

# ***Media Monitoring Report***

Local Government Elections 2006



**PAFFREL**

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MEDIA MONITORING REPORT  
LOCAL GOVERNMENT ELECTIONS 2006  
MARCH AND MAY 2006

**INTRODUCTION AND BACKGROUND**

Dissemination of information in the form of news has an ever increasing global market, including our country. The immense influence of the media over millions of viewers, listeners and readers which create change and shape up their attitudes, ideas, opinions and world out-look, cannot be neglected or under estimated. Hence, any election monitoring mission would not be accomplished fruitfully, unless that process covers the behaviour of the mass media during the entire election period. It is due to this essential fact that PAFREL decided to monitor the local government election.

The lowest line of governance in Sri Lanka is that of the local government system. Yet, it is an important system as it deals directly with local needs and problems and therefore should be the fundamental, essential framework for contributing to good governance in the country. Local councils by and large have been ineffective mostly due to lack of human and financial resources, but also to quote Prof. S.T. Hettige (Daily Mirror, November 23, 2006) due to "short comings such as poor organizational culture, absence of organized popular pressure, lack of political will and the marginalization of local councils in the context of development administration".

Recognizing the need for re-vitalizing the local government, a Presidential Commission of enquiry on local government reforms was established in 1998, to create a new vision to form people's participation, respond to public needs, deliver services efficiently and equitably and maintain a high degree of public trust, accountability and transparency. (from the report of the Presidential Commission 1999).

Following on this commission, to further strengthen the system a project was devised, "Transparent and Accountable local government", (TALG) funded by USAID. The implementing agency was Asia Foundation in collaboration with the Ministry of Provincial Councils and the Local government and the Sri Lanka Institute of local governance. The project covers thirty five local authorities in southern, eastern, north central, north western and central provinces. The key focal areas under TALG are:

- a) Institutional strengthening
- b) Sustaining and replicating good practices
- c) Building political will for local government reform

It is against this background that one should look at the Local Government elections of 2006. This new vision envisages the possibility of changing the relationships between citizens and local authorities and therefore the citizens of the area need to be involved. This is an important factor recognized, that made PAFREL to monitor the elections

without international observers. It is important that locals from each district be galvanized to monitor the candidates who would deliver the services and goods to their own local constituency.

PAFFREL the main and accredited institute for monitoring elections in Sri Lanka deemed it important to be watchdog, a supervisor of how both the printed and electronic media covered the event. The media tends to leave room for exaggeration or degradation, and over exposing or hiding and misinterpretation or misquotation. It is a usual allegation that during the election period the media in our country select, produce and present their programmes in a bias manner. Therefore, PAFFREL decided to check the behaviour of mass media by monitoring their political programmes/articles to assess their neutrality. This decision was strengthened with the fact that the entire election monitoring mission would not be completed unless the media monitoring is not included into that mission. PAFFREL very firmly believed that in order to pave the way for a free and fair election, the roll played by the media should be scrutinized deeply during the election time.

This monitoring report is a balanced coverage of the role of the media during the period of the local government elections of 2006. We would like to emphasize the fact that the findings and data included in this report is published in good faith and if we have in any way contributed towards strengthening the democracy by doing so, that would be the reward we adore for the difficult work we carried out.

# Local Government Elections - 2006

## Final Report on the Behaviour of Electronics and Print Media

### 1. First chapter - Local Government Elections and Mass Media

#### 1.1. A brief overview

The Local Government Elections of 2006 were held in two phases. The first phase of the election was held on 30.03.2006, the second phase was conducted on 20.5.2006. The nominations were called for by the Election Commissioner and accordingly political parties and independent groups submitted their nomination lists on 16.2.2006. From this day forwards PAFFREL deployed the media monitoring team to study and analyze the behaviour of the mass media. This process was carried out till the end of post-election period.

The elementary basic truth of the importance of the mass media in modern era as a modulator in modifying the social consciousness and disseminating the human knowledge and news emerges as a critical factor in day to day life of citizens. The average modern citizen spends a considerable time watching or listening to TV, Radio and reading newspapers. In that content, it is obvious that the mass media acts as a forerunner in disseminating information and determines the direction of public opinion. Based on the aforesaid reality, PAFFREL has covered its' third election, monitoring the behaviour of the mass media. In order to ease the practical difficulties that could arise due to the vastness of the subject field, the whole exercise has been divided into two main logical sections. They are discussed under following section.

- I. Electronic Media - Categorized as television services and radio services
- II. Print Media - Divided into three components, The Daily National papers, Weekend National papers and Weekly alternative newspapers.

The ownership of both forms of media can be divided into two sections:-

- 1) State owned
- 2) private owned

## 2. Second Chapter - Methodology of Observation

### 2.1. Adopted methodologies and reasons to use them.

The terminology of traditional observation methodologies relating to sociological and mass communication fields has been avoided and instead, observation methodologies identified in simple terms have been used. In order to ease the practical difficulties that could arise due to the vastness of the subject field, the whole exercise have been divided into two main logical sections, as follows :-

I. Electronics media

II. Print media

#### 2.1.1. Electronics media

As previously mentioned, two major sections of the electronic media are the television and the radio.

##### 2.1.1.1 Television

With the exemption of ETV and ART TV, as it had no political programmes which were applicable to the local government election of 2006, all the other television channels were monitored. Programmes in the Sri Lanka Rupavahini corporation, Independent Television Network, Swarnavahini, Sirasa TV, TV Lanka, Derana TV, TNL, Eye channel, Shakthi TV and MTV were analyzed. News bulletins were also covered. Some of the criteria adopted are:

- \* Main news bulletins of each television channel.
- \* Direct political programmes including political discussions and forums have been analyzed to ascertain the level of political bias of that programme. Generally, these kinds of programmes would extend for 3-4 hours, in which period each representative of party or independent group will have three occasions to express their views.
- \* The whole exercise of the programme was observed stressing on points such as;
  - a. the representative of the political party or the independent group who made the opening speech of the discussion,
  - b. the allocated time span for each and every representative,
  - c. the representative of the political party or the independent group that made the closing speech of the discussion.
  - d. the visible differences among each representative, in the fields of oratory, rhetoric and pressing an argument etc.

- e. whether these representatives were nominated by their political party/independent party or whether they were named and invited by the producers of the TV programmes.
- f. the role played by the compeer conducting the programme. Was he acting impartially or was he bias towards one party?
- g. the total number of hours allocated for the programme.

#### 2.1.1.2 Electronics media - Radio

Monitoring all the radio channels in Sri Lanka is a formidable task for any organization. Therefore, it was decided that at least one channel from each media institution will be selected for observation. The radio stations that we monitored included:- Sri Lanka Broadcasting Cooperation, Lakhanda, Hiru FM, Isira FM, Sirasa FM, Isura FM, Sri FM, Esura FM, Sooryan FM, Shakthi FM and Neth FM.

The main news bulletins of all the channels were covered by our monitoring team. Each news bulletin was basically divided into head lines and details. Both the headlines and details were analyzed to ascertain the implication of that news item to the listeners. Special attention had also been paid to judge whether any distortion or fabrication of news had taken place. The order of the presentation, the pattern of the sentences used to describe the incident, possible equivocations, if any and epilogues were some of the other related aspects that have been used to decide the level of impartiality of a news bulletin.

Apart from the main news bulletins, the number of occasions of hourly or half-hourly news briefs were counted and considered to see whether an undue bias or adverse publicity was given for an incident or event or a speech in the sense of exaggerating or extenuating the values of the news.

Based on the above, the number of minutes allocated in favour or against political parties or independent groups was counted to find whether an equal opportunity was provided for the listeners to decide their choice of political ideology.

#### 2.1.2. Print media

A criterion has been applied to select newspapers relevant to this observation, out of the vast number of publications.

- \* We decided to stick to the conventional definition of a newspaper, i.e. "the paper that provides news" on this exercise. Based on that interpretation, we were compelled to leave out most of the tabloid papers.
- \* Monthly or fortnightly publications were excluded from this study.
- \* Publications that address certain age groups, religious groups, ethnic groups, or those which are limited to local circulations were exempted.

Consequently, daily and weekly publications of 24 newspapers were monitored during the pre-election period. The list is as follows:-

- \* Daily Sinhala papers :- (1) Divaina (2) Lakkima (3) Lankadeepa (4) Dinamina
- \* Daily English papers :- (1) Daily News (2) Daily Mirror (3) The Island
- \* Daily Tamil papers :- (1) Thinakkural (2) Thinakaran (3) Weerakesari (4) Sudar Oli
- \* Weekly Sinhala papers :- (1) Silumina (2) Irida Divaina (3) Irida Lakkima (4) Irida Lankadeepa
- \* Weekly English papers :- (1) Sunday Observer (2) Sunday Times (3) Sunday Leader (4) Sunday Island
- \* Weekly alternative papers :- Sinhala & English :- (1) Ravaya (2) Sathidina (3) Irudina (4) Lanka (5) The Morning Leader

A more logical and comprehensive method of monitoring a newspaper was analyzed under four segments. They are:-

- I. To determine the political trend of a given newspaper, the contents of the front page and contents of the other pages were analyzed separately. It is envisaged that the front page is designed in such a way, that the general reader would be impressed by the outlook of that newspaper.
- II. The headline, the main news item, the main photographs, if any, other articles and politically oriented commercial advertisements of the front page, were considered.
- III. Considering the other pages of a newspaper, such as news items related to political articles, political reviews, editorial, the other articles of political importance, non-political articles and politically oriented advertisements have provided the base for the analysis.
- IV. The cartoons and satirical columns were not included for the study, in spite of their sharp, strong political hints, on an assumption that the stroke of brush of a cartoonist or a pen of a satirist implies an artistic view, rather than a political view.

Quantitative and qualitative methods were applied to decide the fact whether a newspaper has displayed the political bias in reporting the news. The details such as (a) space covered by a headline, (b) space covered by the contents, (c) placement of the articles (First page, other pages, top of the paper, corner of the paper, the font size, colours, outlines, if any, the other news articles surrounding the particular news item, their implications etc.) were used to analyze a news article.

The Commissioner of Elections has issued guidelines for the electronic and print media during the last Presidential Election in 2005. These directions, equivalent to a code of conduct was also one of the criterions that we maintained in the monitoring process. Annex I & II show the guidelines issued by the Commissioner to this effect.

### 3. Third Chapter - Behaviour of the Electronic media in pre-election period from 17.2.2006 to 31.3.2006.

The electronic media which includes television and radio may be categorized, on the basis of ownership, into state media and private media.

