

NEWSPAPERS AND JOURNALS OF SRI LANKA: A CASE OF SELF - CENSORSHIP

Ravi Prasad Herath

The privilege of reading publications on political and other subjects which the people of this country had enjoyed for many decades started coming to end with the take over of newspapers by the Government.

First came the Lake House take over. Then the Lankadeepa or the Times Group came under Government control. Thereafter the Independent Newspapers Group (the Davasa Group) was sealed.

The resources of the Times Group which were meant to be used in the printing of its newspapers were taken over after paying a nominal sum, and this institution had to start publishing 'Adha' the mouthpiece of the ruling S.L.F.P.

After the change of government in 1977, the Times Group which had the best offset printing press in the Island had to print 'Siyarata' the official organ of the U.N.P. Not long afterwards, the Times group in which some of the leading journalists had worked and which had served the country and the nation well and which had run a profitable business had to be closed down thus throwing its employees out of work.

The Davasa group which was a comparatively new institution no longer demonstrated the openness and the impartiality it had shown before 1974.

Thus what was left as national newspapers was institutions with very large printing machines but which had not won the confidence of the people.

The Political newspapers like Aththa, Janadina and Janavegaya exposed injustice in various fields but their reports were not objective and often engaged in exaggeration.

Thus by 1977, due to the manner in which one government fell and another arose and the consequent economic and social changes that occurred, there were new possibilities were opening up for the appearance of a new set of newspapers and journals.

The readers in present day Sri Lanka are in the grip of newspapers and journals that have emerged through this new 'mechanism'. (See Chart 1)

In addition to the fact that there was no tradition of impartial newspapers, the recently introduced method of offset printing too contributed to the emergence of the media culture of today. The best example is that shortly after the publication of 'Sathuta', the very first newspaper of picture stories, the Multipax publishing house came into existence introducing a new kind of newspapers of very small size (21X27).

Chart 1

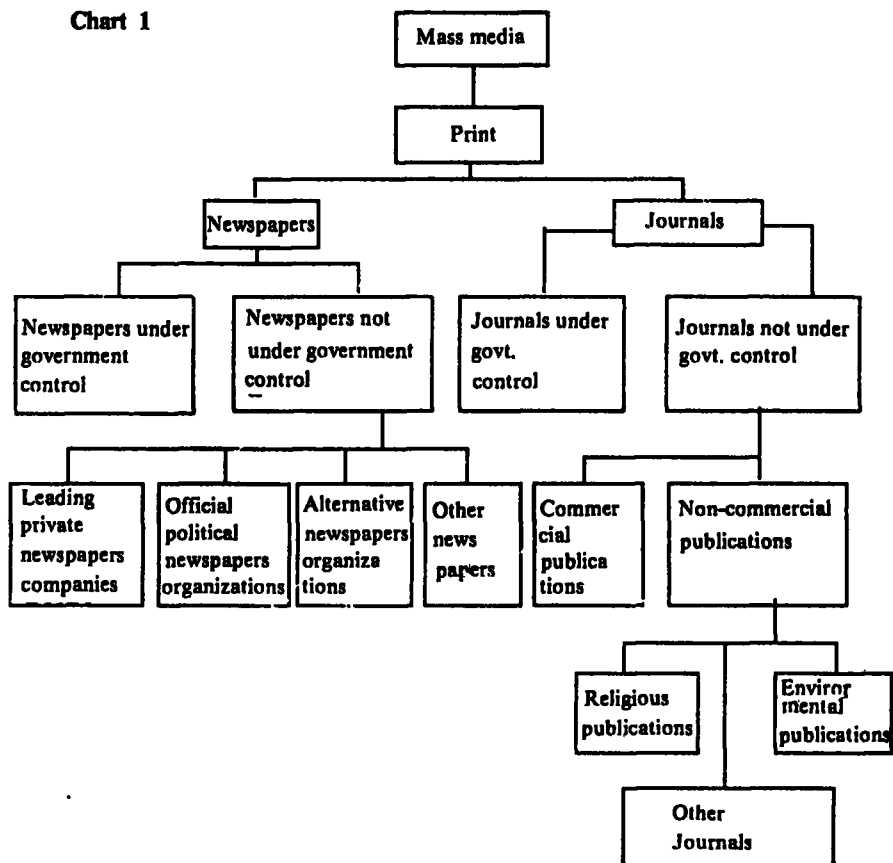


Chart 2

Newspaper organisations under government control:

1. Associated Newspapers of Ceylon Ltd. (Lake House)

The daily and weekly newspapers and journals of the Lake House (English, Sinhala, Tamil).

Dailies - Dinamina, Daily News, Thinakaran, Janatha (week days only), Observer (week days only).

Weeklies - Silumina, Sunday Observer, Navayugaya, Sarasaviya, Tharuni, Subasetha, Athuru Mithuru, Budusarana, Kreedha, Vidunena, Mihira, Yovun Janatha.

Others - Ferguson Directory, Dinamina Vesak Kalapaya, Lake House diaries, Lake House calendar.

