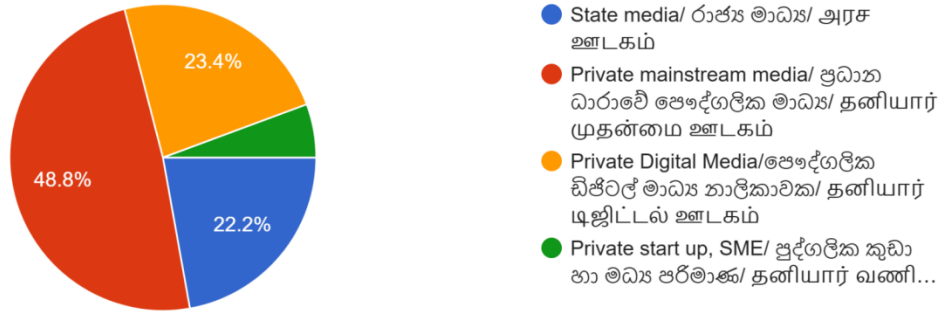


A substantial majority, 63.7%, work on a full-time basis, suggesting that most journalists are dedicated to their roles within media organizations. This indicates stability and a professional commitment to the field.

However, the remaining portion works part-time, which could reflect the growing prevalence of freelance or contract-based work in the industry, or possibly the difficulty of securing full-time positions. The presence of part-time work may also point to a dynamic, flexible workforce or the industry's challenges in providing consistent employment opportunities.

3.2 Media organization you contribute to இவ் சேலீய கர்ந மௌஸ் ஂயநநய நீங்ங்ள் பணியாற்றும் ஁டக ந்ருவனம்

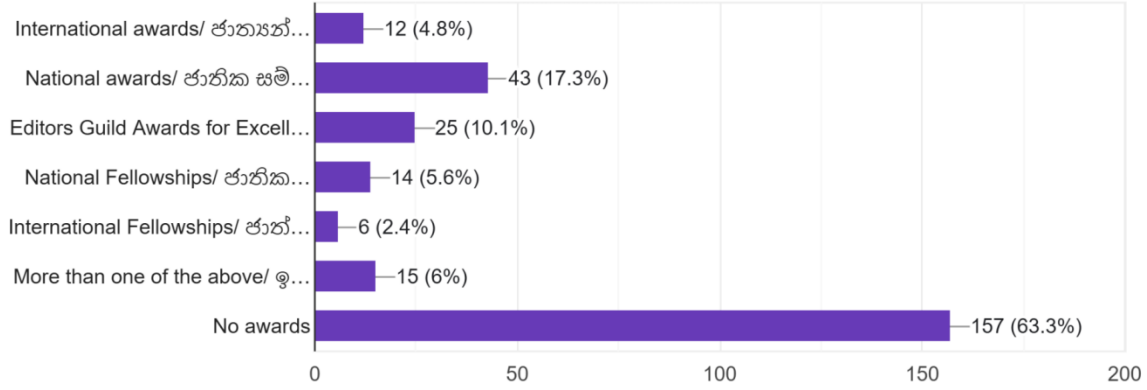
248 responses



- Private Mainstream Media - A dominant portion, 43.8%, contribute to private mainstream media. This suggests that traditional media outlets remain a significant employer of journalists, likely offering the resources, audience reach, and editorial structure for career development.
- Private Digital Media - 23.4% work for private digital media outlets, highlighting the continued growth of digital platforms and the shift towards online journalism. The rise of digital media is an important trend, indicating that many journalists are adapting to the demands of new technologies and audience preferences in a rapidly evolving media landscape.
- State Media - 22.2% of journalists contribute to state-run media, showing that a sizeable portion of the workforce works within the public sector.
- Private Startups and SME Media Organizations - The remaining portion contributes to private startups and smaller media organizations, indicating that some journalists are exploring alternative media outlets or independent ventures. This could reflect a move towards more niche, community-focused media or entrepreneurial opportunities within the journalism sector.

3.3 Special achievements in Media மாவச கீசேதிரசே வீசேச சசுபுலசு ஁டகத் துறையில் விசேட சாதனைகள்

248 responses



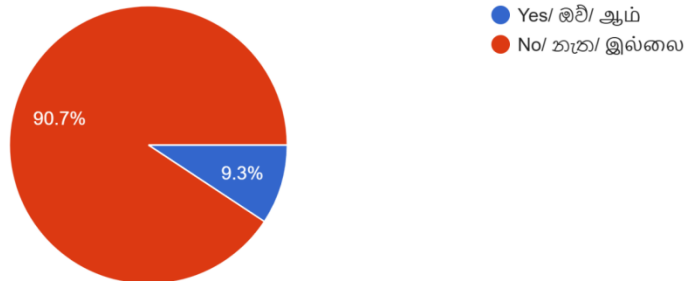
A significant portion of journalists, 63.3%, have not received any awards, which may reflect the highly competitive nature of the media industry and the barriers to achieving recognition. This could also suggest that recognition through awards is not the primary motivator for most journalists.

17.3% have received national awards, showcasing that a portion of the journalist workforce has been recognized for their contributions at a national level. This is a notable achievement, suggesting that these individuals are making significant impacts in their fields. Additionally, 10.1% have received awards from editors' guilds, indicating that professional peers are acknowledging the quality of their work within the industry.

Only 4.8% have received international awards, which may highlight the challenges of competing on a global stage or the lack of opportunities for international exposure in the local media context.

3.4 Have you been sent overseas for assignments/ training by your media organization? இலங்கை
மාධ்யம அமைப்புகள் விசைத் தலைவர்களை அனுப்பி/ ... ிற்க்கு பரிந்துரைக்கப்பட்டுள்ளீர்களா ?
248 responses

4.



The majority, 90.7%, have not been sent overseas for training or assignments. This is a striking figure, suggesting that overseas exposure, whether for skill development or international assignments, is not a common opportunity within the industry. This could be due to financial constraints, limited access to global media networks, or the nature of the organizations employing these journalists. The lack of international exposure may also limit their professional development, as they are less likely to gain broader perspectives or be exposed to international journalistic standards.

Key takeaways

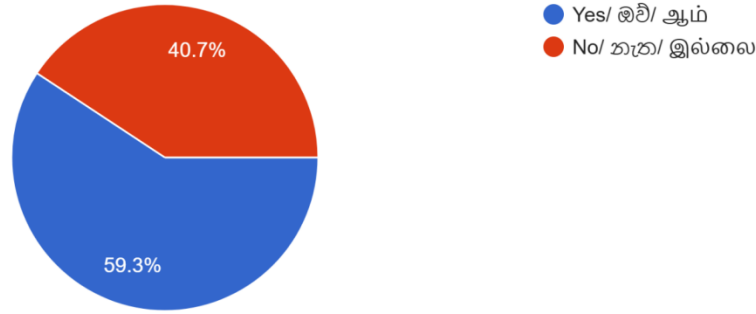
The data paints a nuanced picture of the journalism industry. While full-time positions still dominate, the presence of part-time roles indicates a shift toward more flexible, yet potentially unstable, career paths. The media landscape remains diverse, with a substantial portion of journalists working in private mainstream and digital media, alongside a significant representation in state media.

However, the relatively low number of awards and limited international exposure suggest that, despite the abundance of talent, opportunities for recognition and global engagement are scarce. This gap could hinder career progression and slow innovation within the industry.

To strengthen the sector, it's crucial to focus on increasing recognition, providing more international opportunities, and offering better support for part-time workers. Such initiatives could foster a more robust, globally connected journalism community.

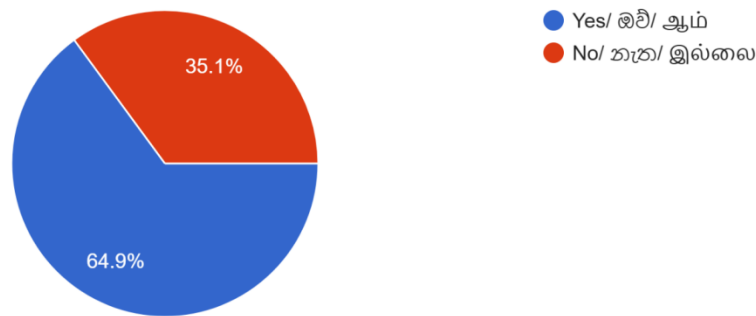
Journalists' dignity and rights

4.1 Employment contract/ appointment letter රැකියා කොන්ත්‍රාත්තුව/ පත්වීම් ලිපිය පணி
 ஒப்பந்தம் / நியமனக் கடிதம்
 248 responses

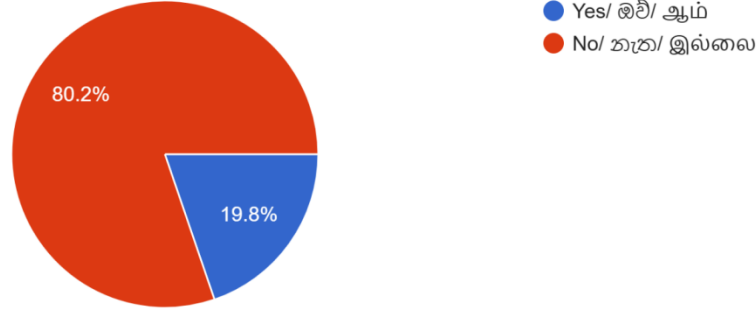


59.3% of journalists have received an employment contract. While this is a relatively high percentage, it means that a significant portion (40.7%) of journalists are either working without formal contracts or have not had clear agreements in writing. The absence of formal employment contracts can lead to job insecurity, lack of clarity about roles, and disputes over responsibilities, which negatively impact the dignity and rights of journalists.

4.2 Media Identification card issued by Department of Information ප්‍රවෘත්ති දෙපාර්තමේන්තුව
 විසින් නිකුත් කරන ලද මාධ්‍ය හැඳුනුම්ප...ඳිනාල ව්‍යවහාරයක්ද වුවද අදාළ අයදුම්
 248 responses

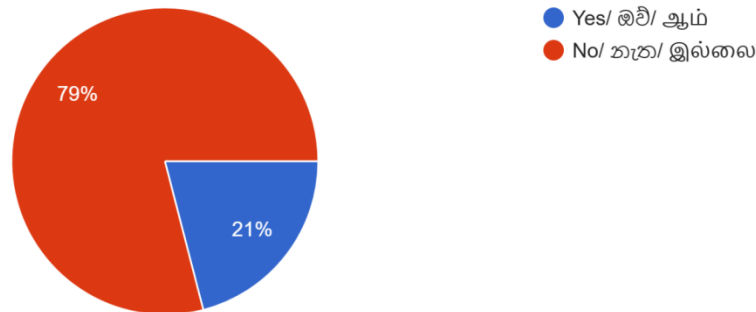


4.5 Are you receiving social security – EPF, ETF? இவ்வ சேவைகளைப் பெறும் அல்லது (EPF) சேவைகளைப் பெறாதீர் (ETF) கிடைக்கவில்லை? நீங்கள்...கூடுதல் சமூக பாதுகாப்பிற்கு உரித்துடையவரா?
248 responses



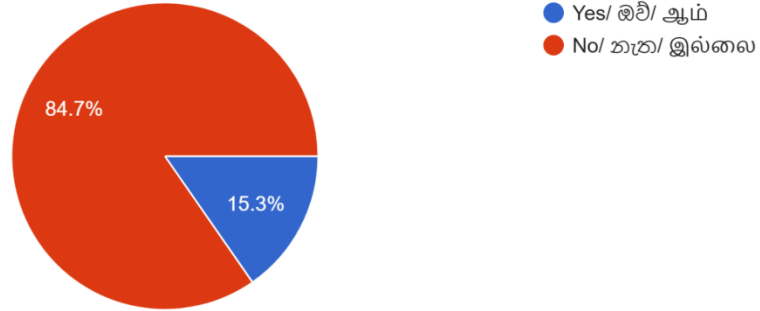
19.8% of journalists have access to social security benefits like the Employees' Provident Fund (EPF) and Employees' Trust Fund (ETF). This low percentage highlights a significant gap in social protections for journalists. The lack of access to social security benefits leaves many journalists vulnerable to financial instability, particularly in cases of illness, retirement, or unemployment. It also points to a lack of formal employment practices within many media organizations.