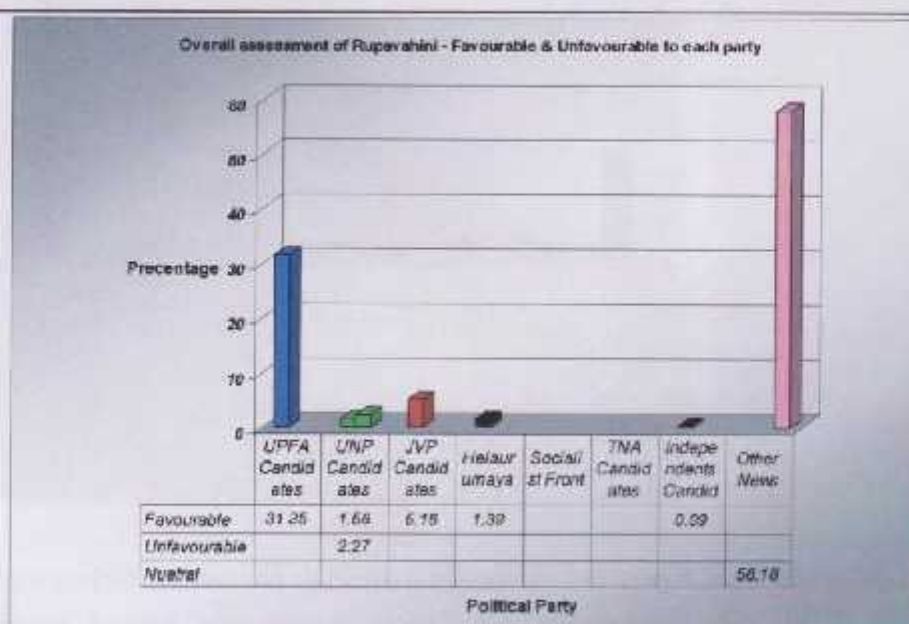
#### 3.1. State Media

In this analysis the programmes of the Sri Lanka Rupavahini Corporation, Independent Television Network, Sri Lanka Broadcasting Corporation and Lakhanda Radio Service were taken into consideration to judge their political propensity. The members of the directors of these government institutions are nominated and appointed by the Media Ministry, thereby the overall control of this mass media will lie in the hands of the ministry.

#### Rupavahini

Out of the total air time of 786.9 minutes used by this TV channel for news items, 271.06 minutes have been allocated for political news items in following manner.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	203.16	31.35	-	-
UNP	10.16	1.56	14.68	2.27
JVP	33.42	5.16	-	-
JHU	9.06	1.39	-	-
TNA				
Socialist Front				
Ind. Groups	0.58	0.09	-	-

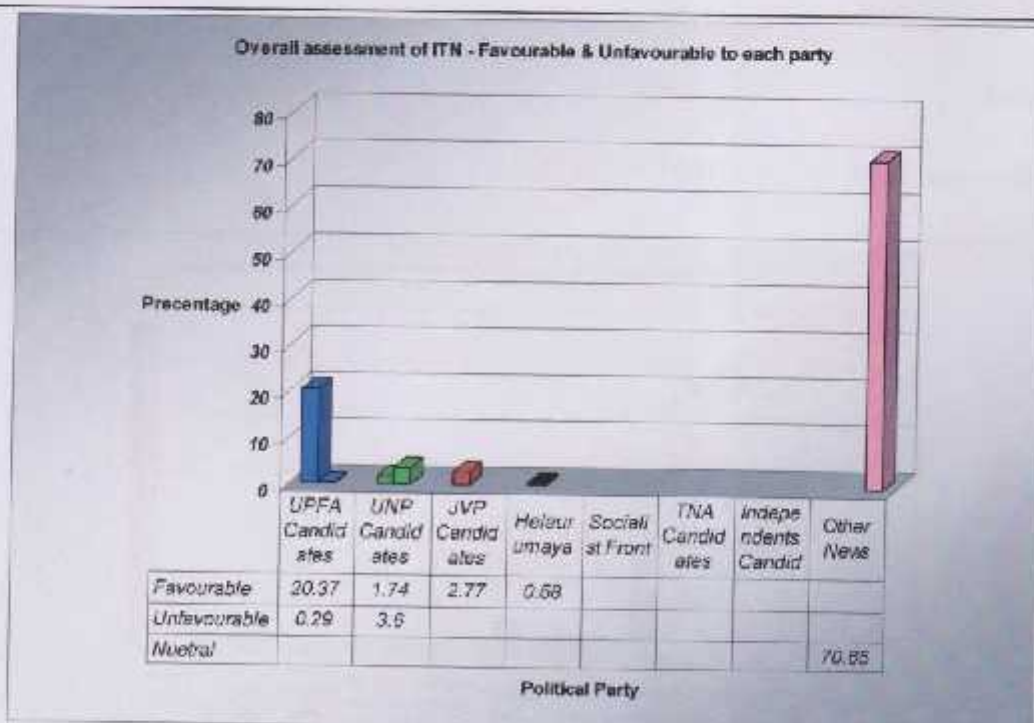


The figures in the above table clarify the clear difference of the time allocated to each political party or group. It reserves 10.16 minutes for the UNP. A vast number of minutes of 203.16 were allocated for the favourable publicity of the UPFA. The most notable feature of the above table is the number of minutes allocated for unfavourable news on the UNP. Particularly Rupavahini, seemed to have forgotten to criticize all the other political parties except the UNP. Rupavahini spent 14.68 minutes for unfavourable news on the UNP as against the favourable news of 10.16 minutes.

### Independent Television Network (ITN)

As clarified by the following table, out of the total air time of 729.15 minutes, 22.1% or 182.07 minutes were used on political news. The following table may indicate the way in which ITN divided its' air time to each political party.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	129.01	20.37	1.85	0.29
JVP	17.52	2.77	-	-
UNP	11.02	1.74	19.01	3.6
JHU	3.66	0.58	-	-
TNA	-	-	-	-
Socialist Front	-	-	-	-
Ind. Groups	-	-	-	-



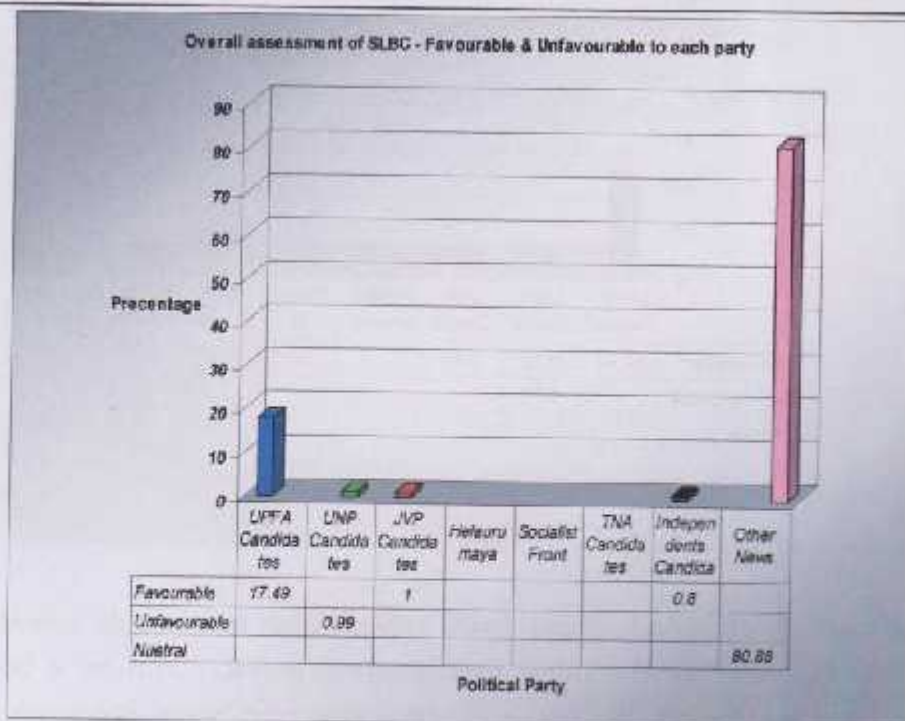
The analysis of the ITN news items shows a similar pattern of behavior as in the case of Rupavahini. While the news bulletins were drastically biased towards UPFA, the favourable news on UNP, one of the major parties in the country, had almost been

neglected. However in comparison to Rupavani, this channel had telecasted some unfavourable news as well with regard to most of the key players of the election. The proportion of the favourable news on UPFA, JVP, UNP, and JHU is 100 : 13 : 8 : 2 respectively.

### Sri Lanka Broadcasting Corporation

The Sri Lanka Broadcasting Corporation, consisting of several broadcasting services; divided either on the basis of the nature of the service or the targeted community group. Accordingly, we can observe the local service, commercial service, English service, Tamil service and Hindi service, which are operating under SLBC. However, as was clarified at the beginning of this report, our monitoring was aimed at studying the behaviour of the local service of SLBC. The following table is a result of the study on news bulletins broadcasted by SLBC.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	49.85	17.49	-	-
UNP	-	-	2.81	0.99
JVP	1	0.36	-	-
JHU	-	-	-	-
TNA	-	-	-	-
Socialist Front	-	-	-	-
Ind. Groups	0.8	0.28	-	-

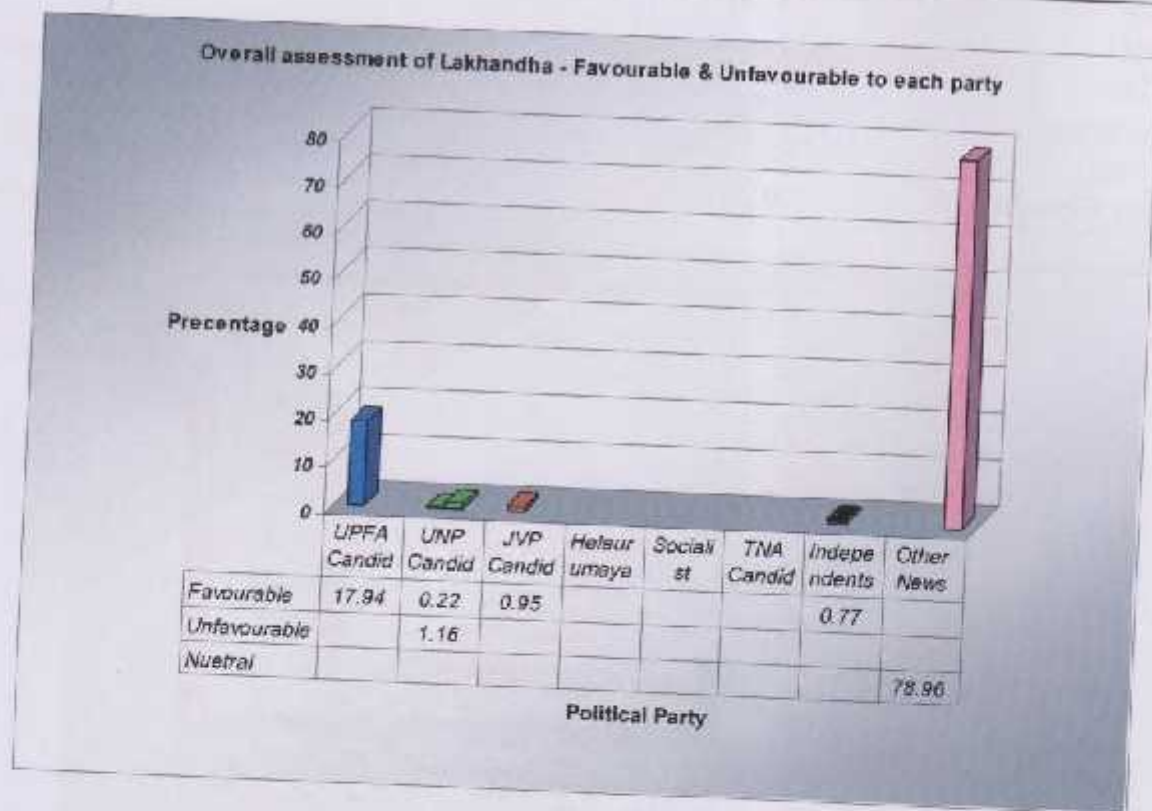


It is obvious that SLBC too, has followed the pattern adopted by other state media such as Rupavahini and ITN. SLBC has broadcasted more favourable news for UPFA, in a ratio of 99:1 for UPFA and Independent groups respectively.