Chart 3

Non-government newspapers companies -

1. Vijaya Publications Ltd.

2. Upali Newspapers Co. Ltd.

3. Express Newspapers Ltd.

Newspapers published by Express Newspapers Ltd.

1. Veerakesari

2. Mithran, Varamanjari.

Chart 4

Publications of Independent Newspapers Co. Ltd., (Sinhala-Tamil-English)

Dailies - Davasa

Sun

Dinapathi

Weeklies - Weekend

Rivirasa

Iranama

Rasakatha

Tikiri

Honey

Chic

Priyavi

Sri (Magazine)

Such publishers, making use of offset printing unhesitatingly entered into two fields with which the readers were not familiar in the past. One of them was the picture stories. The other was newspapers

for girls and young women. With this commenced attempts by millionaires to make money using the new generation of young people.

Today the medium of printing is divided into two parts i.e. newspapers and journals. The only newspaper publishing house that has remained in government hands is the Lake House. The newspapers, and the publications issued by it are given in Chart 2.

During the period 1978-1979 the newspapers and other publications of the Times group had ceased publication; and by 1979 there were only three major non-government newspaper organizations (See Chart 3).

Twenty newspapers and journals were being published by the Independent Newspapers Co. Ltd., when the Sirima Bandaranaike government, angered by a report of a case of a number of deaths by massive poisoning, sealed twenty odd newspapers and journals were being published by it.

Although after the UNP came to power in 1977 the 'Davasa' group resumed its publications under a new group of officers, the new style of these publications did not meet the aspirations of the people.

The Davasa group was disliked by the great majority of fellow journalists as a

Chart 5

Newspapers published by Upali Newspaper Co. Ltd. (Sinhala, English)

Dailies - Divaina

The Island

Weeklies - Sunday Divaina

Sunday Island

Navaliya

Vidusara

Binder

Chart 6

Newspapers and magazines published by Vijaya publishing Co. Ltd. (English - Sinhala)

Dailies - Lankadeepa (not published on Saturday)

Weeklies - Sunday Times

Sunday Lankadeepa

Tharunaya

Sirikatha

Vijaya

Surathala

Lanka Woman

Chart 7

Other major newspaper companies and their publications -

1. Little Rose Publications - Irahanda, Serasili, Handamama, Aradhana
2. Sirimali Enterprises - Yuvathi, Rasanduna, Sathmino, Dimuthu, (These newspapers are not published at present)
3. Sumathi publications - Kumudu, Rejina, Sathsara, Araliya, Sarasi.
4. Himashan Enterprises - Sadavasana
5. Prabhath Enterprises - Thiratharu, Kekulu, Lakdiva, Hithavatha
6. Multipax Lanka - Siththara, Kumari, Suhada, Muthuhara, Singithi.
7. Caillus Publications - Sathsiri, Sivu desa, Senasuma, Hapana.
8. Prithvey Publications - Birinda, Suvanda, Rasa, Sumiyuru
9. Rasika Publishers - Sina, Manahara
10. Sathara Publishers - Sathara newspaper
11. Geetha Publications - Geetha
12. Geetha Enterprises - Sakvithi
13. Ravaya Publishers - Ravaya, Usaspela, Sapela
14. Pravada Publishers - Pravada Magazine
15. Lanka Guardian Publication - Lanka Guardian (fortnightly) magazine
16. Yukthiya Publications - Yukthiya (weekly) newspaper
17. Chathura Dharma Vidya Publications - Manasa, Chiththadhama Vidya
18. Centre for Society and Religion - Sanvada, Christian Worker
19. Vegaya Publishers - Vegaya newspaper
20. Sri Kantha Publications - Sri Kantha, Sithumina
21. Hettigoda Publications - Valenda, Pansiya Panas Jathaka Bana
22. The Economic Times - Economic Times newspaper
23. Sinhala Bala Mandalaya Mathrubhoomi
24. Zenith Publications - Sipsatha
25. Trico International - Meda Peradigra
26. Vincent Publications - Chalana

place where journalists were subjected to severe oppression. But in the period 1970-1980 it performed the functions of a school of journalism. The publications issued by the Davasa group (under new management) are given in Chart 4.

By that time the Lake House had turned to offset printing and this was liked by the people. This meant a sudden challenge to the Davasa group.

The market was invaded by multi-colour tabloids, although their substance was of low quality. This shows that the readers are enamoured by the colour pages and the childish stories. The challenge faced by the Davasa group was made all the greater by the fact that 'the giant printing press' which it had boasted of was unable to print more than two colours (according to the rotary method) at a time.

The M.D. Guanasena and Co. which owned the Davasa group also had a little printing machine which was capable of multi-colour litho printing. Making use of that machine the Davasa group published two newspapers which were printed at the Gunasena press. It was hoped that this way the Davasa Group will be able to compete with its rivals successfully. However, those two newspapers did not survive very long. One of these two newspapers published by Gunasena & Co. and the Davasa group was 'Priyavi', edited by a poet. Mano Gunasena who

was the editor of the Davasa group's English language newspapers at the time of its closure for the second time, was also the editor of 'Honey' the other multi-colour newspaper of that group. (He was also the editor of 'Chic', another publication of the same group).