4.6 Are you entitled to Gratuity payment? இவ்வ சேவைகளைப் பெறும் அல்லது (Gratuity) பெற உரிமை உள்ளதா ?
248 responses



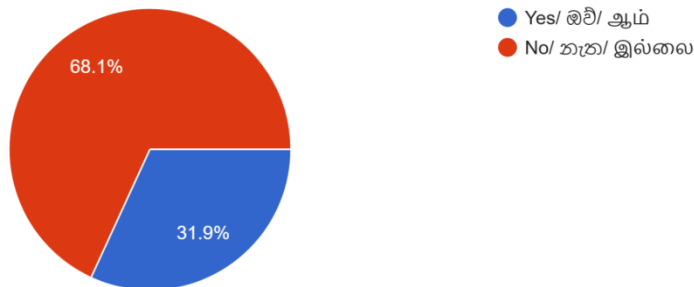
Only 21% of journalists are entitled to gratuity, which is a payment made upon the end of employment, typically as a form of severance pay. This is a relatively low percentage, suggesting that many journalists may not have job security or may be working under conditions where long-term employment is uncertain.

4.7 If you work for more than 8 hours, are you eligible for OT payment? இவ் பூய 08 கல் லவா சேலய கர்நீனே? இல் அநிகாடி டீமநா கீதீ...ர கலாடுப்பனவு (OT) பஹ உரிமல உள்ளதா?
248 responses



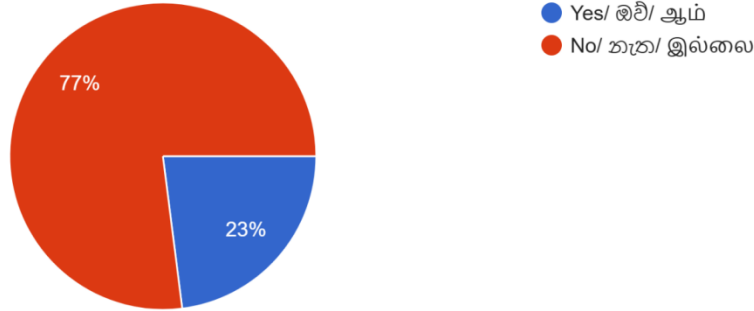
31.9% of journalists are eligible for overtime compensation. This figure indicates that a significant proportion of journalists may be working beyond regular hours without receiving additional compensation. Overtime pay is an important right for workers, particularly in high-pressure industries like journalism, where deadlines and workloads can often lead to extended hours. The lack of overtime compensation can lead to burnout, dissatisfaction, and exploitation.

4.8 Are you entitled to a Leave system including medical, casual, annual leave? இல் லேடீஸ், லடீஸி, லார் கீக லஸேன் திவாஹி க்ருமலகல் ல...ரிடுமுறலகளுக்கு நீங்கள் உரித்துடையவரா?
248 responses



5.1 Are you entitled to welfare and other incentives such as transport for official work, Bonus, medical and other insurance and other ... ஏனைய சலுகைகளைப் பெற உரிமை உள்ளவரா ?

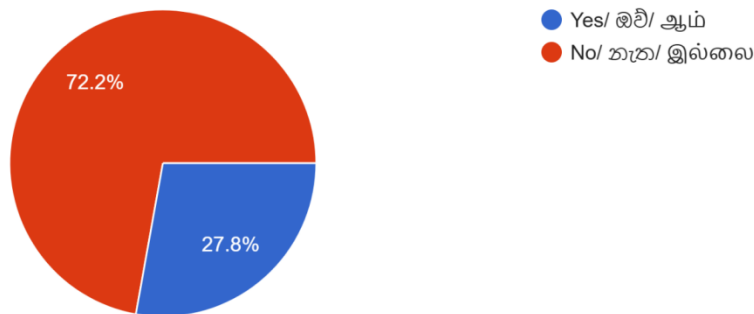
248 responses



31.9% are eligible to leave, while majority are forced to work regardless of circumstances such as illness. Only 23% of journalists are entitled to welfare benefits and incentives. This is another concerning figure, as welfare programs (such as health insurance, bonuses, or other employee benefits) play a key role in ensuring the well-being of employees. Without these benefits, journalists may struggle to maintain a work-life balance or have access to essential healthcare and support.

5.2 Do you get support for your personal safety when reporting on risky situations? அபிமானம் தரவில்லையா? கிரேக்கி இல்லை சூட்டிக்க அ...தரவு நிறுவனத்திடமிருந்து கிடைக்கிறதா?

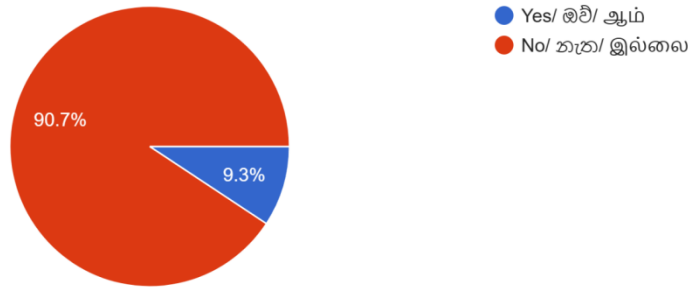
248 responses



27.8% of journalists reported receiving support for personal safety. This figure is particularly troubling, considering that journalism, especially investigative or conflict-related reporting, can be dangerous. The low percentage suggests that many journalists are not provided with the necessary resources, training, or protection to ensure their safety, putting them at risk both physically and psychologically.

5.3 Do you get safety equipment when reporting in a risky situation? (Gas mask, safety jacket, helmet etc.) අවදානම් තත්ත්වයකදී ලාඊත...காப்பு மேலங்கி, தலைக்கவசம் உள்ளிட்டவை)

248 responses



Key takeaways

The data paints a troubling picture of journalists' rights and working conditions. While some benefits and protections, like media identification cards and employment contracts, are fairly common, other essential rights such as access to a clear salary scheme, social security, gratuity, overtime pay, welfare, and support for personal safety are not universally available. The lack of these fundamental benefits suggests that many journalists are working in insecure, unsupported, and potentially exploitative conditions, which can significantly impact their dignity, job satisfaction, and overall well-being.

There is a clear need for media organizations to address these gaps and provide journalists with the protections and rights they deserve, not only to ensure their well-being but also to maintain the credibility and sustainability of the journalism profession itself. Ensuring that journalists have access to proper contracts, fair compensation, welfare, and safety support should be a priority for media employers.

Media Ethics and Regulation

The section on media ethics revealed valuable insights into how ethical standards are perceived, adopted, and implemented across media organizations.

A majority of respondents (56%) felt that the best model for upholding media ethics is a legally enforced government code of ethics. This suggests a strong preference for state-led regulation—possibly driven by the need for accountability and consistency. Meanwhile, 28.6% supported the Editors' Guild Code of Ethics, reflecting trust in established professional bodies. A smaller, but significant group believed that ethics should be governed by independent codes developed within their own media institutions—highlighting the need for contextual and organizational autonomy.

When asked about current adherence to ethical codes in their workplaces, 72.6% confirmed that their organization follows a code of ethics. Among them:

- 38.3% said they use an internally developed code
- 32.3% follow the Editors' Guild code
- 45.6% follow both, possibly tailoring ethical standards to suit both professional and institutional expectations

Encouragingly, 69% of journalists reported having received training on how to use or apply a code of ethics in their work. This suggests that a majority have at least some foundational understanding of ethical standards, which is a promising sign for improving professionalism and accountability in the field.

However, ethical practice does not operate in a vacuum. When asked about constraints faced in applying the code of ethics—particularly from media owners and heads—58.1% said they “sometimes” face interference, while 9.3% experience it “often.” Only 32.7% reported no such constraints, indicating that for many journalists, editorial independence is still compromised by internal pressures or external influence.

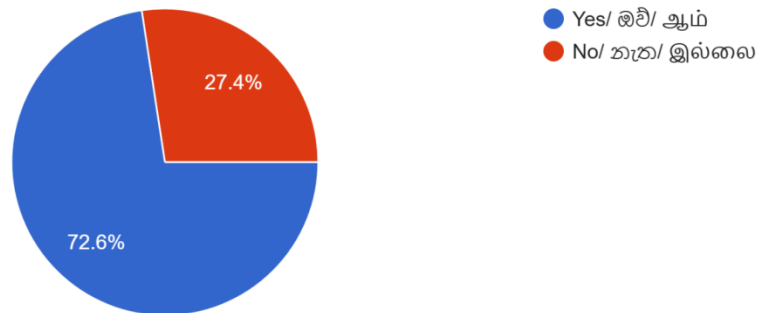
6.1 What is the best model for code of ethics for media? මාධ්‍ය සඳහා ආචාර ධර්ම පද්ධතිය සඳහා හොඳම ආකෘතිය කුමක්ද ஊடக தர்மத்திற்கான சிறந்த மாதிரி என்ன ?

248 responses

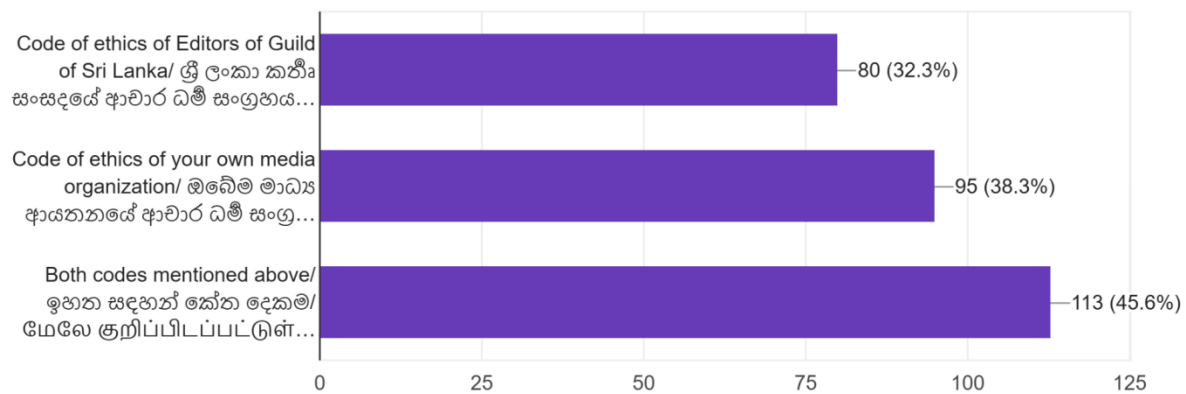


6.2 Is there a code of ethics adopted by your organization? இவ்வே போයනය விසින් அதுගමනය කරන ලද ආලාර ධම් පද්ධතියක් තිබේද? நீ...ில் ஊடக ஒழுக்கநெறி கட்டமைப்பு உள்ளதா?