### Lakhanda Radio

Lakhanda has allocated 54.27 minutes to broadcast news on all the political entities. This air time has been divided amongst various political parties as shown in the table below.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	46.29	17.94	-	-
UNP	0.56	0.22	2.99	1.16
JVP	2.43	0.95	-	-
JHU	-	-	-	-
TNA	-	-	-	-
Socialist	-	-	-	-
Front	-	-	-	-
Ind. Groups	-	-	2	0.77



Again the pattern of broadcasting more news items favourable towards the UPFA is visible as in the cases of the other broadcasting services run by a board of directors appointed by the government. Accordingly, a vast number of favourable news items for UPFA over the UNP were broadcasted by this radio station in a ratio of 100:5

respectively. Also it should be noted here that a more favourable publicity has been given to JVP over UNP.

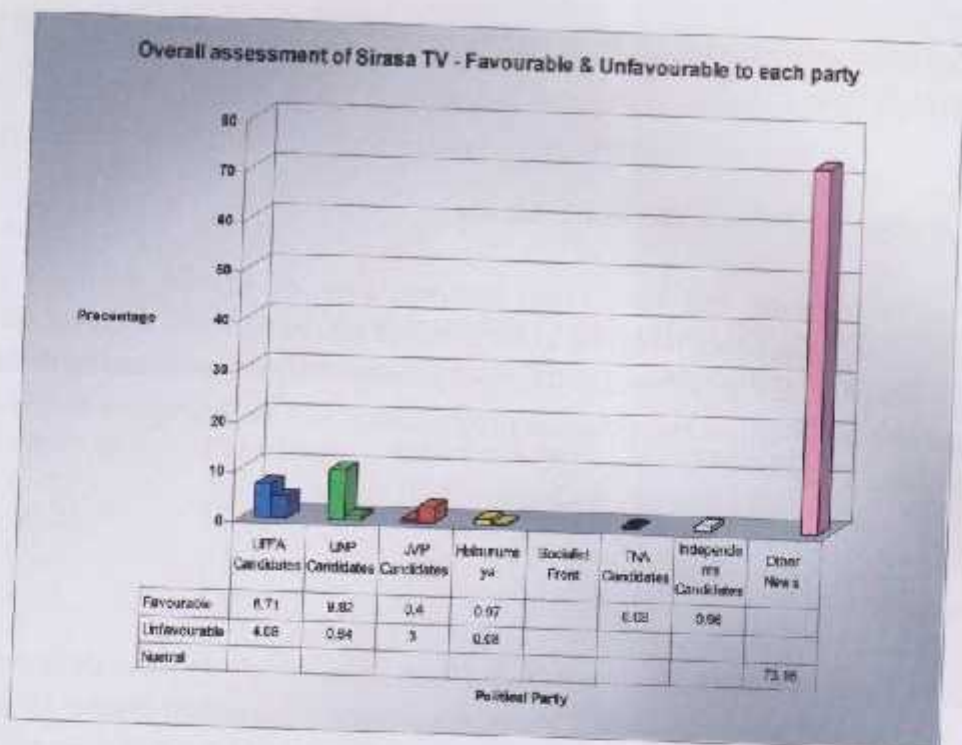
### 3.2. Analysis of Private Electronic Media

Seven TV stations and nine radio stations were monitored during the pre-election period. The main news bulletins in each media institution and the political programmes were selected for monitoring. The propensity of the main news bulletins will be examined herewith as the political programmes will be discussed in the latter stage of this report.

#### Sirasa TV

The Maharaja organization owns this TV channel which delivers its programmes to the Sinhala speaking community. During the pre-election period Sirasa TV had allocated a total of 165.04 minutes for political news which could be categorized into two main groups, favourable and unfavourable with the intention of getting a clearer picture of the behaviour pattern of this television channel. The following table shows the way the news was telecasted with regard to each political party.

	<i>Favourable to</i>	<i>Percentage</i>	<i>Unfavourable</i>	<i>Percentage</i>
	<i>(Cm)</i>		<i>(Cm)</i>	
UNP	60.97	9.92	3.92	0.64
UPFA	41.33	6.71	25.05	4.08
JHU	5.96	0.97	0.5	0.08
Ind. Groups	5.9	0.96	-	-
JVP	2.46	0.4	18.47	3.0
TNA	0.5	0.08	-	-
Socialist Front	-	-	-	-

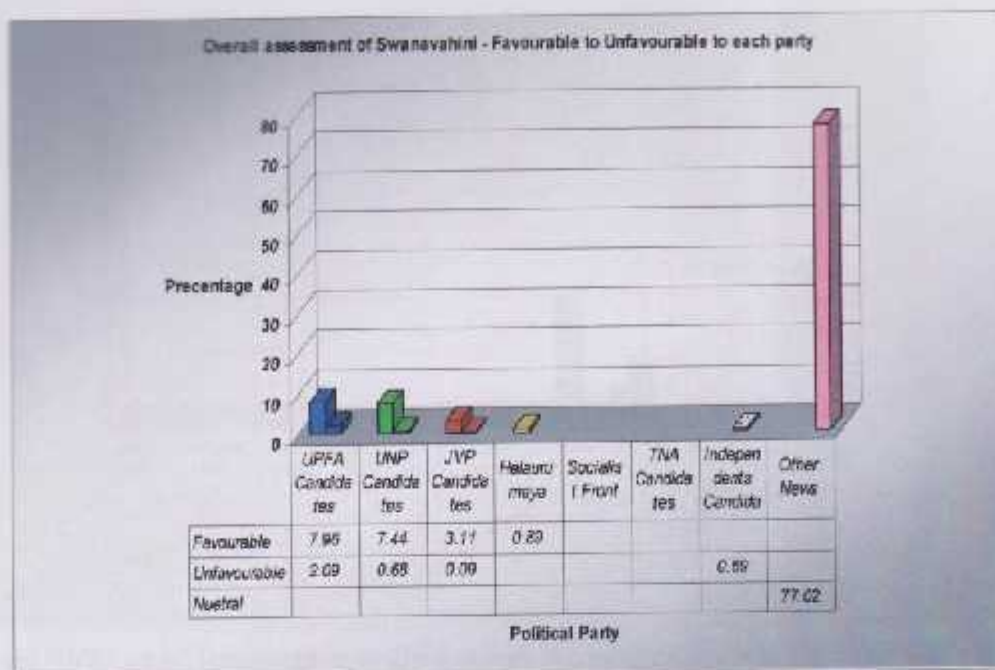


The above table could be used in order to judge the political propensity of this channel. Sirasa has given UNP a more prominent place over UPFA in telecasting news items, especially the favourable news. When considering the unfavourable news items, if such news were related to UPFA or the JVP it was highlighted frequently. Thus, Sirasa, while telecasting favourable news in a ratio of UNP - 100 : UPFA - 68 : JHU - 10 : Ind. Group - 10 : JVP - 4 : TNA - 1, unfavourable news to each parties were telecasted at the following ratio :- UPFA - 100 : JVP - 73 : UNP - 16 : JVP - 2 establishing that Sirasa TV has been bias towards UNP.

### Swarnavahini

Swarnavahini, the offspring of the E.A.P. media network, targets its' programmes to Sinhala speaking viewers. During the pre-election period a total of 160.56 minutes had been allocated for political news. The distribution of this total time for political entities is shown below.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	55.64	7.96	14.67	2.09
UNP	52.01	7.44	4.73	0.68
JVP	21.76	3.11	0.65	0.09
JHU	6.25	0.89	-	-
TNA	-	-	-	-
Socialist Front	-	-	-	-
Ind. Group	-	-	4.85	0.69

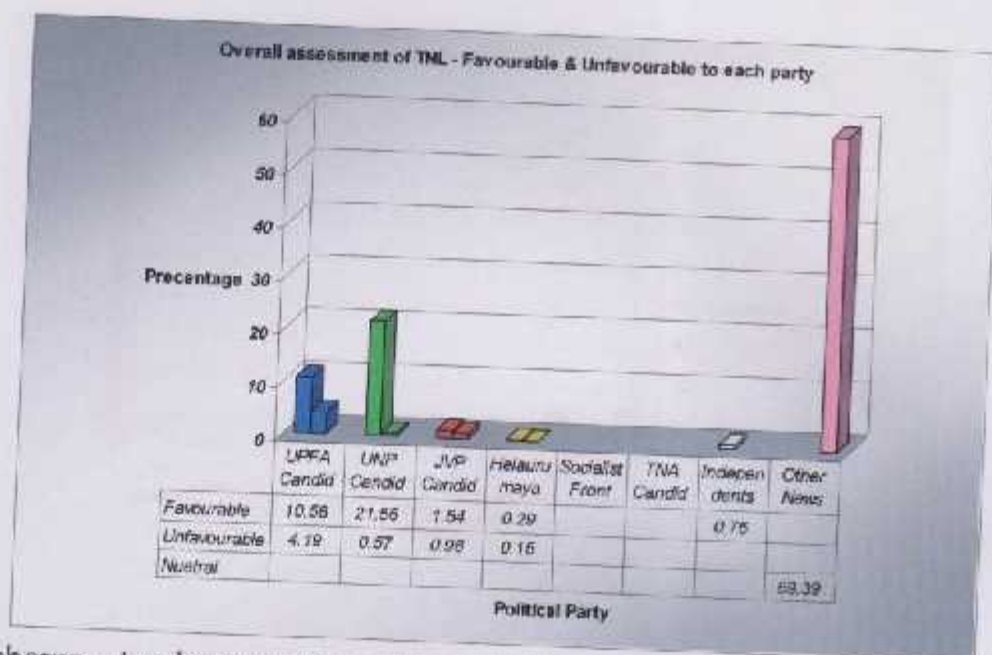


It should be specifically mentioned that when comparing the favourable news items telecasted for UPFA and UNP, only a marginal difference of 3.63 minutes is visible, inclining that Swarnavahini has given a fairly reasonable publicity for the two main political parties in a proportion of UPFA - 100: UNP - 93. On the other hand by telecasting more unfavourable news on the UPFA as against UNP in a proportion of 100:32, Swarnavahini, in our observation has marred themselves in their ability to report news in a neutral manner.