Factors like disputes about many irregularities in the company, migration of able journalists of the Davasa group to the newly started 'Divaina', and the non-committed policy of the remaining journalists in the expectation of favours from the government, contributed to the further disintegration of the Independent Newspapers Company.

In 1980, Upali Wijewardena who was the Chairman of the Greater Colombo Economic Commission, along with Vijitha Yapa who had been his Public Relations Officer, took the initial steps for the formation of the Upali Newspaper Co. Ltd. The inaugural publication of the company, which had a name and a format suggested by Upali Wijewardena himself, was Chitra Mitra, a paper of picture stories. To his new company he was able to lure with high salaries artists who had been the main stay of various picture

story publishing organisations as well as popular and experienced journalists.

Journalists and administrative officers opposed to the government who had been working for pro-government newspaper organisations flocked to the Upali Newspaper Company in droves.

The printing technology available to the company was superior to that available anywhere else in the Island. In its early days its publications were not second to any other in regard to substance and colour. (Publications of the Upali Newspaper Company as at present are given in Chart 5).

The rivalries that arose in the organisation after the sudden disappearance of its founder led to its able staffers (including those in the newspapers) leaving it and in 1991 all its publications recorded a sharp drop in circulation.

When the Lake House was taken over by the Government, Ranjith Wijewardena set up the Wijaya Publishing Company. He took over the publishing rights of all the publications of the Times group which had ceased publication due to politics, and started several tabloids with the help

Chart 8
Newspapers on various Subjects and their Publishers

	Lake House	Vijaya Publication	Upali Newspapers	Prabath Newspapers	Little Rose Publication	Sumathi Publications	Multi Publications	Camilas Publications	Sathara Publications	Trico	Chitho Charma Vidiya Publications	
Subject												
Childrens	Mihira	Vijaya	-	Kakulu	Handamama	-	-	-	-	-	-	
Astrological	Subaveetha	-	-	-	Irahanda	-	-	-	-	-	-	
Political	-	-	-	-	-	-	-	-	-	-	-	
Political (solutions)	-	-	-	Lakdiva	Sulanga	-	-	-	-	-	-	
Womens'	Therunec	Sirikatha	Navaliya	-	-	Rajina	-	-	-	-	-	Rintha vandhu
Young girls	-	-	-	-	-	Araliya Kumudu Kumari	-	-	-	-	-	
Sports	Kireeda	-	-	-	-	-	-	-	-	-	-	
Educational	Navayugaya	-	-	-	-	-	-	Saimmana	Sathara	-	-	
Technical	-	-	-	-	-	-	-	-	-	-	-	
Science	Vithunna	-	Viduvana	-	-	-	-	-	-	-	-	
Cartoons	Madura	-	-	Hiithavetha	-	-	Sithara	Sethairi	-	-	-	
Kindergarton	Arhuru-Mithuru	Surathal	Rindu	-	-	-	-	Hapana Puchi	-	-	-	
Cinema	Sarasaviyn	-	-	Tiratharu	-	Samsi	-	-	-	-	-	Chalana
Foreign newspapers	Sri Lanka News	-	-	-	-	-	-	-	Matha	Peradiga	-	
Songs/ Music	-	-	-	-	-	Sathara	-	-	-	-	-	
Sumiyuru	-	-	-	-	-	-	-	-	-	-	-	
Psychological	-	-	-	-	-	-	-	-	-	-	Manasa	
English newspapers	Daily News	-	-	-	-	-	-	-	-	-	-	
Daily/Sunday	Observer	SUNDAY	THE	-	-	-	-	-	-	-	-	
English newspapers	S. Observer	TIMES	ISLAND	-	-	-	-	-	-	-	-	
Daily/Sunday	Sri Lanka News	LANCA	SUNDAY	-	-	-	-	-	-	-	-	
Europe newspapers	Dinamina	WOMAN	ISLAND	-	-	-	-	-	-	-	-	
	Silumina	Lankadeepa	Divaina	-	-	-	-	-	-	-	-	

of a group of persons who had left the Lake House and joined his company. (See Chart 6 for the present publications of the Wijaya Publishing Company). Vijitha Yapa, ex-editor of the Island Sunday Edition and the Island who joined him to reintroduce the Sunday Times.

An obstacle they had to face was the dearth of English language editors and the fact that the circulation of an English newspaper was not large.

They took America's USA TODAY as a model and were able to produce an attractive newspaper the like of which was never seen in Sri Lanka before. The make up of the paper was so successful that both the other newspapers by now have imitated many things initiated by the Times.

By 1979 the political commentary of 'Migara' in the weekend, the Sunday English paper of the Dawasa group was very popular. (A translation of it appeared in the Rivirasa).

The Editor of the Times at the time was so enamoured of it that he got a young journalist who had worked for some time at the Davasa and the Divaina to write a similar article under the name of Suranimala. Vijitha Yapa resigned from the Times too. Political pressures connected with the Suranimala column had something to do with Vijitha Yapa's 'resignation'. (The writer who contributed the Migara column then is the editor of the Times today).