248 responses



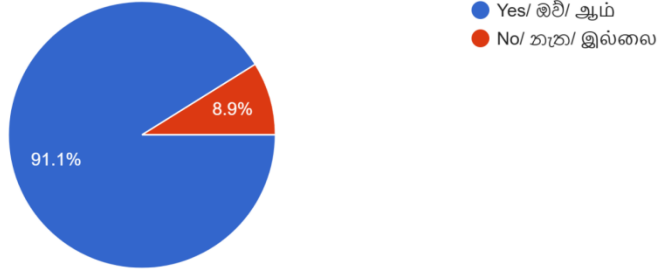
6.3 If yes tick one or two of below இலி නම් පහත එකක් හෝ දෙකක් සලකුණු කරන්න **ஆம்**
என்றால் கீழுள்ளவற்றில் ஒன்றிற்கு அல்லது இரண்டிற்கு அடையாளமிடுக
248 responses



proportion question its independence. These challenges hinder the full potential of RTI as a tool for transparency and accountability in journalism.

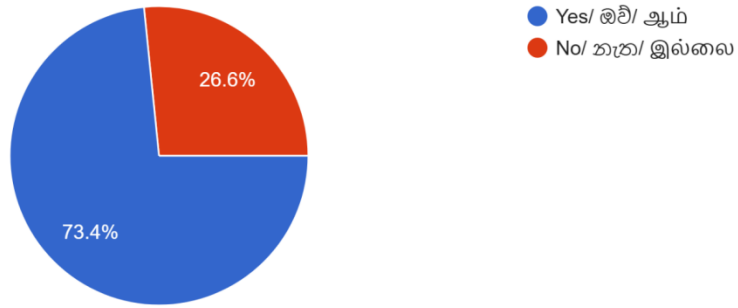
7.1 Is RTI useful for your work இலே மாவை ஁லீகாலி RTI சூலேச்சலலுதீ உலங்கல் அறிகுலையிடலுக்கு RTI பயனுடையதா ?

248 responses

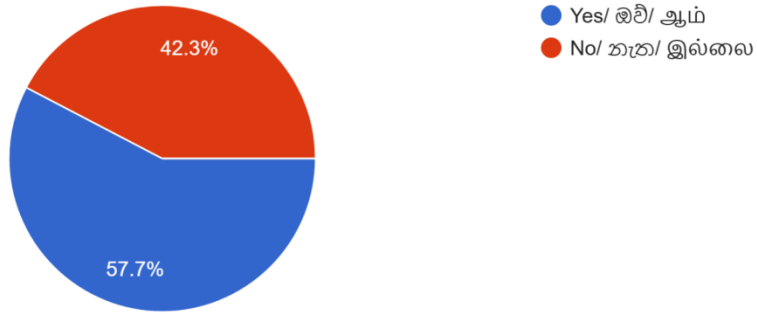


7.2 Are you using RTI? இல RTI ஁லீகா ஁லலலாடீ? நீங்கல் RTI இலைப் பயன்புதுகிறீர்கலா?

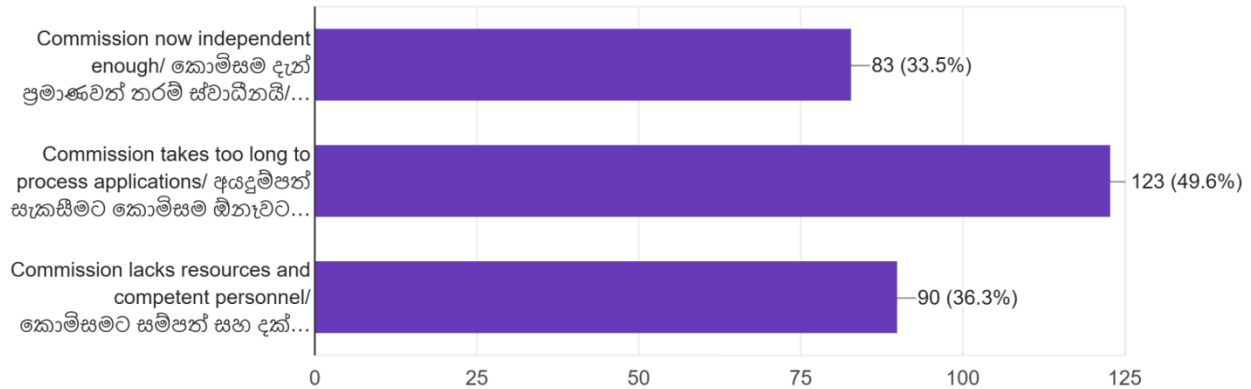
248 responses



7.3 Are you satisfied with the services of the Commission? RTI கௌமீ஑தே ஑ேலாலநீ ஑ந இல ஑஑ீதகை ஑நலேடி? அநத ஆணைக்குழுவின் ஑...பில் நீங்கள் திருப்தியடைகின்றீர்களா ?
248 responses



7.4 If not satisfied please tick one or more of responses below සැඟවීමට පත් නොවන්නේ නම්,
කරුණාකර පහත ප්‍රතිචාර එකක් හෝ කිහිපය...ල්ලතු පලවෙන්නිරිඟු අඳෙයාඟමිඳුඟ්ඟ්
248 responses



Key takeaways

The Right to Information (RTI) framework is clearly regarded as a powerful asset by journalists across the country. An overwhelming 91.1% of respondents believe RTI is a useful mechanism in their work, and 73.4% reported that they actively use it in their journalistic practice. This reflects a healthy awareness of the law and a growing reliance on institutional mechanisms to access information.

However, when it comes to satisfaction with the RTI Commission itself, the sentiment is more mixed. While 57.7% of journalists expressed satisfaction, a sizeable portion remain critical. The most common concern—raised by 49.6% of those who were dissatisfied—is the slow response time of the Commission. Others pointed to deeper systemic issues, such as the lack of competent personnel (36.3%) and a perceived lack of independence (33.5%).

This feedback suggests that while RTI is embraced in principle and practice, there is a strong need for reforms to strengthen the effectiveness, responsiveness, and credibility of the Commission. The potential of RTI remains high, but its real impact depends on addressing these structural and operational gaps

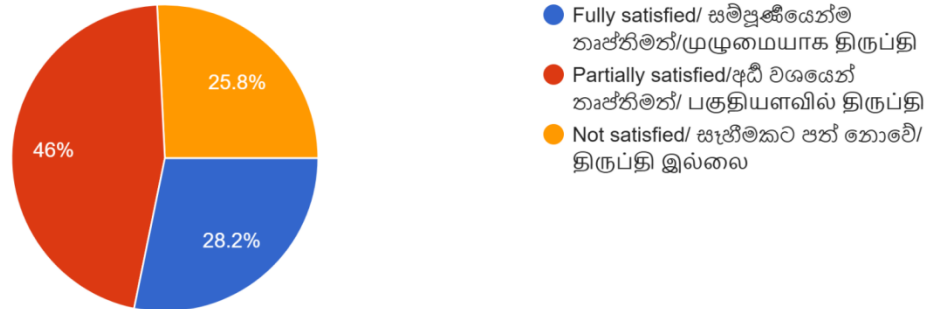
248 responses



- 30

9.1 Level of feeling of Safety and Security in work as a journalist මාධ්‍යවේදියෙකු ලෙස ඔබේ සේවා කොන්දේසි පිළිබඳව ඔබට හැඟෙන දේ පහතින් ...ඟ්කළා උණර්චු එන්න එන තෙරිවිච්චුම.

248 responses



Summary of answers

1. Many journalists feel that their safety and security depend heavily on the ownership of the media organization they work for. Some mentioned that media organizations are influenced by personal biases or political affiliations, which can sometimes affect the quality and neutrality of reporting, as well as the safety of journalists involved in certain stories.
2. A significant portion of journalists reported that job instability is a major factor in their safety concerns. They feel that the constant risk of losing their job (due to economic reasons or organizational restructuring) makes them vulnerable, not just professionally, but also in terms of their ability to support themselves and their families. This creates a general feeling of insecurity.
3. Many journalists feel that their organizations do not provide adequate support, especially in terms of safety during assignments, especially in sensitive situations like covering protests or investigations. There are mentions of inadequate or no insurance coverage, lack of safety training, and poor facilities, which significantly diminish their sense of security. Some also mention that there is a lack of transparent and fair reporting systems, where journalists' reports may be shelved or manipulated due to editorial or political interference. This undermines not only their job security but also their professional dignity.
4. Journalists express that they do not receive sufficient training in both professional skills and personal safety. There is an expectation for their organizations to provide adequate training, including security measures, especially when working in volatile environments. This gap in preparation is a key concern for many.

5. Female journalists particularly note that their safety concerns are heightened during late-night assignments or when traveling to remote or potentially dangerous areas. Gender-based challenges are often compounded by the lack of resources and support for female journalists, adding to their insecurity.
6. Low wages and insufficient financial backing are also major concerns. Journalists feel that they should be fairly compensated for their work, especially when their reports are not published or used by the media outlets. Many also suggested that their media houses should offer a monthly salary that reflects their work and contributions. Without proper financial security, journalists cannot rely on their organizations to safeguard their well-being.
7. A notable concern is the interaction with police and legal authorities when covering specific stories. Some journalists reported that when incidents happen, the police may try to force them into becoming eyewitnesses in court, which can compromise their safety and complicate their role as journalists.
8. Several responses indicated that media organizations do not provide sufficient personal safety measures, and there is little to no support in terms of welfare (health, accommodation, travel insurance). Journalists expressed a need for better support structures, including affordable internet access, financial facilities like bank loans, and reliable insurance coverage.

Journalist entrepreneurs

Independent media organizations face diverse revenue models, with the majority relying on local sources for financial sustenance. A significant 84.5% of media owners report that their primary source of income comes from local revenue. This indicates that domestic markets play a crucial role in supporting independent journalism. A smaller proportion of media outlets, 12.9%, report that they generate revenue through a mix of both local and international sources, while 2.6% rely solely on international revenue.