### TNL

This TV channel owned by Teleshan Network Services telecasts three news bulletins daily. For our study, we have chosen the news bulletin presented at 19.55 hrs. A total of 141.14 minutes of political news items allocated by TNL can be arranged as follows to get a better understanding.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UNP	74.95	21.56	2.0	0.57
UPFA	36.81	10.58	14.56	4.19
JVP	5.35	1.54	3.41	0.98
JHU	1.0	0.29	0.5	0.15
Ind. Group	2.56	0.75	-	-
Socialist Front	-	-	-	-

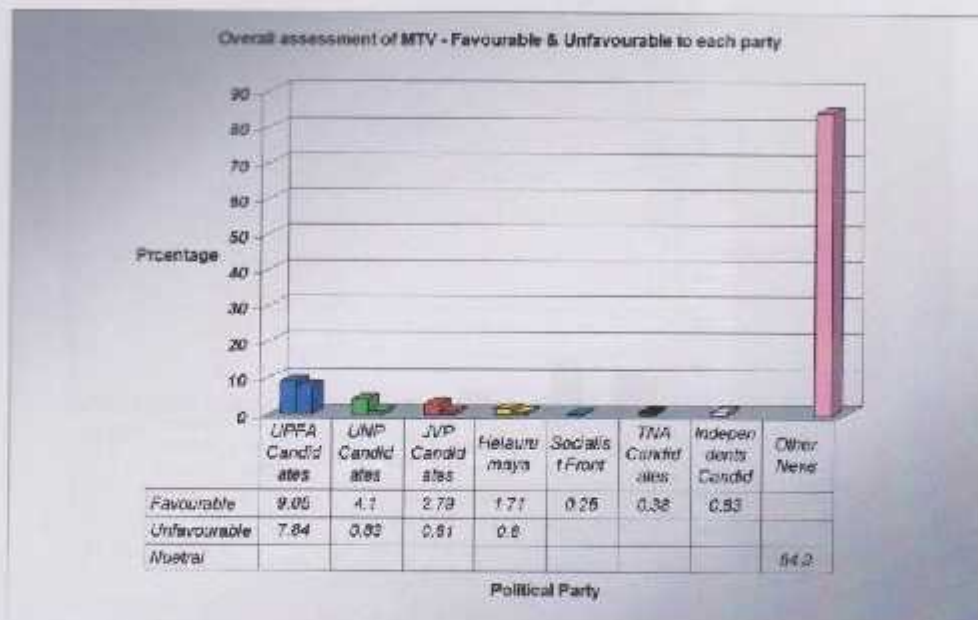


TNL has shown a tendency to telecast news bulletins favourable to UNP by a proportion of UNP-100: UPFA-49 and the parties such as JVP, JHU and other independent groups were allocated only a marginal coverage. Of the unfavourable news, 14.56 minutes were used for unfavourable news on the UPFA.

### MTV

This is another TV station of the Maharaja Organization. The news bulletins of this TV station have used a total of 156.35 minutes to present news which relate to political matters. The following chart gives an indication of the division of political news during the pre-election period.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UPFA	46.49	9.05	40.26	7.84
UNP	21.11	4.1	4.29	0.83
JVP	9.47	2.79	14.36	0.81
JHU	8.81	1.71	4.08	0.8
TNA	1.23	0.25	-	-
Socialist Front	1.95	0.38	-	-
Ind. Group	4.3	0.83	-	-

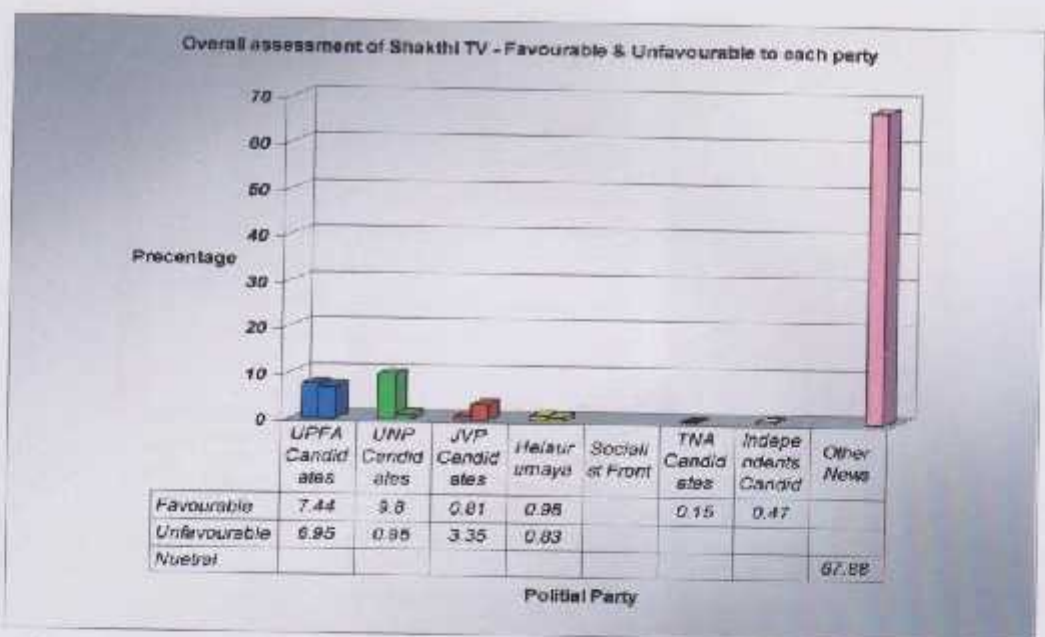


MTV attempted to facilitate favourable news items to almost all the stakeholders of the election, though not in an equal proportion. However, no other television or radio station has offered this commendable opportunity for all the parties. Anyhow, in this TV channel more news favourable towards the UPFA was telecasted over other political entities in a ratio of UNP 100 : UPFA 45 : JVP - 20. It is also noteworthy that while MTV was trying to uplift UPFA, it has also telecasted unfavourable news on the UPFA, in almost an equal density. But MTV, appears to have been reluctant to produce much unfavourable news regarding the UNP. Hence, ultimately it could be surmised that MTV has acted in a somewhat bias manner towards the UNP.

### Shakthi TV

Another TV channel functioning under the Maharaja organization and is focused on the Tamil speaking community. For political news this TV has reserved 195.74 minutes out of the total air time during pre-election period. The chart is attached herewith to show the behaviour pattern of Shakthi TV.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UNP	59.72	9.8	5.77	0.95
UPFA	45.33	7.44	42.33	6.95
JVP	4.96	0.81	20.42	3.35
JHU	5.88	0.96	5.06	0.83
TNA	0.93	0.15	-	-
Ind. Groups	2.86	0.47	-	-
Socialist Front	-	-	-	-

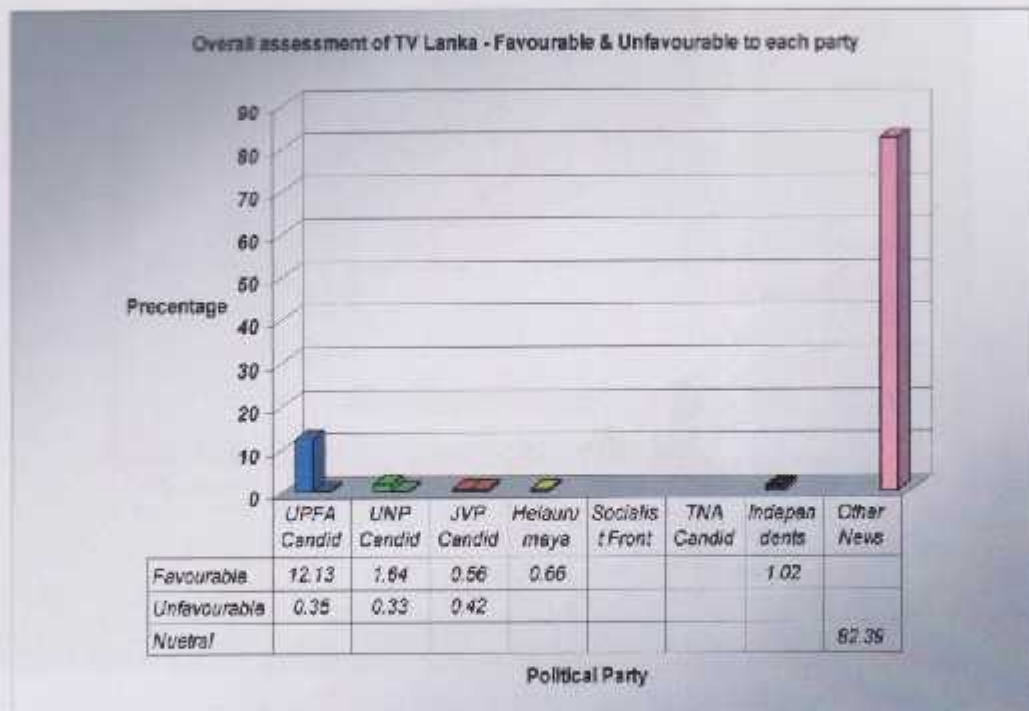


The behaviour pattern of this particular channel is similar to MTV, with the exception of providing more favourable news regarding the UNP, which has been uplifted in this channel. JVP has been subjected to more criticism in comparison to favourable news.

### TV Lanka

The client base and the viewers for this channel mostly consist of the Sri Lankans living abroad. In our analysis, we have found out that during the election period this TV channel had presented and designed its' news bulletins in such a way, where the favourable news items on the UPFA were placed and telecasted with higher priority over the other political parties. The following chart shows a clearer picture.