The concept of 'open economy' introduced by the UNP government in 1977 paved the way for the emergence of a large number of major publishing houses. Many of them have become successful enough to publish weekly newspapers.

Although the large newspaper organisations have buildings, printing presses, paper, transport and circulation facilities, their weakness in the finish and the content of their publications was the prime reason for the growth of the major publishing houses mentioned above.

These publishers gave up rotary printing, purchased modern offset presses, hired popular personnel proficient in different fields and carried on their business (Except for a few who overreached themselves and collapsed, the other publishers are doing well). Chart 7 gives a list of other major newspaper companies and their publications.

The fact that these major publishing companies are following the very same strategies followed by the Lake House shows how the readers in this country are divided in their tastes.

Many publishers start new newspapers after surveying the readers' interests in different subjects and their economic capacities.

Accordingly the newspapers with widest circulation are meant for children and film-lovers. This shows that parents are

lavish in spending for their children's education and that there are large numbers of people patronising the arts.

Chart 8 gives a list of newspapers dealing with different subjects. It is only recently that the people became interested in alternate political newspapers.

There are nine (9) women's newspapers published weekly and four children's newspapers.

The time when a newspaper company was respectful to the owner of a newspaper

Chart 9

Newspapers	Special Features
The Island (Daily)	Morning Spice, This is my Island, Economy and Business, Children's page, Cartoons (an average of five cartoons a day).
Divaina (Daily)	Foreign news, Heen Rala, Hatara Vate, Varnish.
The Island (Sunday)	Marginal comments, Legal Watch, World news, My Island on Sunday, Opinion, Business World, Funny Caption, Show and Vision, Gardening, Children's Page, About three Cartoons.
Observer (Evening)	About five Cartoons, Arts - Cinema-stage news, Shipping news, Fashions, Sports, Horse races & selection Crossword Puzzles, Bookie news.
Sri Lankadeepa Sunday Observer	Youth page, People forum, The Window, Politics Foreign news, Science, Free views, Home gardening, Political Commentary, Children's Page, Cinema & Arts, Motor vehicles, Woman, Puzzles, Business To...., Women's page, Political commentary, Provincial news, Readers' Forum, Poetry, Short Story, Close to heart, Lotus Pond, What are they doing?
Ravaya	—
Chalana	From work place, Current views, Dialogue
Rajaliya	—
Haraya	Discussion, Views, Dialogue, Interpretation, Notes
Sirilaka	Domestic news, Foreign news, Economics & Commerce, Medicine, Environment, of The Window, Books and the Arts.
Yukthiya	To...., Foreign news, From the playing field, Poetry, Cinema, Arts, Foreign short story, Local short story.
Desathiya	Women's Forum, Political arena, Law for you, World Creations, Youthful fragrance (Poetry), Beautiful Child, Newcomers' writings, Flower designs, Cookery, Openings, Decorations, News about Exhibitions. Trends, News Background.
Kalpana	Novel, Choice, Arts and Crafts, The Children Story in pictures, The playing field, Women's page, Poetry, The Clinic.
Vanitha Vitthbi	Political commentary, Novel, Story in pictures, Science, Children, Women, Poetry.
Lanka Guardian Rivirasa	Cartoon, Letter to the Editor, two columns of stories in pictures.
Silumina	1 story in pictures, Note of the week (World news)
Dinamina	I remember the roof, The Roundabout, Thoughts, Letter from up-country, Pearls of poetry, New dialogue, two cartoons, Political correspondents' column, Book reviews, Scholarly articles, Peoples' Forum, Peoples' poetry, Short novel, Antenava.
Divaina (Sunday)	

and its founder belongs to the past. The success of otherwise of a newspaper is determined by its content. The content depends on its features. The usual features in different newspapers are shown in Chart No. 9.

Although there is talk about an 'enlightened' class and a 'non-enlightened' class in society such a division is not reflected in official political newspapers and in alternate newspapers. Nor is it indicated in other non-political newspapers.

Most of the content of political newspapers is devoted to insults and gossip of low taste and other unimportant items. Much of the space in other popular weeklies is devoted to women's ailments, introduction to Pen Pals, cookery, horse-racing, information about bookmakers, medical problems etc. A special feature is that every English and Sinhala newspaper carries several picture stories.

The 'columns' which occupy an important place among the features are common to all newspapers in the country ('columns' in different newspapers are given in Chart No. 10).

The 'column' is sharper and more eloquent than the other articles and features of a newspaper. That is due to its brevity and concentration. Its style and indirectness, its subtle sarcasm and logic help the writer to impregnate his words with power. Thereby he helps the newspaper to retain its existing readers and to win new ones.

Although the 'column' took its present form a mere decade ago, articles containing some features of a 'column' appeared even in the very first Sinhala newspaper, viz. Lankalokaya (1960).

Among the popular columns in the past were 'Raigam Rala', 'Seeyage Kolame' (Grandpa's column), 'Pakislantaya', 'Ukussa' (the Hawk), 'Lunaticler' (the Lunatic) and Bhuta Reporter. These are remembered to this day although they were discontinued two or three years ago.

Often a 'column' contains a merciless criticism. Biting satire and succession are a column's main characteristic.