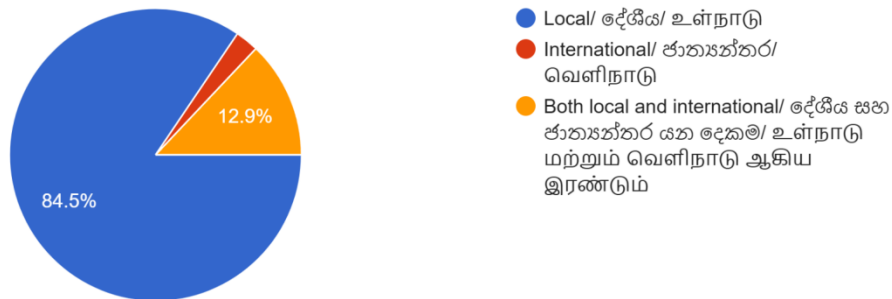
For those who derive income from international sources, the most prominent revenue generators are digital platforms such as Google, Meta, and other similar organizations, with 59.4% citing these as their primary income stream. This underscores the growing role of digital advertising platforms in the media landscape, especially for independent outlets. 15.6% of media owners also generate revenue through Taboola, a content recommendation platform, while others report using a combination of these sources.

On the local front, 86.4% of media organizations depend on commercial advertisements as their primary income. This suggests that advertising remains the dominant form of revenue for many smaller and independent media outlets. A notable 31.8% rely on political advertisements, reflecting the deep connection between media and politics in the local market. Furthermore, 12.1% of media owners earn revenue from government advertisements, although this represents a relatively smaller portion of their overall income.

In addition to commercial revenue, donations also play a significant role. 72.5% of media outlets report receiving local donations from their audiences, indicating a strong grassroots support for independent journalism. International donations account for 21.6% of revenue, while platforms such as Patreon and BuyMeCoffee contribute to 19.6% and 5.9% of revenue, respectively. These figures highlight the growing role of subscription-based models and direct audience contributions in supporting independent media.

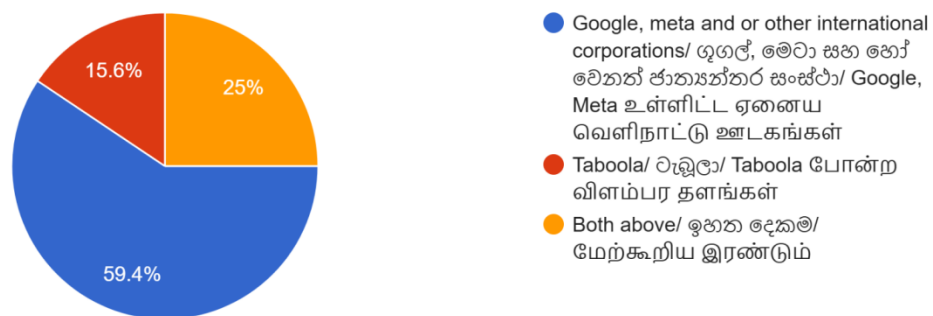
10.1 What is your source of revenue? இவ்வீ ஶாடாயித் தாழீய க்ருக்ட்டு? உங்கல் வருதான வழி என்ன ?

116 responses

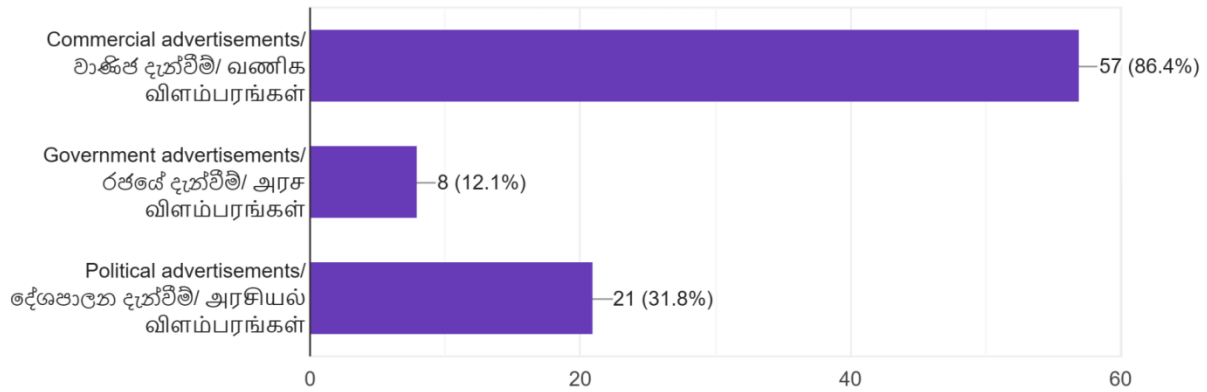


10.2 If revenue source is International, please tick below **ආදායම් මූලාශ්‍රය ජාත්‍යන්තර නම්,**
කරුණාකර පහත සලකුණු කරන්න **வருமான ஆ...டாக இருந்தால், கீழே அடையாளமிடவும்**

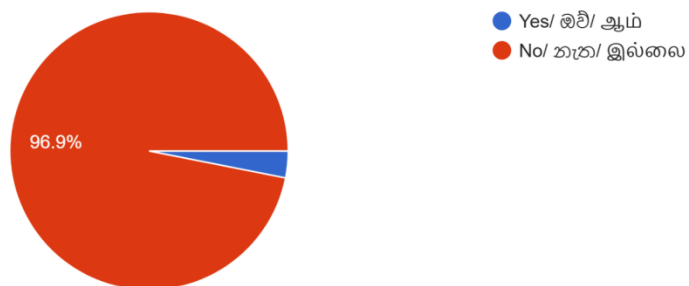
32 responses



10.3 If you get Local revenue please tick as relevant இலocal தேதியை அடியைக் குறிப்பிட்டுத் தர
கருணாகர் அடல் தைரா கருதி கருவிக் கரு... தொடர்புடையவற்றை அடையாளமிடுங்கள்
66 responses

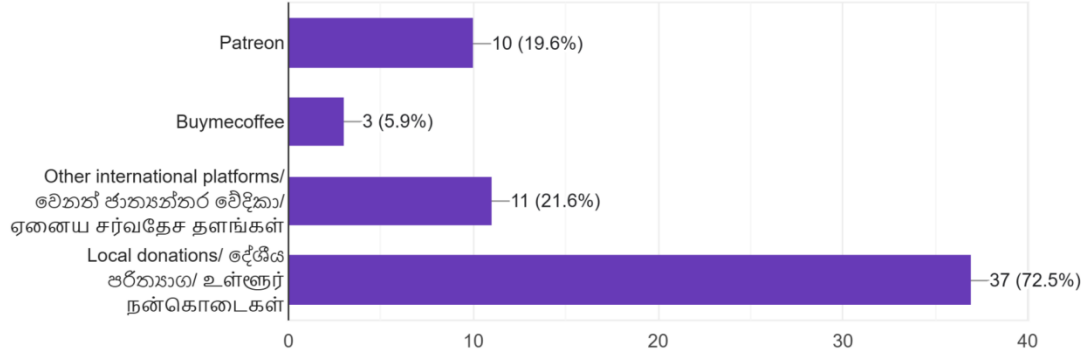


10.4 Do you obtain any donations? இலவச கிணியை சரீரையாகக் குறைவா? நீங்கள் ஏதேனும் நன்கொடைகளை பெறுகின்றீர்களா?



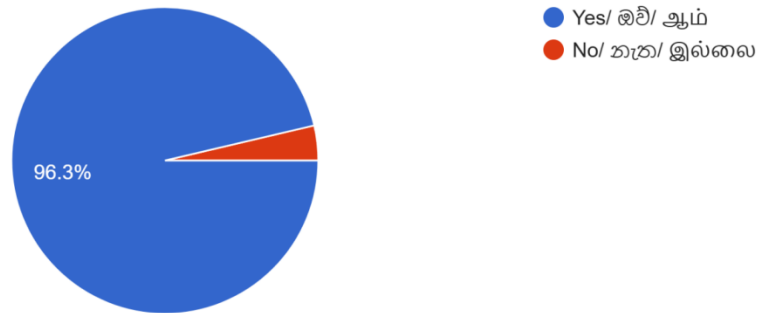
10.5 What are the ways you collect donations for your platforms? இவ்வீதிக்கான பணத்தை எவ்வாறு சேகரிக்கிறீர்கள்? உங்கள் அமைப்புகள் எவ்வாறு பணம் சேகரிக்கின்றன?

51 responses



10.6 Do you adopt a code of ethics? இவ் விஷயத்தில் நீங்கள் கடைசி என்ன செய்கிறீர்கள்? நீங்கள் எவ்வாறு நடக்கிறீர்கள்?

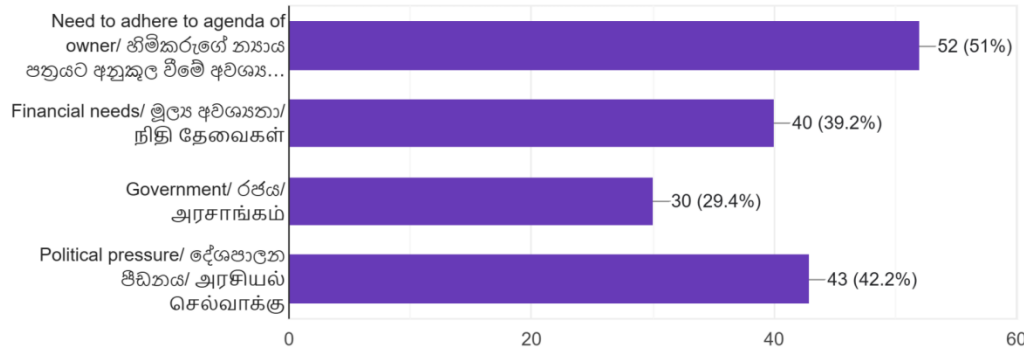
163 responses



Despite facing financial and political pressures, a strong majority of independent media owners, 96.3%, adhere to a code of ethics. This commitment suggests that ethical journalism remains a cornerstone for many of these organizations, though how effectively these ethics are applied in practice can be influenced by external pressures.

10.7 What are the main reasons for violation of code of ethics by your digital media channel?(Please tick one or more response... அல்லது பல பதில்களுக்கு அடையாளமிடுங்கள்)

102 responses



While the commitment to ethical journalism is clear, the reality is more complex. Several factors often compel media organizations to violate their own ethical standards. The most significant factor is the agenda of the owner, cited by 51% of media owners as the primary reason for ethical violations. This indicates that media outlets, particularly smaller ones, may be subject to editorial influence driven by the personal or political preferences of the owner, leading to biased or selective reporting.

Political pressure is another significant contributor, with 42.2% of media owners acknowledging that political forces exert influence on editorial decisions, pushing them to align with specific agendas. This pressure can lead to biased reporting, the suppression of certain stories, or the promotion of government-favored narratives.

Financial pressures also play a critical role, with 39.2% of media owners citing financial needs as a reason for ethical violations. In the face of revenue shortfalls or the need to generate more income, media outlets might prioritize financial survival over ethical considerations, potentially resorting to sensationalism or compromising their journalistic standards to attract more revenue.

Government influence is another key factor, with 29.4% of media owners noting that government interference plays a role in violating media ethics. This can take the form of pressure to align with state narratives or avoid coverage of certain issues, which undermines the independence of the media.

Key takeaways

This section reveals the financial challenges and ethical dilemmas faced by independent media organizations. While the majority rely on local revenue, digital platforms, and donations to sustain their operations, they also face significant pressures from owners, political forces, financial constraints, and government involvement. These pressures sometimes lead to ethical violations, which can compromise the quality and independence of journalism.