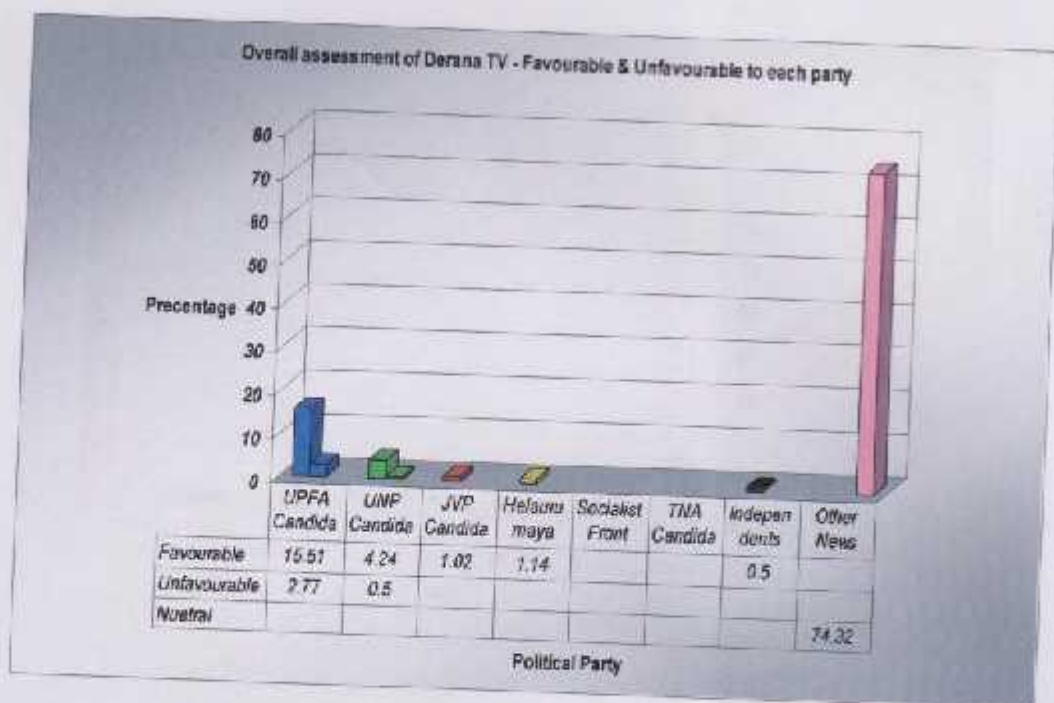
	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UPFA	83.32	12.13	2.35	0.35
UNP	11.27	1.64	2.26	0.33
JVP	3.87	0.56	2.91	0.42
JHU	4.48	0.66	-	-
TNA	-	-	-	-
Ind. Groups	7.01	1.02	-	-
Socialist Front	-	-	-	-



### Derana TV

Of all the Television and Radio Services, Derana TV has presented and dedicated the highest number of minutes, that is to say 85.26 minutes of favourable news on the UPFA, whereas for the other major contender, UNP, Derana has allocated only 23.3 minutes. The chart attached below is self-explanatory to this effect. (Total air time reserved for political news were 141.18 minutes)

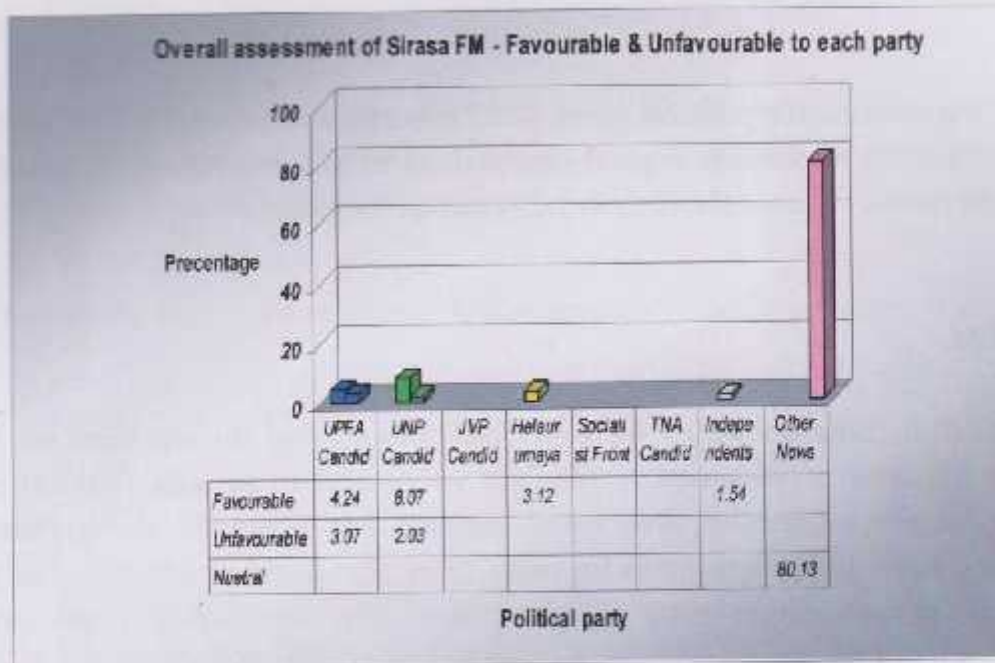
	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UPFA	85.26	15.51	15.21	2.77
UNP	23.3	4.24	2.76	0.5
JVP	5.64	1.02	-	-
JHU	6.26	1.14	-	-
Ind. Group	2.75	0.5	-	-



### Sirasa Radio

In its news bulletins Sirasa Radio mainly focused on UNP, UPFA, Ind. Groups and JHU. This radio had not broadcasted news favourable or unfavourable for JVP. UNP has been allocated almost twice as much air time as UPFA. The ratio between UNP and UPFA will stand as follows. UNP 100: UPFA 53. The attached chart provides more data on Sirasa Radio.

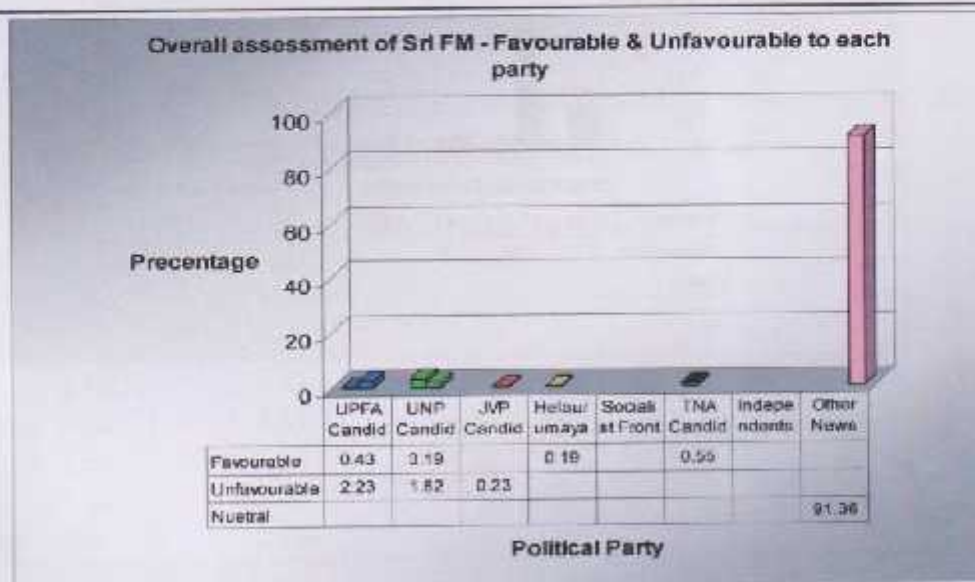
	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UPFA	14.51	4.24	10.5	3.07
UNP	27.58	8.07	6.94	2.03
JVP	-	-	-	-
JHU	3.12	0.92	-	-
Ind. Group	5.26	1.54	-	-



### Sri FM

This FM that comes from the EAP media network has not placed much significance on political news. In fact the air time it has reserved for news is 28.75 minutes, which is the second lowest in the electronic media, in news bulletins. The following chart shows the total time allocated for and against each political party.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UNP	9.48	3.19	5.41	1.82
UPFA	1.28	0.43	6.61	2.23
JVP	-	-	0.66	0.23
JHU	0.58	0.19	-	-
TNA	1.63	0.55	-	-

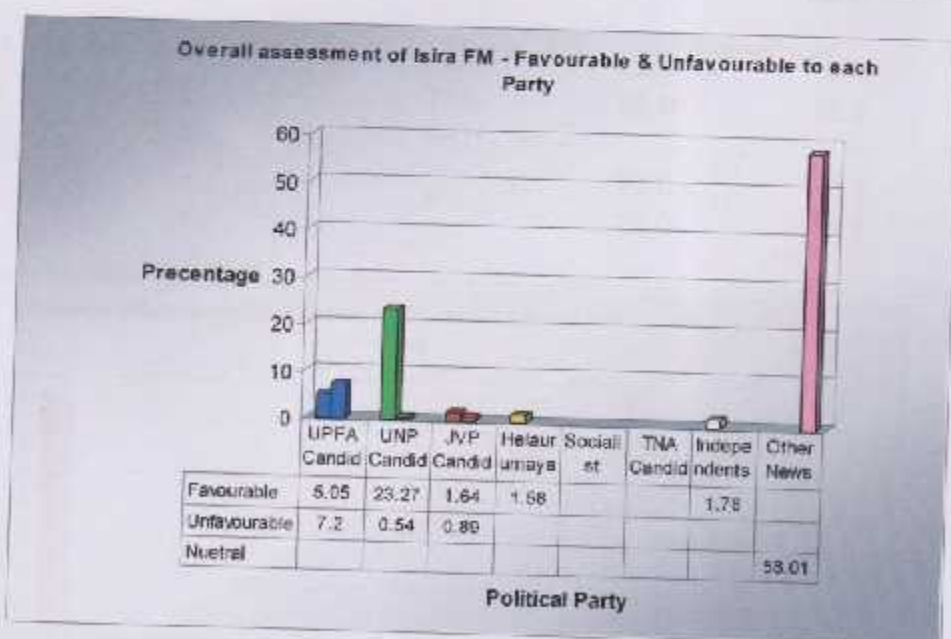


Thus, the air time for political news, 28.75 minutes as against the total air time for news which is 269.8 minutes is a good comparison to get an idea of the place reserved for political matters in news bulletins of this radio channel.

### Isira FM

The total air time dedicated for news bulletins during the elections on Isira FM was 226.18 minutes; of which 94.97 minutes were used to present political news. As the following chart indicates, this radio channel has provided the highest number of minutes, equal to 52.65 minutes for news items that could be attributed as favourable to UNP. News allocation ratio in connection with favourable news on each main stakeholder of the elections are given below. UNP 100: UPFA 22: JVP 7: JHU 6.