The following extract from the editorial of the inaugural issue of 'Kavata Katikaya' summarises its policy:

'not only to entertain the people with innocent but also to mercilessly attack

the corrupt activities of the leaders of the people'.

The early part of the twentieth century witnessed a growth in the 'columns'. Starting of the 'Lankadeepa' marked a very special stage of that growth. The 'Vagatuga' (Miscellany) column of Sri Chandraratne Manavasinghe had a profound influence on the development of column writing.

During that period, in newspapers like the 'Dinamina' and the 'Silumina' too, there were columns written under pseudonyms like Mayurapala and Kautilya. 'Hella' (the Spear) written by David Karunaratne to the Riviresa was a column that received the attention of educated readers.

In the 1960's, writers like Chandra Anagiratne and Harsha Sri Wijayasinghe started a tradition of humorous columns aimed at entertainment.

The study shows that the increase of journals and growing competition among newspapers have resulted in the appearance of good quality columns in alternative political newspapers and in journals.

The columns in many newspapers of the post 1990 period appear to cater to groups which seek cheap pleasures, and the reason why readers quickly moved towards the alternative press was that the quality of the major newspapers had declined due to such shortsighted policies.

Going to courts to claim damages and compensation from newspapers for features appearing there for the purpose of intimidating those newspapers is also something that happens in the field of journalism.

There is no doubt that the left wing newspapers are the main targets in this kind of litigation.

Chart 10
Columns in various Newspapers

The Newspapers	The Column
Silumana	Is it true? Ridiculous happenings, Human follies, Anuruddha Tilakasiri, Visva Kularatna.
Lankadeepa (Daily)	Little jobs, How and why.
Sunday Times	Fifth column, Peeping Tom, Commentary, Suranimala
Tharuniya	Pinas world, Out of focus.
Vidusara	—
Aththa	Rangadena Baila, Snake's story, Kosala's dreams, Ranchagoda, This too is written by, See the World Of Sakra, Chutimama, Through the key hole.
Rivirasa	—
Davasa	—
Lakdiva	Political view, Diary of the truthful man, Meghadu thage's sakvala, Saturn's column, Government diary, Banda's comment.
Sivudesa	(Columnists) Harsha, Harsha Sanjaya, Vismitha, Asammatha, Dayan, Vidyanidhi, Vijaya.
Vivarana	How it happened, A look, Conversation, Inquirer, Young man.
Desathiya	Desathiya essay.
Vanitha Viithi	Million's Round Table, Damayanthi's diary.
Ravaya	Ravi.
Rajaliya	Pinochio, Seethrough notes.
Sirilaka	Is it true? Explorer, What's he doing?, Dispal darkness, O the times, Mahamindu.
Yukthiya	Today's special, Vataya, Discussion, Narnsingha, Interpretation, Comment.
Irida Lankadeepa (Sunday)	Heard and saw, Little one's letter, 'Samaja Samayam' Tiki tots (Lankonis).
Sunday Observer	Anuruddha Tilakasiri, Lankaputhra.
The Island (Daily)	Morning spices, Amita Abeysekera - This is my Island.
The Island (Sunday)	Kautilya, Taraki, Amitha Abeysekera, This is my Island, Lusian Rajakarunananyake.
Sirikatha	Dolly's diary.
Dinamina	—

Chart 11
Space Allocated in Different Newspapers for various Sections

Newspaper	Paper	Columns in a page	Columns cm. in a page	Columns cm. in multi newspapers	Local news	Foreign news	Special features	Sports	Photo graph	Political publicity	Classified Ad.	Contract advertise ment	Column cm. in colour	Advertise ment	Cartoon (cm.)	Others
Silumina	32	10	250	16640	540	510	3640	400	526	520	2600	5720	1560	8320	260	1930
Rivirasa	24	7	315	7560	700	300	3465	160	315	320	630	630	-	1260	630	100
Davasa	16	7	315	5040	1890	315	315	315	300	300	315	315	-	630	100	
Sunday Lankadeepa	16	8	400	6400	800	200	900	100	300	700	800	2000	600	3200	100	500
Daily Lankadeepa	10	8	412	4160	1100	280	500	300	200	420	105	400	-	505	200	655
Daily Divaina	16	8	416	6656	2080	210	410	410	400	420	110	1660	-	1770	3000	656
Sunday Divaina	24	8	416	9984	420	410	3500	400	400	935	900	2300	1874	3538	150	569
Yukthiya	16	5	195	3120	300		1650			780					200	190
Sirilaka	12	5	195	1080	385	195	5265									
Rajaliya	16	5	195	3120											195	2925
Haraya	4	8	360	1440						1440				Short stories		
Ravaya	20	5	195	3900	1065	65	1450	-		585	-	(97)	-	column cm. 195	300	
Lakdiva	20	5	195	3900	195	175	2535			195	-	-	-	-	175	625
Aththa	8	8	400	3200	400	100	1400	300	300	300	-	-	-	-	400	-
The Island	16	3	416	6656	620	300	2710	830	300		210	1250		1460	210	226
Sunday Island	22	10	520	11440	520	520	4200	1040	130	1000	300	3120		3320	130	2540
Daily News	32	10	520	16640	950	1060	1050	1050	520	1050	250	10,400	1560	10920	10	90
The Observer	10	10	520	5200	260	260	520	520	500	520	52	1300	-	1352	260	
Sunday Observer	30	10	250	15600	520	550	2080	1050	500	1560	780	6240	2080	7020	130	2090
Sunday Times	32	10	520	16640	520	780	4150	190	520	520	260	3120	3640	3380	260	5980
Dinamina	14	8	520	7280	1000	500	2010	260	200	2000	280	1200	1050	1840	200	370