To address these challenges, media organizations must work towards enhancing editorial independence and transparency. Reducing dependency on politically driven advertisements and government funding, while diversifying revenue streams, will help to safeguard journalistic integrity. Ultimately, ensuring that ethical journalism remains at the forefront requires a balanced approach that allows for financial sustainability without compromising on the core values of independent reporting.

Summary of findings

A Complex Landscape for Journalism in Sri Lanka

The state of journalism in Sri Lanka presents a complex mix of strengths and challenges. While there are positive aspects, such as a committed workforce and a growing recognition of the importance of media ethics, significant obstacles remain. The insights from this report shed light on key areas that require urgent attention for the sector to thrive in an increasingly complex environment.

Qualifications and Professional Development

Journalists in Sri Lanka come from diverse educational backgrounds. A significant portion of the workforce, 59.3%, holds only Advanced Level (AL) qualifications, while 14.9% have only Ordinary Levels (OL). This indicates a gap in higher educational qualifications within the industry, which could impact the quality of reporting and professional standards. However, there are also 18.5% who possess a bachelor's degree and 7.3% with postgraduate qualifications, reflecting a growing recognition of the need for higher education in media. This imbalance highlights an opportunity to strengthen the industry by focusing on continuous professional development and promoting further education for journalists.

Experience in the Field

The journalism sector is rich in experience, with 33.1% of journalists holding between 11 to 20 years of experience, providing a solid foundation of seasoned professionals. At the same time, younger journalists are also making their mark, with 18.1% having 1-5 years of experience and another 18.1% with 6-10 years in the field. This mixture of experience levels is valuable, offering a blend of seasoned wisdom and fresh, innovative perspectives. However, the industry needs to find ways to leverage both groups effectively, balancing experienced mentorship with the creative energy of younger voices.

Job Security and Working Conditions

Job stability remains a pressing issue. While 63.7% of journalists are employed full-time, many still grapple with uncertainties regarding their job security. The report reveals concerning gaps in essential benefits like social security, gratuity, and welfare incentives, with only a small percentage enjoying these protections. A troubling 37.5% report having no proper salary scheme or allowance structure, which puts the financial wellbeing of journalists at risk. Furthermore, the low numbers of journalists with access to essential safety provisions and training underscore the vulnerability many face in the line of duty. There is a clear need for better working conditions, with more secure employment practices and comprehensive benefits.

Ethical Standards and Integrity

Despite the challenges, ethical standards remain a cornerstone for most journalists. 96.3% of media outlets adhere to a code of ethics, which is a positive sign of commitment to integrity in reporting. However, the practical application of these ethical guidelines is often compromised. 51% of journalists cite the agenda of media owners as the primary reason for ethical violations, while 42.2% point to political pressure as a significant challenge. This indicates that while the intent to maintain ethical journalism is there, external influences frequently undermine journalistic independence. Financial pressures and government interference further exacerbate these ethical dilemmas, with many outlets resorting to compromising their integrity to stay financially afloat or avoid political repercussions.

Revenue Models and Financial Sustainability

Independent media organizations face ongoing financial pressures. 84.5% of media organizations report that their revenue comes predominantly from local sources, while a smaller percentage rely on a mix of local and international revenue. The increasing reliance on international platforms like Google and Meta for income (reported by 59.4%) highlights a growing dependency on digital advertising. While commercial advertising remains the largest local revenue stream (86.4%), political and government advertisements also play a role in funding, which can lead to ethical conflicts.

Another growing trend is the rise of donations. Local donations account for 72.5% of income, and 21.6% of organizations benefit from international platforms like Patreon. This shift towards audience-supported models offers an opportunity for greater financial independence and autonomy from political and commercial pressures. Still, there remains a long way to go before independent outlets can achieve full sustainability without compromising journalistic values.

Safety and Security

Journalists continue to face safety and security concerns, both in the field and in their professional lives. While many receive institutional recognition, 27.8% report having support for personal safety, which remains insufficient. Furthermore, many journalists feel the pressures of the work environment, especially when covering sensitive stories. The lack of adequate training and security provisions makes journalists vulnerable, particularly those in investigative or politically sensitive reporting. It's clear that strengthening safety protocols and providing better resources for training and protection is crucial for journalists to operate effectively and safely.

Acknowledging the Pressures of Independent Media Ownership

For those journalists who own their media outlets, the challenges are amplified. The overwhelming majority (84.5%) report that their revenue comes from local sources, with many relying on advertisements, both commercial and political, to stay afloat. While this model sustains the business, it can also create a conflict between financial sustainability and editorial independence. The growing reliance on international platforms, such as Google and Meta, for revenue also brings its own set of

challenges, especially in terms of retaining control over content and maintaining journalistic integrity. The need for a more diversified and independent revenue model is evident.

Recommendations

1. Formalize Employment and Protect Rights

A significant number of young journalists, especially those working in regional areas and smaller media houses, do not have employment contracts or consistent payment structures. This creates job insecurity and affects the quality of their work. Media institutions must take steps to formalize employment arrangements—offering written contracts, fair remuneration, and clear terms of engagement for all journalists, including part-time and freelance staff.

2. Ensure Safe and Respectful Workplaces

The report highlights the lack of basic infrastructure in some regional newsrooms, including inadequate seating, poor sanitation, and unsafe working environments. These conditions compromise not just productivity but also dignity. It is essential for media organizations to invest in creating professional and respectful workspaces that meet minimum standards of safety and comfort.

3. Strengthen Editorial Independence

Journalists continue to face undue influence from media owners, political actors, and advertisers. This undermines trust in the media and restricts freedom of expression. To counter this, editorial structures must be protected from commercial and political interference. Independent editorial boards, transparent decision-making, and support for investigative journalism can help restore credibility.

4. Uphold and Enforce Media Ethics

While many journalists report that their organizations follow a code of ethics, the survey reveals varying standards and a lack of consistent enforcement. Moving forward, a unified, independent code of ethics—free from political bias—should be promoted across the sector. This must be backed by regular training, monitoring systems, and internal mechanisms to handle violations transparently.

5. Recognize and Reward Excellence

Young journalists, particularly those working outside Colombo and in minority language media, often go unrecognized. National and regional journalism awards can spotlight excellence in reporting from across the country. Within organizations, recognition schemes can also be introduced to celebrate creativity, ethics, and impact, helping to boost morale and motivation.

6. Expand International Exposure

Many young and mid-career journalists lack opportunities to broaden their global understanding. Partnerships with international media networks can provide fellowships, reporting assignments, and

short-term placements. These experiences can enhance skills, build confidence, and introduce global best practices to local reporting.

7. Build Clear Career Pathways

Currently, most journalists report that there are few structured career progression opportunities. To retain talent, media institutions must offer well-defined professional development programs—including mentorship, upskilling workshops, and leadership training. Clear promotion criteria and support for both full-time and part-time staff will also help journalists build long-term careers.

8. Support Freelancers and Part-Time Journalists

Freelancers form a growing portion of the media workforce, but many operate without job security or benefits. A national framework must be established to protect them—offering access to legal advice, minimum payment standards, and social security or insurance schemes. Media houses should also consider offering retainers or recurring contracts to regular contributors to ensure stability.

9. Diversify Revenue Streams for Independent Media

Many independent and regional media outlets struggle financially, which affects their editorial independence. Training in new revenue models—such as digital subscriptions, crowdfunding, and content syndication—can improve sustainability. In parallel, policies must ensure transparency and fairness in advertising distribution, with attention to the needs of smaller players.

10. Enhance Access and Use of RTI

The Right to Information law is considered valuable by most journalists. However, delays, lack of responsiveness, and concerns about the RTI Commission’s independence limit its use. These challenges must be addressed by improving response times, enhancing staff capacity at the Commission, and reinforcing its autonomy.

11. Embed a Culture of Ethics and Safety

A strong media culture cannot exist without safeguarding those who produce the news. Ethics training must become standard practice across all media institutions. At the same time, journalist safety—particularly for those covering sensitive issues or working in conflict-prone areas—must be prioritized through legal aid, digital protection tools, and trauma support services.

12. Encourage Evidence-Based Policymaking

Many decisions affecting journalists are made without reliable data. Regular nationwide studies—representing all provinces, ethnicities, and language groups—must be conducted to monitor journalist wellbeing and working conditions. These insights should feed into national media policy and reform processes, ensuring they reflect the real challenges faced on the ground.

Conclusion

This report offers a timely and honest reflection on the experiences of over 200 journalists across Sri Lanka. Their voices reveal a dynamic yet deeply challenging professional landscape—marked by passion and resilience, but also by uncertainty, inequality, and limited support structures.

While it is encouraging to note the high level of commitment to ethical journalism and the positive perception of tools like the Right to Information (RTI), the findings also highlight systemic gaps in employment conditions, training, editorial independence, and safety. Regional disparities and the precarious nature of freelance work further intensify these challenges.

It is clear that young journalists are not only key actors in the media ecosystem—they are also catalysts for change. They bring fresh perspectives, digital agility, and a deep desire to serve the public interest. But for them to thrive, they need a stronger foundation: better protection, recognition, opportunity, and investment.

This report, therefore, is more than a set of findings. It is a call to action—for media institutions, policymakers, civil society, and international partners. By working together to address the gaps and build on the strengths, we can create an environment where young journalists are empowered to uphold the highest standards of journalism, contribute meaningfully to democracy, and shape the future of Sri Lanka's media with courage and integrity.

Sinhala Medium Summary

සංයුක්ත සාරාංශය

මෙම වාර්තාව මාධ්‍ය සේවක වෘත්තීය සමිති සම්මේලනය (FMETU) විසින් ජාත්‍යන්තර මාධ්‍යවේදීන්ගේ සම්මේලනය (IFJ) සමඟ එක්ව පවත්වන ලද ජාතික සමීක්ෂණයක ප්‍රමුඛ හඳුනාගැනීම් ඉදිරිපත් කරනු ලබයි. ශ්‍රී ලංකාව පුරා විසිරී හා ආයතනගතව සේවය කරන මාධ්‍යවේදීන්ගේ සේවා කොන්දේසි, අභියෝග

සහ අභිලාෂයන් වඩා හොඳින් අවබෝධ කර ගැනීම හා බලදාරීන්ගේ අවධානය යොමුකිරීම මෙම සමීක්ෂණයේ මූලික අරමුණ වේ.

දිස්ත්‍රික්ක 25ක් නියෝජනය කරන සෑම ක්ෂේත්‍රයකම මාධ්‍ය වෘත්තිකයන්ගේ ප්‍රතිචාර එකතු කරන ලද අතර, එමඟින් නාගරික සහ ග්‍රාමීය ක්ෂේත්‍ර දෙකෙහිම මාධ්‍යවේදීන් මුහුණ දෙන සේවා බිමේ යථාර්ථයන් පිළිබඳ පුළුල් අවබෝධයක් ලබා දී ඇත. රැකියාවේ ස්වභාවය, මාධ්‍ය ආචාර ධර්ම, සම්පත් වෙත ප්‍රවේශවීමේ දුර්වලතා, මාධ්‍ය නිදහස සහ තොරතුරු දැන ගැනීමේ අයිතිය ඇතුළත් ක්ෂේත්‍ර ගණනාවක් මෙම සමීක්ෂණය මගින් ආවරණය කරන ලදී.