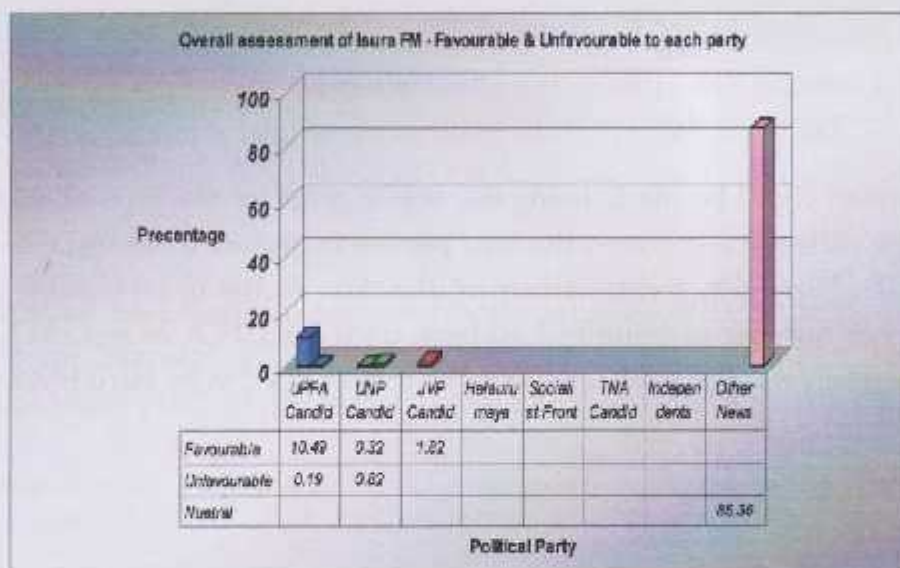
	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UNP	52.65	23.27	1.23	0.54
UPFA	11.43	5.05	16.29	7.2
JVP	3.73	1.64	2.03	0.89
JHU	3.58	1.58	-	-
Ind. Group	4.03	1.78	-	-



## Isura FM

During the pre-election period Isura FM had used 266.92 minutes for news telecasts. 10.87% of it or 29.04 minutes had been dedicated to political news items. Distribution of political news under the category of "favourable" and "Unfavourable" is given below.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	22.34	10.49	0.41	0.19
UNP	0.68	0.32	1.75	0.82
JVP	3.86	1.82	-	-

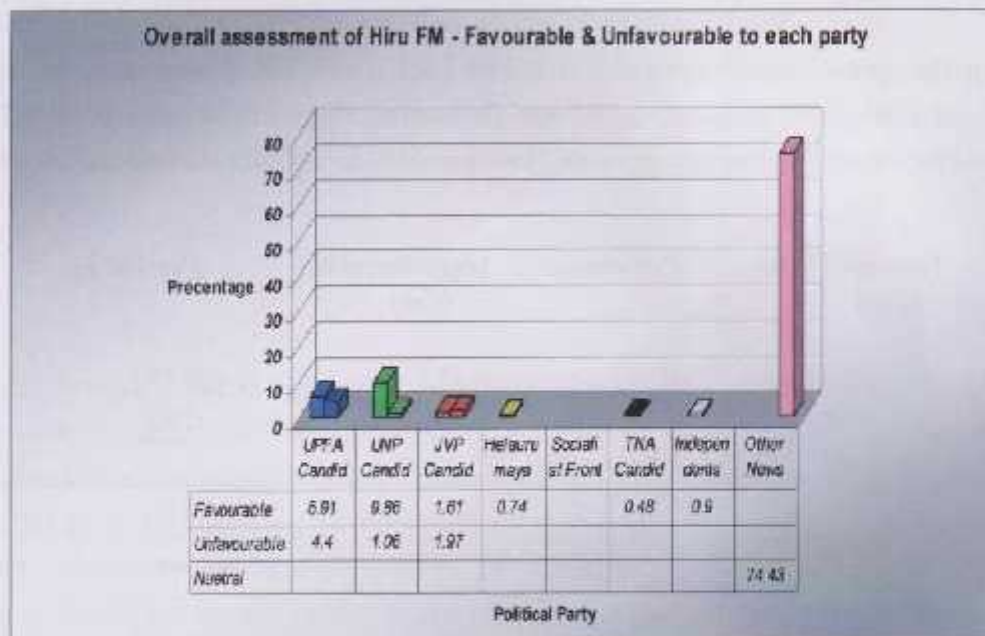


Isura FM has presented more favourable news for the UPFA as against the UNP, which had been given less than one minute. The ratios between the three major parties are as follows: UPFA - 100: JVP - 17: UNP - 3.

## Hiru FM

Total air time allocated for the news bulletins by this radio channel is 447.47 minutes, of which 87.93 minutes were used to forward political news as follows:

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>UnFavourable (Cm)</i>	<i>Percentage</i>
UNP	33.91	9.86	3.64	1.06
UPFA	17.83	5.91	15.14	4.4
JVP	5.52	1.61	6.77	1.97
JHU	2.56	0.74	-	-
TNA	1.66	0.48	-	-
Ind. Group	0.9	0.26	-	-

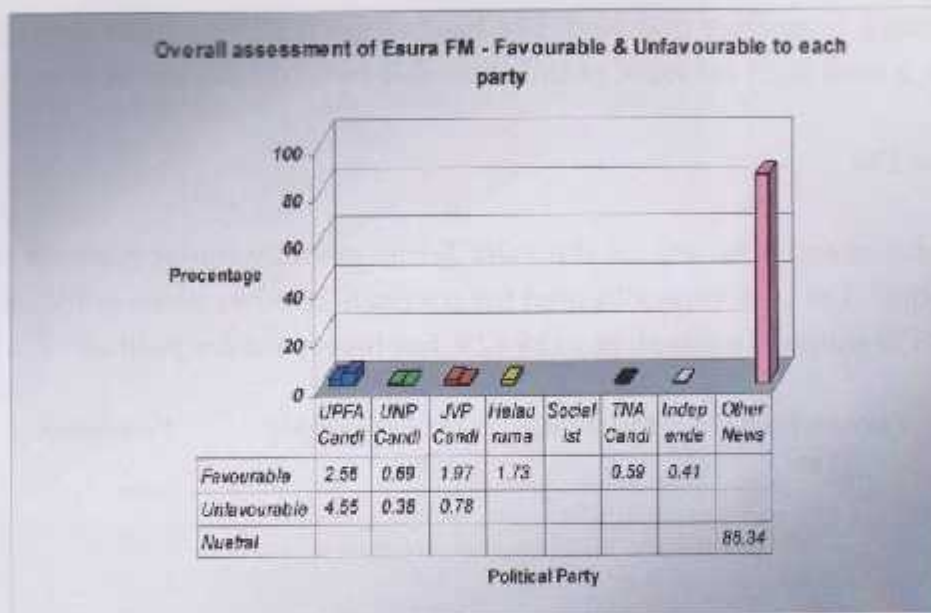


A comparison could be made using the above chart, of the time allocated for UNP and UPFA. The difference between the two parties in regard to favourable news is (33.91 – 17.83) 16.08. However, a comparison of the data in the unfavourable columns implies that a higher number of minutes had been used for UPFA as against UNP in a ratio of 100: 24 respectively. That indicates that the news bulletins by Hiru FM were bias towards the UNP.

### Esura FM

This radio channel had used 27.08 minutes equivalent to 10.41%, out of the total air time of 258.98 minutes utilized for news bulletins. The breakdown of this time is given below.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>
UPFA	5.07	2.56	9.03	4.55
JVP	3.91	1.97	1.55	0.78
JHU	3.41	1.73	-	-
UNP	1.38	0.69	0.76	0.38
TNA	1.16	0.59	-	-
Ind. Group	0.81	0.41	-	-
Socialist Front	-	-	-	-

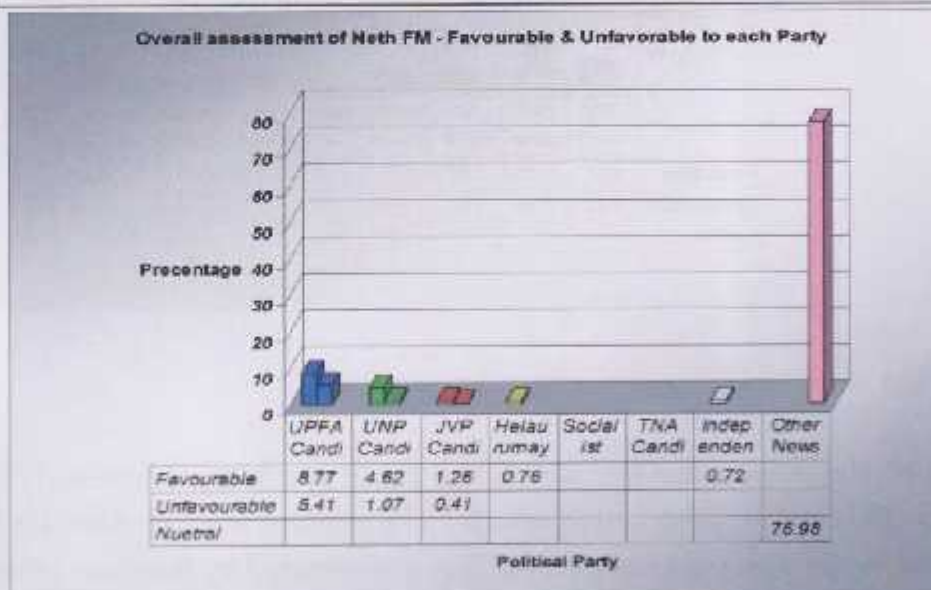


By studying the chart given above, it is safe to assume that UNP was not a favourite with this radio channel, given the higher recognition to UPFA, JVP and JHU.

#### Neth FM

Out of the total air time reserved for news items, which is 465.02 minutes, 89.31 minutes was utilized for political related news items. The political news favourable and unfavourable to each political party or group is mentioned in the accompanied chart.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage
UPFA	34.01	8.77	21	5.41
UNP	17.93	4.62	4.16	1.07
JVP	4.91	1.26	1.6	0.41
JHU	2.95	0.76	-	-
Ind. Group	2.75	0.72	-	-



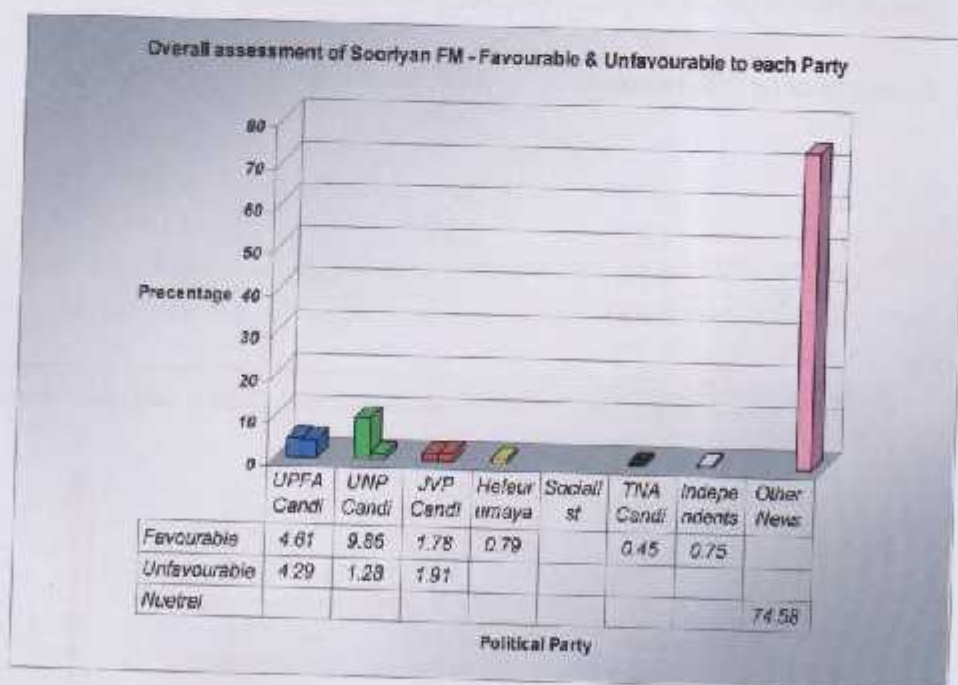
Even though it appears that Neth FM has favoured UPFA, it has the highest number of minutes, a total of 21 minutes, of unfavourable news on the UPFA as well.