The writer who has caused the payment of the highest amount of compensation is Anuruddha Tilakasiri who is a columnist of the Sunday Sinhala and English publications of the Lake House.

The Sunday Times is an arena where different political ideologies find expression. It publishes many columns under many pseudonyms. However, Vijitha Yapa, a former editor of the Island and the Sunday Times occupies a special position as an editor who had never allowed any room for anyone to claim damages from this newspaper.

Although the readers and writers argue about the content of newspapers, continuation of a newspaper uninterruptedly and in peace is not easy. It depends on the requirements of the editorial board and those of the advertising branch.

Consequently the pages and columns of such newspapers and their content are used in such a way as to meet the expenditure incurred. This becomes a serious matter because the investors always seeks bigger profits.

A look at a newspaper today shows the effort made by editors to allocate pages in a manner that would satisfy tastes of the readers.

Consequently the arrangement of the pages in all the newspapers is very often the same. Newspapers which differ in height and width, arrangement of pages and in the style of presentation are almost non-existent in Sri Lanka now.

One wonders whether the Davasa group while it existed tried to be different from all other newspapers. At that time a page in all major newspapers had ten (10) or eight (8) columns. But a page in all the newspapers of the Davasa group had several columns. Moreover, the Riviresa had no editorial. It was the Dawasa and its Sunday paper Riviresa which gave most space to local and provincial news.

Although there are a large number of newspapers in the market they inevitably have to conform to one of three sizes, viz. large, size, tabloid size and the small size of 21 x 27.

Chart 11 shows the space given by different newspapers and journals to various features. This information is based on several specimens selected for each year.

Chart 12
Height of a Column in various Newspapers
(In centimetres)

Publication	Height of a column	Publication	Height a column
Daily News	54	Yukthiya	40
Divaina	53	Ravaya	40
Daily Observer	54	Sivdesa (Newspaper)	35
Lankadeepa	53	Daily Island	53
Sunday Times	54	Davasa	45
Vijaya	33	Rivirasa	45
	33	Lanka Guardian	23
Sirikatha	33	Surathala	27
Vidusara	35	Vivarana	23
Aththa	54	Yanitha Viththi	25
Rajaliya	40	Varana	21
Haraya	47	Kalpana	23
Sirilaka	41	Desathiya	24
Manahara	17	Sivdesa (magazine)	19

Chart 13
Newspapers Means for Light Reading

Newspaper	Year of founding	Size	Column	Page	Total in column in a page	Readers	Popular features
Kumari	1978	21x27	4	24	108	Young girls	True stories, Beauty page, Rose page 2 Novels, Samanala, Palama, Parasathumal, Sayuren Eha Malaliya, Samanallu, Tuno class, Picture story Pond of poetry Kalaye Viyaruwa, Kalpana
Yuvathi		(not in print now)					
Aralia	1990	21x27	4	24	108	Young girls	To you with love, Novels, Employment Foundation True friends, Rekha, Nosiru etc.
Suwanda	1992	21x27	4	24	108	Young girls	
Siththara	1978	21x27		24			Picture Stories
Sathsiri		21x27		24	108		Picture Stories
Hithawatha		21x27		24	108		Picture Stories
		21x27		24	108		Picture Stories
Naluwa		(not in print)					
Vichitra		(not in print now)					
Sathvaruna		21x27		24	108		Picture Stories

Chart 14**Sexual Publication of Sri Lanka**

Pathi - Pathini
 Sarana
 Subhasarana
 Suvaya
 Rathikreeda
 Playboy (Sinhala)
 Playgirl (Sinhala)
 Navarasa

Chart 18**Journals under Government Control**

- | | |
|--------------------------------------|---|
| 1. People Bank | - Arthika Vimasuma, Economic Review, Kalpana, Banku Sevakaya, Bankuvai Obai (a trade union publication) |
| 2. Government Publication Department | - Desathiya |
| 3. Sevaka Aramuthala | - Peramaga |
| 4. Mahaveli Development Ministry | - Mahaveli Viththi |
| 5. Ministry of Higher Education | - Mahapola Gnana Darshana (not published now) |
| 6. | - Sumaka Puvath |
| 7. Ministry of Environment | - Soba, English/Sinhala |

Chart 15**Official Political Publication of Sri Lanka***Political Party**Name of Newspapers*

United National Party - Siyarata (Sinhala), Journal (English), Namdesam (Tamil)

S.L.F.P. - Sirilaka

N.S.S.P. - Haraya

C.P. - Aththa

L.S.S.P. - Janadina (not in print), Samasamajaya

J.V.P. - Niyamuwa, Vedihanda (not in print)

D.U.N.F. - Rajaliya

U.N.P. - Dinapatha (not in print)

U.N.P. - Janaraliya (not in print)

Mahajana Eksath Peramunai - Deshaya

Desha Vimuthi Janatha - Desha Vimukthi Peramunai

Because it is not possible to have an accurate idea about the appearance of newspapers from the number of columns in a page, Chart 12 shows the height of a column in different newspapers and journals.