මෙම හඳුනාගැනීම් මගින් මාධ්‍ය කමිත්තය තුළ ගැඹුරින් මුල් බැසගත් ව්‍යුහාත්මක ගැටළු ඉස්මතු කරයි, රැකියාවේ සුරක්ෂිතභාවය නොමැතිකම සහ දුර්වල සේවා කොන්දේසි වල සිට කඩීෂ් මණ්ඩල මැදිහත්වීම් සහ අනාරක්ෂිත සේවා පරිසරයන් පිළිබඳව හෙළිදරව් කෙරේ. ඒ සමඟම, මෙම බාධක නොතකා සදාචාරාත්මක මහජනසේවා ජනමාධ්‍ය කලාව දිගටම කරගෙන යන සහ මහජන යහපත වෙනුවෙන් සේවය කරන මාධ්‍යවේදීන්ගේ ශක්තිමත් කැපවීම සහ ඔරොත්තු දීමේ හැකියාව පිළිබඳව මෙම සමීක්ෂණය මගින් අදාළ බොහෝ තොරතුරු ග්‍රහණය කරගනු ලැබීය.

මෙම සමීක්ෂණ වාර්තාවේ අන්තඃතය මගින් ශ්‍රී ලාංකික මාධ්‍යවේදීන්ගේ සංවේදීතාවය සහ ජීවමාන අත්දැකීම් සාරාංශ ගතකර ඇත. මාධ්‍ය ආයතන හිමිකරුවන්, මාධ්‍ය වෘත්තීය සමිති, ප්‍රතිපත්ති සම්පාදකයින් සහ මහජනතාව දැනුවත් කිරීම සහ මාධ්‍ය කමිත්තයේ සේවය කරන හැමදෙනාම සඳහා ශක්තිමත් වෘත්තීය හා ශාරීරික ආරක්ෂාවන්, සදාචාරාත්මක ප්‍රමිතීන් සහ ආයතනික සහයෝගය වඩිතය කිරීම සඳහා පෙනී සිටීම මෙම සමීක්ෂණ වාර්තාවේ මූලික අරමුණ වේ.

සිද්ධිමය වශයෙන් අධ්‍යයනයන්!

01: රාජ්‍ය මාධ්‍ය ආයතන තුළ පවතින දේශපාලනීකරණය සහ නායකත්ව අස්ථාවරභාවය

සිද්ධිමය අධ්‍යයන 01:

"පැවති රජයන් හා නව රජය විසින් බොහෝ වෙනස්කම් සිදුකරමින් ඇත," රාජ්‍ය මාධ්‍ය ආයතන තුළ ජ්‍යෙෂ්ඨත්වය හෝ මූලික සුදුසුකම් නොසළකා මාධ්‍යවේදීන් තනතුරු බෙදා ගැනීම", "ජ්‍යෙෂ්ඨ කළමනාකාරීත්වයේ ද වෙනස්කම් සිදුකෙරේ. මෙම පත්වීම් නැවත නැවත ප්‍රතිස්ථාපනය කරනු ලැබේ. රාජ්‍ය මාධ්‍ය ආයතන සිය තුළ වගකීම හා ක්‍රියාකාරීත්වය තේරුම් ගැනීම පවා ඔවුන්ට ඉතා අපහසුය."

"තනතුරුවල සිදුවන නිරන්තර වෙනස්කම් ආයතන සේවා ව්‍යාකූලත්වයට සහ මෙහෙයුම් බිඳවැටීම් වලට හේතු වී තිබේ. එය සෑම ක්ෂේත්‍රයකම සෘණාත්මක බලපෑමකට හේතුවී ඇති බව මාධ්‍යවේදීන්ගේ මූලික අවබෝධය වේ."

අභ්‍යන්තර සෑම පත්වීමක් ම දේශපාලනීකරණය වීම සේවක ආතතිය තවත් වැඩි කිරීමට හේතුවක් වේ. "මැතිවරණයට පෙර ඒ ඒ රජයන්ට සහාය දැක්වීමට වෙහෙස මහන්සි වී වැඩ කළ සමහර සේවකයින්ට පුද්ගලිකව වෘත්තීය අපේක්ෂාවන් තිබුණි," "රජය බලයට පත් වූ පසු ඔවුන්ට උසස්වීම් හෝ වෙනත් වාසි ඔවුන් අපේක්ෂා කිරීමට යොමුව තිබේ. මෙම අපේක්ෂාවන් ඉටු නොවනවිට ඔවුන් කලකිරීමට පත්ව ඔවුන් වැඩ කටයුතුවලින් පසුබෑමකට පත්වීම පොදු තත්වයකි." ජ්‍යෙෂ්ඨ මාධ්‍යවේදියෙකුගේ පැහැදිලි කිරීම එසේ විය.

රාජ්‍ය මාධ්‍ය දැනටමත් පාඩු ලබමින් ක්‍රියාත්මක වන සන්දර්භයක් තුළ, එවැනි දේශපාලනීකරණය සහ අස්ථාවරත්වය පවතින අභියෝග තවත් ගැඹුරු කරයි. "අපි පාඩු ලබමින් දුවනවා, මේ ආකාරයේ දේශපාලන මැදිහත්වීම් නිසා එම තත්වය තවත් නරක අතට හැරෙනවා," මාධ්‍යවේදියාගේ නිගමනය විය.

සිද්ධිමය අධ්‍යයන 02:

මුද්‍රිත මාධ්‍යවල මූල්‍ය අභීදය

“මුද්‍රිත මාධ්‍ය ආයතන විශාල වශයෙන් පාඩු ලබන තත්වයට මුහුණ දී සිටී,” ජ්‍යෙෂ්ඨ මාධ්‍යවේදියෙක් පැවසීය. “පුවත්පත් අලෙවිය පහත වැටී ඇත, වෙළඳ දැන්වීම් ආදායම පහත වැටී ඇති අතර බොහෝ මාධ්‍යවේදීන්ට නියමිත වේලාවට නියමිත වැටුප් නොලැබේ - නැතහොත් කිසිසේත්ම නොලැබේ.” මෙම මූල්‍යමය පීඩනය මාධ්‍ය සේවකයින්ට බරපතල බලපෑමක් ඇති කර තිබේ. “සමහරෙකුට ඔවුන්ගේ සම්පූර්ණ වැටුප් හෝ දීමනා ලැබී නැත,” මාධ්‍යවේදියා පැවසීය.

බලපෑමට ලක් වූ මාධ්‍යවේදීන්ට සහාය වීමට උත්සාහ කරමින් මෙලෙස පීඩාවට පත් වූ මාධ්‍යවේදීන් වෙනුවෙන් FMETU බලපෑම් කරමින් සිටී,” යනුවෙන් මාධ්‍යවේදියා පැහැදිලි කළේය.

මෙම අභියෝග ශ්‍රී ලංකාවේ සාම්ප්‍රදායික මාධ්‍ය කම්පානයේ පොදු තත්වයකි. විශේෂයෙන් මුද්‍රිත අංශය මුහුණ දෙන පුළුල් අභීදයක කොටසකි. ක්ෂණික විසඳුමක් නොපෙනෙන බැවින්, මාධ්‍යවේදීන් දැඩි පීඩනයකට ලක්ව සිටිති. “ලබන මාසයේ බිල්පත් ගෙවන්නේ කෙසේදැයි මාධ්‍යවේදියාට විශ්වාසය නැති වීම, ගුණාත්මක පුවත්පත් කලාවක් බිහිකිරීම ඉතා අපහසුය.” මාධ්‍යවේදියා එසේ සඳහන් කරනු ලැබීය,

මෙම කරුණු බොහොමයක් විද්‍යුත් මාධ්‍ය ක්ෂේත්‍රයට ද අදාළ බව ඔහු වැඩිදුරටත් පැවසීය.

සමීක්ෂණය ඉදිරිපත් කරනු ලබන නිර් දේශ!

1. රැකියා විධිමත් කිරීම සහ අයිතිවාසිකම් ආරක්ෂා කිරීම

බොහෝ තරුණ මාධ්‍යවේදීන්, විශේෂයෙන් ප්‍රාදේශීය මාධ්‍ය ක්ෂේත්‍රයේ, කොන්ත්‍රාත්තු හෝ ස්ථාවර වැටුප් නොමැතිව වැඩ කරති. මෙය රැකියා අන්තර්ක්ෂිතභාවයට සහ දුච්ඡල සේවා ගුණාත්මක භාවයට හේතුවක් වේ. අධිකාලීන සහ නිදහස් freelance සේවකයින් සඳහා වුවද, මාධ්‍ය ආයතන ලිඛිත කොන්ත්‍රාත්තු, සාධාරණ වැටුප් සහ පැහැදිලි සේවා කොන්දේසි ලබා දිය යුතුය.

2. ආරක්ෂිත සහ ගෞරවනීය සේවා ස්ථාන තහවුරු කිරීම

බොහෝ ප්‍රාදේශීය මාධ්‍යවේදීන් සඳහා මූලික පහසුකම් ඇත්තේම නැති තරම්. අන්තර්ක්ෂිත අවකාශයන්. මාධ්‍ය ආයතන ගෞරවය සහ ඵලදායිතාව යන දෙකටම සහාය වන වෘත්තීය, ආරක්ෂිත සහ ගෞරවනීය පරිසරයන් සඳහා ආයෝජනය වැඩි දියුණු කළ යුතුය.

3. කම්පාණීය ස්වාධීනත්වය ආරක්ෂා කිරීම

නිමිකරුවන්, දේශපාලනඥයින් සහ දැන්වීම්කරුවන්ගෙන් එල්ල වන අනවශ්‍ය පීඩනය මාධ්‍ය නිදහසට තර්ජනයක් වේ. ස්වාධීන කම්පා මණ්ඩල, විනිවිද පෙනෙන ක්‍රියාවලීන් සහ විමර්ශන කටයුතු සඳහා සහාය වීම හරහා කම්පා මණ්ඩල තීරණ ගැනීම් බාහිර බලපෑම්වලින් ආරක්ෂා කළ යුතුය.

4. ශක්තිමත් ආචාර ධර්ම පද්ධතියක් බලාත්මක කිරීම

ආචාර ධර්ම ඕනෑම, සදාචාරාත්මක ප්‍රමිතීන් පුළුල් ලෙස භාවිතය වෙනස් වන අතර, බලාත්මක කිරීම ඉතා අලපය. මාධ්‍ය ආචාර ධර්ම පද්ධතියට දේශපාලන පක්ෂග්‍රාහීත්වයෙන් තොර පොදු, ස්වාධීන කේතයක් අවශ්‍ය වේ. නීතිපතා පුහුණුව, ශක්තිමත් අධීක්ෂණය සහ අභ්‍යන්තර වගවීමේ පද්ධති මගින් මෙම ආචාර ධර්ම පද්ධතීන් ශක්තිමත්කොට භාවිතයට ගතයුතුය..