### Sooriyan FM

This radio channel is one of the two Tamil medium radio stations selected for our observation. The total time allocated for coverage of news items is 438.74 minutes, out of which 85.23 minutes equivalent to 19.42% has been used for political

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Un Favourable (Cm)</i>	<i>Percentage</i>
UNP	33.06	9.86	4.3	1.28
UPFA	15.46	4.61	14.37	4.29
JVP	5.98	1.78	6.39	1.91
JHU	2.64	0.79	-	-
TNA	1.5	0.45	0.78	0.23
Ind. Group	0.75	0.22	-	-

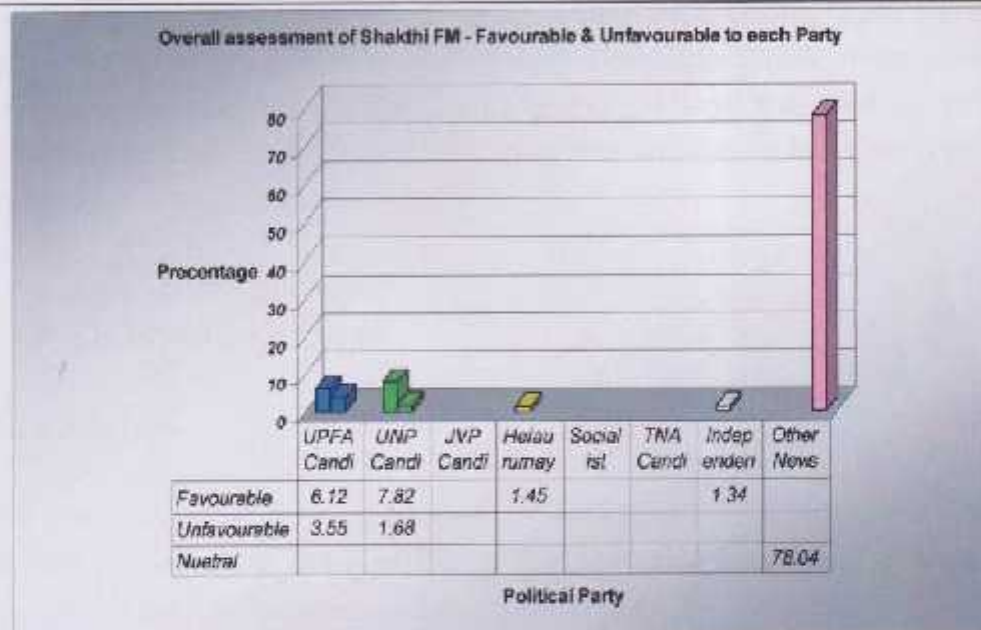
The number of minutes allocated for favourable news on the UNP is 33.06 minutes, which exceeds the favourable news on the UPFA which is 17.6 minutes. The ratio between the two major political parties is UNP - 100: UPFA - 47.



### Shakthi FM

Shakthi FM, the other radio that serves the Tamil speaking community, has used 465.69 minutes as the total air time, out of which 75.93 minutes were divided for favourable and unfavourable news on political parties. This is illustrated by the chart given below.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Un Favourable (Cm)</i>	<i>Percentage</i>
UNP	27.06	7.82	5.81	1.68
UPFA	21.19	6.12	12.28	3.55
JHU	4.96	1.45	-	-
Ind. Group	4.63	1.34	-	-
Socialist Front	-	-	-	-
TNA	-	-	-	-



This radio station, another of the Maharaja Network, has presented more favourable news on the UNP over other political parties.

#### 4. Fourth chapter - Behaviour of Print media in pre-election period.

In accordance to the methodology stipulated in 2.1.2 of this report, newspapers were analyzed under four main components. They are:-

- a) First page
- b) Inner pages
- c) Editorial
- d) Political articles

The investigation of a newspaper's relative political propensity was a complex task. Beyond what was indicated by the words of an article or a photograph, the message emanating from the inner essence of an article or photograph can be more powerful at times. In order to overcome this difficulty and to comprehend the political propensity shown by the essence of an article two observation methodologies have been employed. They are as follows:

- \* Qualitative Analysis
- \* Quantitative Analysis

##### 4.1. Qualitative Analysis

4.1.1. One step is to assess the political propensity indicated by the words and phrases in articles published in papers. If the headline is divided into sub headings we took into account the nature of the sub heading and the colours used.

4.1.2. Secondly, the contents of the paragraphs of news articles are separately examined to ascertain their political tinge. In addition to it the opinion emanated by a photograph and the message revealed by the essence of the article were included in the overall examination. Thereafter, considering the base point as "0" percentage, the political bias would be marked as plus or minus.

4.1.3. Thirdly, the page in which the article appears and the signals of the other articles surrounding the lead article and their positions were taken into consideration. Apart from the first page, the page of the editorial and the adjacent page are assumed to be the pages which receives the greater attention of the readers. Further, since page 3 strikes the attention of the reader more than page 2, greater weight was given to articles in that page.

## 4.2. Quantitative Analysis

4.2.1. Every article published in the newspaper was categorized as favourable or unfavourable under seven sections as follows:

- \* UPFA Candidates - Favourable / Unfavourable
- \* UNP Candidates - Favourable / Unfavourable
- \* JVP Candidates - Favourable / Unfavourable
- \* Hela Urumaya Candidates - Favourable / Unfavourable
- \* Socialist Front Candidates - Favourable / Unfavourable
- \* Tamil National Alliance Candidates - Favourable / Unfavourable
- \* Independents Candidates - Favourable / Unfavourable

4.2.2. Political articles published in a particular page were counted and the spaces given to an article or photographs were measured in sq. centimeters. Accordingly, all the articles were taken into account and then the space allocated to candidates of various political parties was estimated quantitatively in order to assess the political propensity of a given newspaper in the quantitative terms.

4.2.3. In the quantitative analysis it is assumed that short articles covering half a page would exert a greater influence than a full page article.

## 4.3. Analysis of the print media:-

Both the daily and weekly newspapers were analyzed under two categories, the state owned and private owned print media.

### 4.3.1. State and Private owned print media

The three daily newspapers, Dinamina (Sinhala), Thinakaran (Tamil) and The Daily news (English) are considered as a part of the state owned print media. Lankadeepa, Divaina, Lakbima (Sinhala medium) Veerakesari, Sudar Oli, Thinakkural (Tamil medium) Daily Mirror and The Island (English medium) newspapers belong to the private companies.

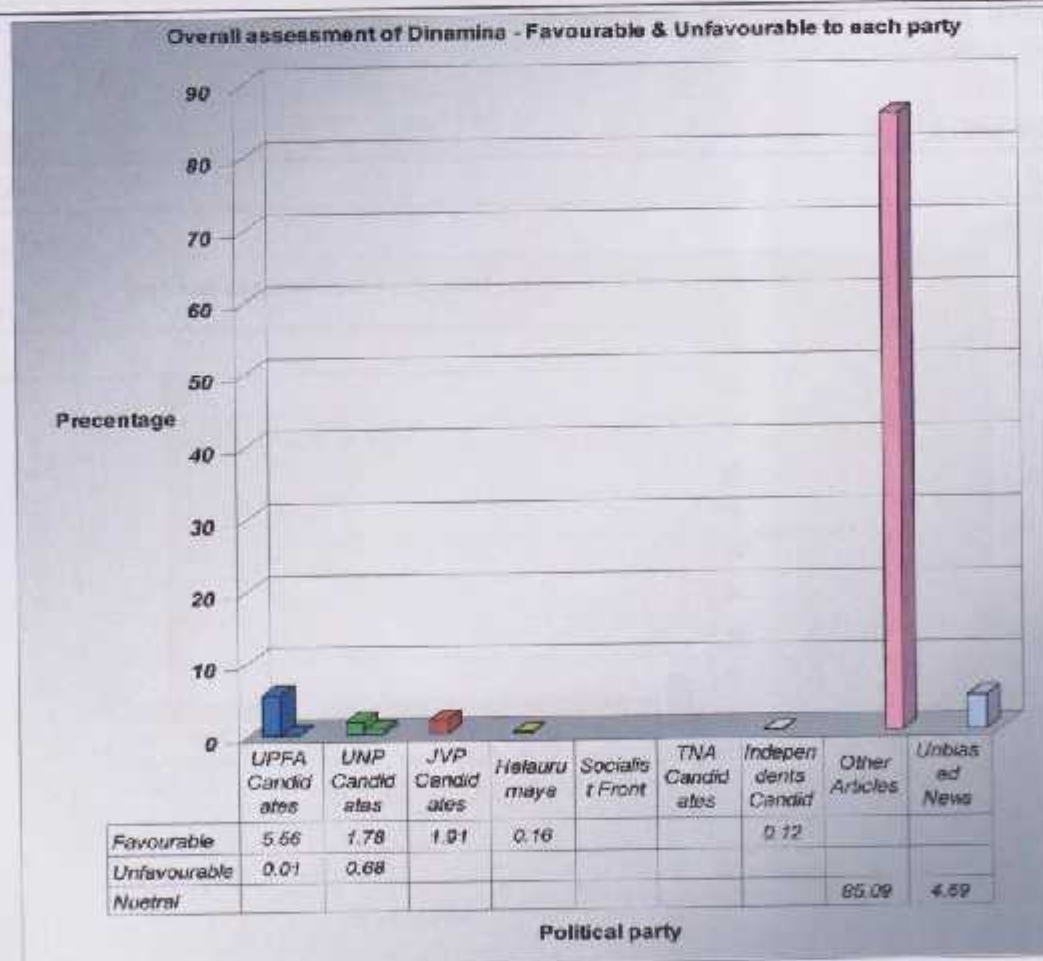
#### 4.3.1.1. News Papers - Daily - State Media

From the date of nominations to the election day, news papers published daily have been taken in to account. The analysis will comprise of the two stages of the election. Following are the findings of the analysis.