The major newspaper institutions are financially very strong, but they are unable to cater to all types of readers.

Until now not a single major newspaper group had been able to start a newspaper catering specifically to young girls. (The excuse they offer is their professional integrity but forget the fact that some of their newspapers do worse things).

Such publications were started by Multipax publications and their size is 21 x 27 cm. There are about twenty publications now. (Each of them is 21 x 27 cm. in size and has a minimum of 24 pages).

The newspapers meant for girls are very popular among girls working in factories in the Free Trade Zone, and among school girls. The publishers say that the circulation can be doubled or tripled by publishing pictures of popular actors and actresses on the first page, by issuing a letter-writing sheet or a sticker with the newspaper.

Particulars about such newspapers which provide some entertainment are given in Chart 13.

Sex publications are another kind of publication which came to prominence after the introduction of the offset method of printing. They cannot be called 'sociological' publications because they are wholly devoted to features that provoke

Chart 16**Main Newspaper of the left in Sri Lanka***Party**Newspaper*

Lanka Samasamaya Party

Lanka Communist Party

Communist Party of Sri Lanka

Communist Party of Sri Lanka

Nava Lanka Sama Samaja Party

Revolutionary Communist Party

Lanka Sama Samaja Party

Samasamajaya

Jana Sakthya (not in print)

Nava Sakthiya (following the Janasakthiya was prosecuted.)

Communist

Aththa (Large size)

Vama

Satanmaga

Kamkaru Mawatha

Janadina (daily, not in print now)

Chart 17**Alternation Newspaper Companies and the Publications**

1. Little Rose Publications: Sulanga, Sunday Sulanga, A daily of the beginning a weekly now)
2. Prabath Newspapers Company Ltd.: Lakdiva, (Weekly magazine)
3. Camilus Publications Ltd. : Sivdesa (monthly)
4. Ravaya Publishers: Ravaya (Weekly)

Chart 19
Journals not under Government Control

- | | |
|---|-----------------------------|
| 1. Sarana Cultural Group | - Vivarana |
| 2. Rasika Publication | - Manahara |
| 3. Kamilalus Publication | - Sivdesa |
| 4. Multipaks Lanka | - Muthuhara |
| 5. Lanka Guardian's Publishing | - Lanka Guardian (English) |
| 6. Pravada Publications | - Pravada (Sinhala/English) |
| 7. Lanka Fauna and Flora Protection Society | - Varana and Loris magazine |
| 8. Vijaya Publication Co. Ltd. | - Vanitha Vithi |
| 9. | - Mawatha. |

Chart 20

Commercial and Environmental Publication not under Government Control

- | | | |
|--------------|---------------------------|----------------|
| 1. Haritha | 8. Dakma | |
| 2. Diyadama | 9. Vathashi Publication | - Thesis |
| 3. Mihikatha | 10. Vathashi Publications | - Malsith |
| 4. Varana | | - Panamure |
| 5. Loris | | - Kusum Pethum |
| 6. Sarvodaya | | - Isum |
| 7. Dana | | |

Chart 21

Non-commercial Religious Publications not Government Control

- | | |
|-------------------------|---|
| 1. Sinhala Bauddhaya | |
| 2. Bauddha Balaya | |
| 3. Sarasavi Sandarasa | (not published now. The Buddhist Theoretical Society started by a group led by Col. Heury Steel Olcott had been the publishers) |
| 4. Gnanartha Pradeepaya | |
| 5. Christian Messenger | |
| 6. Asiri | |

Chart 22
Technical Information on Periodicals

Periodicals	Pages	Columns	Length cm	Length of Colmns/page cm	Length of Colmns in all pages cm	Print Type
Varana						Cover off-set Inner Letter-Press
Vivarana						Cover off-set Inner Letter-press
Vanitha Vithi						off-set
Arthika Vimasuma						off-set
Sivdesa						off-set
Desathiya						off-set
Kalpana						off-set
Economic Review						off-set
Lanka Guardian						Letter-press
Muthuhara						off-set

sexual feelings. Such publications are given in Chart 14.

The traditional pattern of different political parties coming to the fore one after the other underwent a change. The leader of the opposition who had attacked various institutions formed a government in 1977 and he issued an open cheque to the mass media.

Some persons made use of this and entered the field of journals. They looked for modern printing machines and non-traditional markets.

Consequently, two types of journals emerged, viz. those under government control and those which are not. (See Chart 15, for a list of political newspapers).