5. ගෞරවනීය වෘත්තීයක් ලෙස හඳුනාගෙන කටයුතු කිරීම

තරුණ සහ ප්‍රාදේශීය මාධ්‍යවේදීන්, විශේෂයෙන් සුළුතර භාෂාවලින් සේවය කරන අය පිළිබඳව, බොහෝ විට නොසලකා හරී. අභ්‍යන්තර පිළිගැනීමේ යෝජනා ක්‍රම සමඟින් ජාතික සහ කලාපීය සම්මාන, විත්ත දෙයෙරිය ඉහළ නැංවිය හැකි ක්‍රම බලපෑම් සහිත මාධ්‍ය කම්පාන්තය තුළ ඉස්මතු කළ යුතුය.

6. ජාත්‍යන්තර සබඳතා, මාධ්‍යවේදීන්ගේ පුහුණු අවස්ථා පුළුල් කිරීම

බොහෝ තරුණ මාධ්‍යවේදීන්ට ජාත්‍යන්තර ඉගෙනීමට ප්‍රවේශය නොමැත. ගෝලීය මාධ්‍ය ජාල සමඟ ශිෂ්‍යත්ව, ස්ථානගත කිරීම් සහ හවුල්කාරිත්වයන් කුසලතා, විශ්වාසය සහ නැවුම් ඉදිරිදැරණ ගොඩනඟා භාවිතාවට අවස්ථාව සැලසිය යුතුය.

7. මාධ්‍ය වෘත්තීය ශක්තිමත් කිරීමේ සංවර්ධන මාර්ග හඳුනාගෙන ක්‍රියාත්මක කිරීම

ජනමාධ්‍යවේදයේ වෘත්තීය තත්වය දියුණු කිරීම සඳහා පැහැදිලි මාර්ග හඳුනාගත යුතුය. මාධ්‍ය ආයතන සියලුම කායාර්ම මණ්ඩලයන් සඳහා ව්‍යුහගත සංවර්ධන වැඩසටහන්, උපදේශකත්වය, නායකත්ව පුහුණුව සහ පැහැදිලි උසස්වීම් සඳහා නිර් නායක හඳුන්වා දිය යුතුය.

8. ෆ්රීලාන්ස්, කොන්ත්‍රාත් සහ අධර්-කාලීන මාධ්‍යවේදීන්ගේ සේවය ආරක්ෂා කරන්න

ෆ්රීලාන්ස් - නිදහස් මාධ්‍යවේදීන්ගේ සේවය වැඩි වෙමින් පවතින නමුත් ඔවුන්ගේ වෘත්තීය අනාරක්ෂිත වේ. ජාතික රාමුවක් තුළ නීතිමය සහාය, සාධාරණ වැටුප් සහ ප්‍රතිලාභ සඳහා ප්‍රවේශය සහතික කළ යුතුය. මාධ්‍ය ආයතන නීතිපතා සේවය හෝ පරිවර්තනය සේවා කොන්ත්‍රාත්තු මාධ්‍යවේදීන් වෙත ලබාදීමට පියවර ගතයුතුය.

9. ස්වාධීන මාධ්‍ය තිරසාරභාවය ශක්තිමත් කිරීම

බොහෝ කුඩා හා ස්වාධීන සංවිධාන මූලික වශයෙන් අරගල කරයි. ඩිජිටල් දායකත්වයන්, සමූහ අරමුදල් සැපයීම සහ පොදු අරමුණක් වෙනුවෙන් පුහුණුව සඳහා උපකාරී විය හැකිය. විනිවිද පෙනෙන දැන්වීම් ප්‍රතිපත්ති මගින් කුඩා ආයතන ක්‍රියාකාරීත්ව ද සහාය විය යුතුය.

10. RTI ප්‍රවේශය සහ භාවිතය වැඩිදියුණු කිරීම

තොරතුරු දැනගැනීමේ අයිතිවාසිකම් පිළිබඳ නීතිය අගය කළ ද, ප්‍රමාදයන් සහ දුර්වල ක්‍රියාත්මක කිරීම හේතුවෙන් එය අඩුවෙන් භාවිතා වේ. වෙනත් ලෙස ප්‍රතිචාර දක්වන කාලය, වඩා හොඳ ශක්තිමත් කොමිෂන් සභා කායාර්මණ්ඩලය සහ වැඩි ස්වාධීනත්වයක් ප්‍රමුඛ වියයුතුය.

11. ආචාර ධර්ම සහ මාධ්‍යවේදීන්ගේ ආරක්ෂාවට ප්‍රමුඛත්වය ලබාදීම

ආචාර ධර්ම පිළිබඳ පුහුණුව මාධ්‍ය කම්භාන්තය පුරා සම්මත විය යුතුය. ආරක්ෂාව - විශේෂයෙන් ඉහළ අවදානම් සහිත මාධ්‍යවේදීන් සඳහා - නීතිමය සහාය, ඩිජිටල් හා පොදු ආරක්ෂණ මෙවලම් සහ මානසික සෞඛ්‍ය සේවා හරහා ඔවුන්ට ආමන්ත්‍රණය කළ යුතුය.

12. දත්තයන් මත පදනම් වූ ප්‍රතිපත්ති ප්‍රවණතා කරන්න

ස්ථීර දත්ත නොමැතිව බොහෝ තීරණ ගනු ලැබේ. නීතිපතා ජාතික සමීක්ෂණ මගින් මාධ්‍යවේදීන්ගේ යහපැවැත්ම සහ තත්වයන් නිරීක්ෂණය කළ යුතු අතර, යථාර්ථය මත පදනම් වූ ප්‍රතිපත්ති සහ ප්‍රතිසංස්කරණ වලින් මාධ්‍ය කම්භාන්තය පෝෂණය විය යුතුය.

සමාජික නිගමනය

මෙම වාර්තාව ශ්‍රී ලංකාව පුරා සිටින මාධ්‍යවේදීන් 250 ක පමණ සංඛ්‍යාවක් සකාථ කළ අභියෝග සහ ඔරොත්තු දීමේ හැකියාව පැහැදිලි කරයි.

සදාචාරාත්මක මාධ්‍යවේදය සඳහා දැඩි කැපවීමක් පවතින අතර, රැකියා අනාරක්ෂිතභාවය, කලාපීය විෂමතා සහ සීමිත සහයෝගය වැනි , මාධ්‍යවේදීන්ට, කම්භාන්තයට අදාළ ගැටළු විසඳිය යුතුය. තරුණ මාධ්‍යවේදීන් මාධ්‍යයේ අනාගතයට ඉතා වැදගත් වන නමුත් ඔවුන්ගේ ඉදිරිපත්වීමට වඩා හොඳ ආරක්ෂාවක්, පිළිගැනීමක් සහ ආයෝජන අවශ්‍ය වේ.

මාධ්‍යවේදීන්ට ඉහළම මාධ්‍ය ප්‍රමිතීන් ආරක්ෂා කර ගැනීමට සහ ශ්‍රී ලංකාවේ ප්‍රජාතන්ත්‍රවාදී සංවර්ධනයට දායක විය හැකි බව සහතික කරමින්, මාධ්‍යවේදීන්ට සහයවන පරිසරයක් නිමාණය කිරීමට පියවර ගන්නා ලෙස මෙම වාර්තාව මාධ්‍ය ආයතන, ප්‍රතිපත්ති සම්පාදකයින් සහ හවුල්කරුවන්ගෙන් ඉල්ලා සිටී.

Tamil Medium Summary

பிரத்தியேகச் சுருக்கம்

இந்த அறிக்கையில், இலங்கை முழுவதும் ஊடகவியலாளர்கள் எதிர்நோக்கும் வேலைநிலை, சவால்கள் மற்றும் எதிர்பார்ப்புகளைப் புரிந்துகொள்ளும் நோக்கத்துடன், ஊடக ஊழியர்களின் தொழிற்சங்கக் கூட்டமைப்பு (FMETU) மற்றும் சர்வதேச ஊடகவியலாளர்கள் கூட்டமைப்பு (IFJ) இணைந்து நடத்திய தேசிய ஆய்வின் முக்கிய முடிவுகள் தொகுக்கப்பட்டுள்ளன.

இலங்கையின் 25 மாவட்டங்களைச் சேர்ந்த ஊடகவியலாளர்களிடமிருந்து கருத்துகள் பெறப்பட்டுள்ளதனால், நகரம் மற்றும் கிராமப்புறங்களில் ஊடகவியலாளர்கள் எதிர்நோக்கும் நிலைமைகள் பற்றி விரிவான பார்வை வழங்கப்படுகிறது. இந்த ஆய்வில் வேலைவாய்ப்பு நடைமுறைகள், ஊடக நெறிமுறைகள், வளங்களுக்கான அணுகல், ஊடக சுதந்திரம் மற்றும் தகவல் பெறும் உரிமை போன்ற பல அம்சங்கள் விரிவாக கவனிக்கப்பட்டுள்ளன.

இந்த முடிவுகள் ஊடகத் துறையில் ஆழமான கட்டமைப்பு சிக்கல்களை எடுத்துக்காட்டுகின்றன. குறிப்பாக வேலைக்கான பாதுகாப்பு குறைபாடு, மோசமான வேலைநிலைகள், ஆசிரியத் தலையீடுகள், பாதுகாப்பற்ற சூழல்கள் போன்றவை இதில் உள்ளடங்குகின்றன. அதே நேரத்தில், எத்தகைய சவால்கள் இருந்தாலும், நெறிமுறைகளைக் கடைப்பிடித்து, ஈடுகொடுக்கும் ஊடகவியலாளர்களின் அர்ப்பணிப்பும், மக்களுக்கான சேவையையும் இந்த ஆய்வு வெளிப்படுத்துகிறது.

இந்த அறிக்கையின் நோக்கம் ஊடக நிறுவனங்கள், தொழிற்சங்கங்கள், கொள்கை வகுப்பாளர்கள் மற்றும் பொதுமக்களுக்கு தகவலளித்து, ஊடகவியலாளர்களுக்கான பாதுகாப்பு, நெறிமுறை நிலையான தன்மை மற்றும் நிறுவல் ஆதரவை வலுப்படுத்த வலியுறுத்துவதாகும்.

சம்பவ அடிப்படையிலான ஆய்வு

சம்பவ அடிப்படை 01: அரசு ஊடக நிறுவனங்களுக்குள் அரசியல்மயமாக்கல் மற்றும் தலைமைத்துவ உறுதியற்ற தன்மை

"அரசாங்க மாற்றத்துடன் உயர் பதவியை வகிக்கும் பலர் மாற்றப்படுகின்றனர். சிலர் நியமிக்கப்பட்ட சில வாரங்களிலேயே மாற்றப்பட்டனர்" என அரச ஊடக நிறுவனத்திலுள்ள சிரேஷ்ட ஊடகவியலாளர் ஒருவர் தெரிவித்தார்.

"புதிதாக நியமிக்கப்படுபவர்களால் நிறுவன செயற்பாடுகளை விளங்கிக் கொள்வது கடினமாக காணப்படுகின்றது. இதனால் குழப்பமும் செயற்பாடுகளில் வீழ்ச்சியும் ஏற்பட்டுள்ளது" என அவர் கூறுகின்றார். இது எல்லோருக்கும் எதிர்மாறான தாக்கங்களை ஏற்படுத்துகிறது."

அரசியல் காரணங்களால் பதவிகள் வழங்கப்படுவதும் விரக்தியும் வேலையில் குறைபாடுகளையும் உருவாக்கியுள்ளது. "தேர்தலுக்கு முன்னர் தற்போதைய அரசாங்கத்தை ஆதரித்த, அதற்காக உழைத்த சில ஊழியர்கள் பதவி உயர்வு எதிர்பார்ப்புகளைக் கொண்டிருந்தனர்." என ஊடகவியலாளர் தெரிவித்தார். "ஆனால் இந்த எதிர்பார்ப்புகள் நிறைவேற்றவில்லை. இப்போது அவர்கள் விரக்தியடைந்து தங்கள் வேலையில் சோர்வடைந்துள்ளனர்." என அவர் கூறினார்.

அரச ஊடகங்கள் ஏற்கனவே நஷ்டத்தில் இயங்கி வரும் சூழலில், இத்தகைய அரசியல்மயமாக்கலும் உறுதியற்ற தன்மையும் சவால்களை மேலும் ஆழப்படுத்துகின்றன. "நாங்கள் நஷ்டத்தில் இயங்குகிறோம், இந்த வகையான அரசியல் தலையீடு அதை மோசமாக்குகிறது." என ஊடகவியலாளர் குறிப்பிட்டார். அரசியல் தலையீடு மற்றும் நிர்வாக உறுதிச் சீர்கேடுகள் இந்நிலைமையைக் கடுமைப்படுத்துகின்றன.

சம்பவ அடிப்படை 02: அச்ச ஊடகங்களில் நிதி நெருக்கடி

"அச்ச ஊடகங்கள் பெரும் நஷ்டத்தை எதிர்கொள்கின்றன. பத்திரிகை விற்பனை குறைந்துள்ளது. விளம்பர வருமானம் குறைந்துள்ளது. ஊடகவியலாளர்களுக்கு சம்பளம் தரப்படுவதில்லை அல்லது தாமதமாக வழங்கப்படுகிறது," என சிரேஷ்ட ஊடகவியலாளர்கள் குறிப்பிட்டனர்.

இந்த நிதி நெருக்கடி ஊடக ஊழியர்கள் மீது கடுமையான தாக்கத்தை ஏற்படுத்தியுள்ளது. "எங்களில் சிலருக்கு முழு சம்பளம் அல்லது கொடுப்பனவுகள் கிடைக்கவில்லை. சில வேளைகளில், எங்களுக்கு சம்பளமே வழங்கப்படவில்லை." என்று அவர்கள் கூறினர்.

"நாங்கள் சம்பளங்களை முழுமையாக பெறவில்லை. சில இடங்களில் எதுவும் பெறவில்லை." FMETU தரப்பில் பாதிக்கப்பட்ட பத்திரிகையாளர்களுக்காக

மன்றாடுவதுபோன்ற முயற்சிகள் மேற்கொள்ளப்பட்டுள்ளன. இது இலங்கையின் பாரம்பரிய ஊடகத் துறையில் நிலவும் பரந்த நிதிச் சிக்கலின் ஒரு பகுதியாகும்.

பாதிக்கப்பட்ட ஊடகவியலாளர்களுக்கு ஆதரவளிக்க முயற்சிகள் மேற்கொள்ளப்பட்டு வருகின்றன. "பாதிக்கப்பட்டவர்கள் சார்பாக FMETU போராடு வருகிறது." என ஊடகவியலாளர் ஒருவர் பகிர்ந்து கொண்டார்.

இந்தச் சவால்கள், இலங்கையின் பாரம்பரிய ஊடகத் துறை, குறிப்பாக அச்சத் துறை எதிர்கொள்ளும் பரந்த நெருக்கடியின் ஒரு பகுதியாகும். உடனடித் தீர்வு எதுவும் தெரியாததால், ஊடகவியலாளர்கள் மிகுந்த அழுத்தத்தில் உள்ளனர். "அடுத்த மாதம் உங்கள் செலவுகளை எவ்வாறு செலுத்துவீர்கள் என்று உங்களுக்குத் தெரியாத நிலையில், தரமான ஊடகவியலை மேற்கொள்வது மிகவும் கடினமாகும்." என்று ஊடகவியலாளர் குறிப்பிட்டுள்ளார்.

பரிந்துரைகள்

1. **வேலைவாய்ப்பை சட்டமயமாக்கி உரிமைகளை உறுதி செய்யவேண்டும்**
அனைத்து ஊடக ஊழியர்களுக்கும் எழுத்து மூல உடன்படிக்கைகள், சம உரிமை, சட்டபூர்வ சம்பளம் வழங்கப்பட வேண்டும்.
2. **பாதுகாப்பான மற்றும் மரியாதையான வேலை சூழலை உருவாக்க வேண்டும்**
சுகாதார வசதிகள், பாதுகாப்பு, வேலை வசதிகள் போன்ற அம்சங்களில் ஊடக நிறுவனங்கள் முதலீடு செய்ய வேண்டும்.
3. **ஆசிரிய சுதந்திரத்தை பாதுகாக்க வேண்டும்**
அரசியல்வாதிகள், முதலாளிகள், விளம்பரதாரர்கள் போன்ற வெளிச் செல்வாக்குகளில் இருந்து ஆசிரிய பிரிவு முடிவுகள் பாதுகாக்கப்பட வேண்டும்.
4. **ஒரே நெறிமுறைச் சட்டத்தை நடைமுறைப்படுத்த வேண்டும்**
அனைத்து ஊடக நிறுவனங்களும் கடைப்பிடிக்க கூடிய இலஞ்சமற்ற, அரசியல் செல்வாக்கு இல்லாத ஒரு தன்னிச்சையான நெறிமுறை உருவாக்கப்பட வேண்டும்.

5. **சிறந்த வெளிப்பாடுகளை பாராட்டி, ஊக்குவிக்க வேண்டும்**
இளம் பத்திரிகையாளர்கள், சிறுபான்மை மொழிகளில் பணியாற்றுவோர் ஆகியோருக்கான தேசிய, மாகாண விருதுகள் மற்றும் அங்கீகாரங்கள் வழங்கப்பட வேண்டும்.
6. **சர்வதேச அனுபவங்களை பகிர்ந்து கொள்ளல்**
பெரும்பாலான இளம் ஊடகவியலாளர்களுக்கு புலமைப்பரிசுகள், வெளிநாட்டு ஊடக நிறுவனங்களுடனான கூட்டாண்மைகள், வேலைவாய்ப்புகள் போன்ற வாய்ப்புகள் வழங்கப்பட வேண்டும். பல இளம் ஊடகவியலாளர்கள் சர்வதேச கல்வியைப் பெறுவதற்கான வாய்ப்பு இல்லாமல் உள்ளனர்.
7. **தொழில் வளர்ச்சிக்கான பாதைகளை உருவாக்க வேண்டும்**
ஊடக நிறுவனங்கள் பணியாளர்களுக்கான மேம்பாட்டுத் திட்டங்கள், வழிகாட்டல்கள், ஊக்குவிப்புகள் உள்ளிட்ட திட்டங்களை செயல்படுத்த வேண்டும்.
8. **சுயாதீன ஊடகவியலாளர்கள் மற்றும் பகுதி நேர ஊழியர்களை பாதுகாக்க வேண்டும்**
நியாயமான சம்பளம், சட்டபூர்வ ஆதரவு மற்றும் நலத்திட்டங்களுக்கு இவர்களும் சேர்க்கப்பட வேண்டும்.
9. **சுயாதீன ஊடகங்களின் நிலைபேறான தன்மையை உறுதி செய்ய வேண்டும்**
பெரும்பாலான சிறிய ஊடகங்கள் மற்றும் சுயாதீன நிறுவனங்கள் நிதி ரீதியாக பிரச்சினைகளை எதிர்நோக்குகின்றது. நடத்தைமுறைகளில் நம்பிக்கை உருவாக்கும் வகையில் வருமானம் ஈட்டும் புதிய வழிமுறைகள் (*subscriptions, crowdfunding, syndication*) பயிற்சிகள் மூலம் வழங்கப்பட வேண்டும். வெளிப்படைத் தன்மையான விளம்பரக் கொள்கைகள் சிறிய நிறுவனங்களையும் ஆதரிக்க வேண்டும்.
10. **RTI (தகவல் பெறும் உரிமை) சட்டத்தின் பயன்பாட்டை மேம்படுத்த வேண்டும்**
முன்பே பதிலளிக்கும் கால அவகாசம், சிறப்பான ஊழியர்கள் மற்றும் சுதந்திரமான ஆணைக்குழு தேவை. தகவல் அறியும் உரிமைச் சட்டம் மதிப்புமிக்கதாக இருந்தாலும், தாமதங்கள் மற்றும் பலவீனமான செயற்படுத்தல் காரணமாக அது குறைவாகப் பயன்படுத்தப்படுகிறது. விரைவான பதிலளிப்பு நேரம், சிறந்த ஆணைக்குழு பணியாளர்கள்

மற்றும் அதிக சுதந்திரம் ஆகியவை முக்கியமாகும்.

11. நெறிமுறை மற்றும் பாதுகாப்பை முன்னிலைப்படுத்த வேண்டும்
நெறிமுறை பயிற்சி, பாதுகாப்பு வழிகாட்டல், சட்ட உதவி, மனநல
பராமரிப்பு உள்ளிட்ட வசதிகள் அவசியமாகும்.

12. தரவுகளை அடிப்படையாகக் கொண்ட கொள்கைகளை உருவாக்க
வேண்டும்

பெரும்பாலான முடிவுகள் எவ்வித அடிப்படையும் இல்லாமல்
முன்னெடுக்கப்படுகின்றன. தேசிய ஆய்வுகளை நடத்தி
ஊடகவியலாளர்களின் நலன், வேலைநிலை ஆகியவை துல்லியமாகக்
கணிக்கப்பட வேண்டும்.

முடிவுரை

இலங்கையின் 200 இற்க்கும் மேற்பட்ட ஊடகவியலாளர்கள் எதிர்கொள்ளும்
சவால்களையும், ஈடுகொடுக்கும் தன்மையை இந்த அறிக்கை பதிவு செய்கிறது.
நெறிமுறையான ஊடகப் பணி தொடர்பான உறுதிப்பாடு இருந்தாலும்,
வேலைக்கான பாதுகாப்பு, பிராந்திய ரீதியான வேறுபாடுகள், ஆதரவு
பற்றாக்குறை போன்ற பிரச்சினைகள் வெளிப்படுத்தப்பட வேண்டியவையாக
உள்ளன. இளம் ஊடகவியலாளர்கள் ஊடகத் துறையின் எதிர்காலம் என்பதால்,
அவர்களுக்கு பாதுகாப்பு, அங்கீகாரம் மற்றும் முதலீடு மிக அவசியமாக
இருக்கிறது. ஊடக நிறுவனங்கள், கொள்கை வகுப்பாளர்கள் மற்றும்
கூட்டாளர்கள் இணைந்து, ஊடகவியலாளர்களுக்கான ஆதரவான சூழலை
உருவாக்க வேண்டும். இது இலங்கையின் ஜனநாயக வளர்ச்சிக்கான
அடித்தளமாகும்.