Among the Ministers who, making use of the resources under state control took the initiative to start journals were Anandatissa de Alwis, Gamini Dissanaik and Ronnie de Mel. At the beginning all these efforts had been quite beneficial to society. They expanded the market and fulfilled the needs of the readers.

With the passage of time, the politicians concerned attempted to turn them into a means to build their political image. In building that image the publishers played the main role while the editors were relegated to minor role.

This state of affairs disappointed the readers and they deserted those journals. Chart 18 gives a list of journals under government control.

Although the internal conditions of all the journals financed by the government are not alike, a common feature of them all is that they support government policies unconditionally.

At present (1992) there are about seven alternative journals and Chart 19 gives a list of journals which are not under government control.

The commercial publications not under government control can be classified into two:

1. Environmental publications (Chart 20)
2. Religious publications (Chart 21)

1. Environmental Publications

Many of these magazines which deal with the environment in Sri Lanka and the world are clearly influenced by non-governmental organisations (NGOs). This influence is there whether the journal is

Chart 23

Newspapers that appear depending on the Potential Readers and the Market

1. Regional newspapers	Vedilla Podujana Hithawatha (North Central Province) Saturday Review (not published now)
2. Newspaper published in the Jaffna peninsula	—
3. Newspaper solely aimed at imparting an English education	General English English Express.

Chart 24

Due to problem of existence some newspapers and journals change their forum examples

1. A newspaper becomes a magazine	- 'Sivdesa', a collection of feature articles
2. A magazine becomes a newspaper	- 'Ravaya' communication Sunday newspaper
3. A newspaper becomes a magazine	- 'Vanitha Viththi' mission of womenhood
4. Change from tabloid size to 400 column c.m. size page	- 'Siyarata'
5. A magazine becomes a newspaper	- 'Kala' magazine
6. The size and the name as well as the readership addressed change	- (Mahaweli Viththi)
7. Extinction of a newspaper with a change of ownership	- 'Deepasikha'

Chart 25

Newspapers and Journals that went out of Print due to various Reasons

Rasarahas (Sex)	Piyuma (Monthly magazine)
Sisilasa (Cinema)	Sarana (Sex)
Rasarasara (Humour)	Pathipathini (Sex)
Udara (Children's)	Vindana (Social)
Kala (Cinema)	Yathra
Randiva (Politics)	Isura (Development)
Sinha Kodiya (Politics)	Kalaya (Politics)
Deepasikha (Cinema/Arts)	Rasavahini (Social/Literary)
Sithumina (Astrology/Occult)	Gnanadarshana (Educational/Social)
Handahana (astrology)	Tharangani (Radio)
Janahanda (Politics)	Adha (Politics)
Newro (Cartoons)	Thulana (Social)
Tribune (Politics/Social)	Sri (Social)
Sathdina (Politics)	Samudrika (Astrological)
Lakmina (Politics/Alternation)	Karmantha (Industry)
Sathipatha (Politics)	Nuvana (Educational)
Saturday Review (Politics)	Nishpadana (Educational)
Kavisuvanda (Poetry)	Yeheli (Girls)
Schnelle (Fashion)	Kavisuvanda (Poetry)
Ha Pancha (Children's)	Rankati (Children's)
Sakura (Cinema)	Meevani (Children's)
Singithi Siththara (Children's)	Ethera (Monthly magazine)
Dimuthu (Picture stories)	Dimuthu (Picture Stories)

is commercialized. Not only the Buddhist newspapers but the many parallel literary magazines and journals too are non-existent now. Even the existing publications serve as vehicles of different Buddhist sects.

Although the format of all these journals and their intermediaries change from time to time they have a specific goal and are moving towards it. (Technical details of some of the Sri Lankan journals are given in Chart 22).

From 1976 there were several provincial newspapers in the Island. Most of them were confined to the Central and the North Central Province.

Provincial newspapers emerged also in various areas of the South to cater to groups of readers influenced by the ideas of the JVP/ All those publications were of tabloid size.

Although such newspapers were not very popular among the people they could be maintained based on the goodwill of passive societies and their members.

Chart 23 shows the new newspapers which emerged based on the available space among the readers and in the market.

The 'Saturday Review' edited by Gamini Navaratne was published from Jaffna at the beginning (Later several of its issues were published from Colombo).

Due to the demand for a knowledge of English for purposes of obtaining jobs in the Middle East, employment opportunities in the government and the private sectors, there were popular newspapers of the 21 X 27 size entirely devoted to English lessons in the 1980s.

The television was even able to shatter the representatives of not only the cinema and the stage but also of many newspapers and journals.

As a result many journals gradually lost their readers and had to stop publication. (The relevant facts are given in chart 25). Some others had to undergo changes due to problems they faced. (Chart 24)

There was self-censorship. The culprit was not the government but the media-person.

This was a tragedy of democracy second only to the culture of killing.

about the environment or about voluntary labour (Shramadana). The work done by the two magazines 'Warana' and 'Loris' as a service to the country is praised by many environmentalists. They are published by the Society for Preservation of Wildlife and Nature (WNSP).

'Vathasi' publications are maintained by the earnings of the Vathasi project alone.

2. Religious Publications

The religious publications are a good illustration of the extent to which society