## Dinamina News paper

Dinamina, one of the oldest Sinhala news papers published in Sri Lanka has allocated a total number of 1,316,795 centimeter meters for its articles. In our observation the allocation of the space is as follows:-

	Space Favourable Cm	Percentage	Space Unfavourable Cm	Percentage	Total Space Cm
UPFA	73,165	5.56	56	0.01	73,221
JVP	25,129	1.91	-	-	25,129
UNP	23,397	1.78	9003	0.68	32,400
JHU	2,152	0.16	-	-	2,152
Ind. Group	1,554	0.12	-	-	1,554
Neutral News article -	-	-	-	-	61,774
Other article -	-	-	-	-	1,120,565
<b>Total</b>					<b>1,316,795</b>

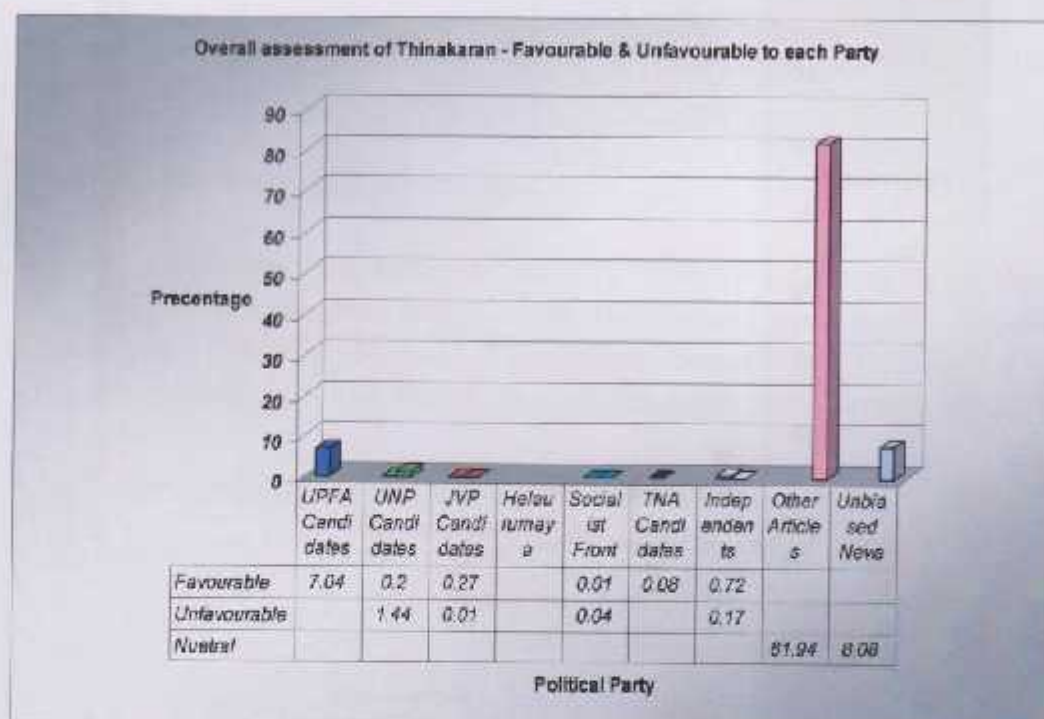


The above table indicates that for every 32 cms allocated in favour of UNP, 100 cms were allocated in favour of UPFA. Further, space allocated for UNP was less than that of JVP, a minor party in comparison to UNP.

## Thinakaran News paper:-

Thinakaran, the Tamil daily newspaper issued by the Associated News paper company Ltd, is said to have a large circulation among the Tamil speaking community. Thinakaran has allocated 687,653 centimeter meters for the articles. An analysis of them is given below.

	Space Favourable Cm	Percentage	Space Favourable Cm	Percentage	Total Space Cm
UPFA	48,382	7.04	-	-	48,382
JVP	1,894	0.27	62	0.01	11,314
UNP	1,382	0.2	9932	1.44	1,956
JHU	-	-	-	-	-
Socialist Front	44	0.01	265	0.04	309
TNA	523	0.08	-	-	523
Ind. Group	4,994	0.72	1,173	0.17	6,117
Neutral News article -	-	-	-	-	55,621
Other article -	-	-	-	-	563,431
Total					687,653



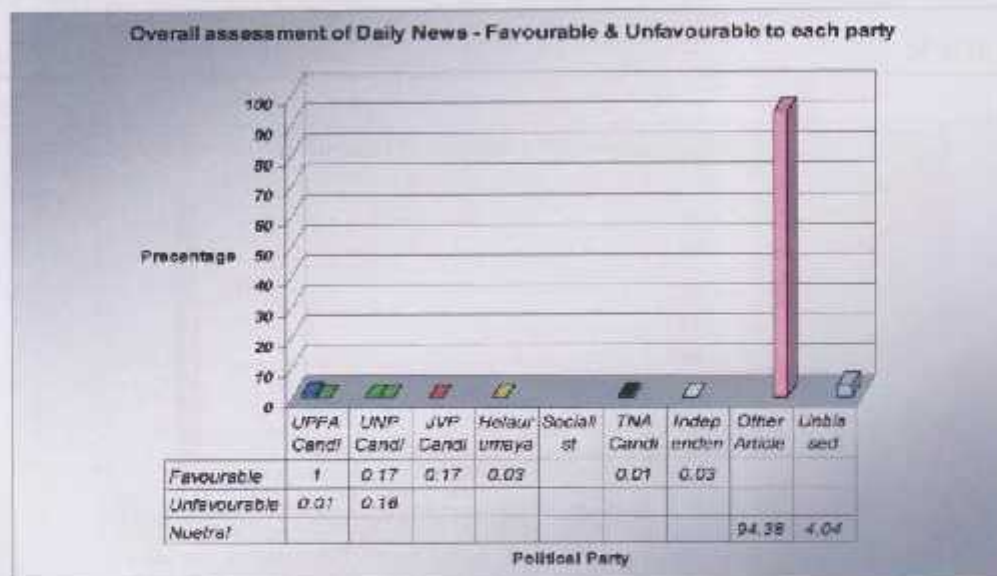
The above table emphasizes the fact that for every 100 cm given in favour of UPFA a marginal amount of 2.85 cm were reserved in favour of UNP. Another notable fact was that not a single article appeared against the UPFA during the entire pre-election period, while there was 9932 sq. cm of unfavourable news on the UNP. When comparing the space allocated in favour of UNP and JVP, the space allocated for the news in favour of

UNP was 1382 cm while the JVP had 1894 cm. Therefore, it is obvious that Thinakaran has displayed a political bias towards UPFA and JVP over UNP in a great manner.

### Daily News

Daily News, the English daily, is issued by the state owned company, The Associated News Papers Company Limited. This news paper targets the English speaking community that lives in Colombo and suburban areas. The total area allocated for the news and other articles were 1,494,245 cm. The following analysis indicates the division of that area according to political parities.

	Space Favourable Cm	Percentage	Space Unfavourable Cm	Percentage	Total Space Cm
UPFA	15,021	1.0	120	0.01	15,141
JVP	2,595.5	-	-	-	2,595.5
UNP	2,520.5	0.17	2,333.5	0.16	4,854
JHU	520.5	0.03	-	-	520.5
Socialist Front	-	-	-	-	-
TNA	110	0.08	-	-	110
Ind. Group	458	0.03	-	-	458
Neutral News article -	-	-	-	-	60,306.5
Other article -	-	-	-	-	1,410,259.5
<b>Total</b>					<b>1,494,245</b>



When we analyzed the above table, it was evident that only 17 cm have been allocated for the news favourable to UNP as against to each 100 centimeters reserved for the news favorable to UPFA. In all of the state owned Daily News papers, two common features were visible. Firstly, given a more prominent place for UPFA and then for JVP over UNP. Considering the fact that UNP has a much more voter base than JVP has, it is

unethical not giving a more space of these news papers for UNP. As these papers are published by an institution owned by the state, the authorities of the Associated news papers company limited ought to give a balanced views and opportunities to all the political parties.

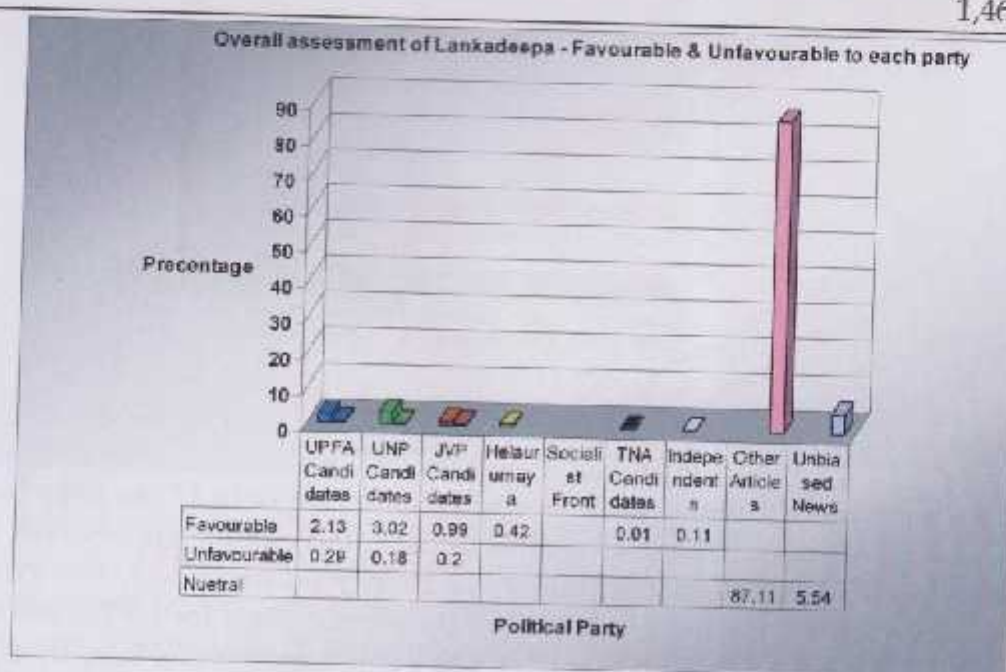
#### 4.3.1.2. News papers - Daily - Private Media:-

Lankadeepa, Lakbima, Divaina, Daily Mirror, The Island, Veerakesari, Sudar-Oli, and Thinakkural which belong to private companies are the daily news papers that were monitored for their political trend.

#### Lankadeepa :-

Lankadeepa is the Sinhala daily published by the wijaya publication. A total of 1,463,972 sq cm have been allocated in following pattern for each political entity.

	Space Favourable Cm	Percentage	Space unfavourable Cm	Percentage	Total Space Cm
UNP	44,469	3.02	2,612	0.18	46,781
UPFA	31,120	2.13	4,372	0.29	35,492
JVP	14,576	0.99	2,971	0.2	17,547
JHU	6,123	0.42	-	-	6,123
Socialist Front	-	-	-	-	-
TNA	144	0.01	-	-	144
Ind. Group	1,624	0.11	-	-	1,624
Neutral News article -	-	-	-	-	81,067
Other article -	-	-	-	-	1,275,194
<b>Total</b>					<b>1,463,972</b>

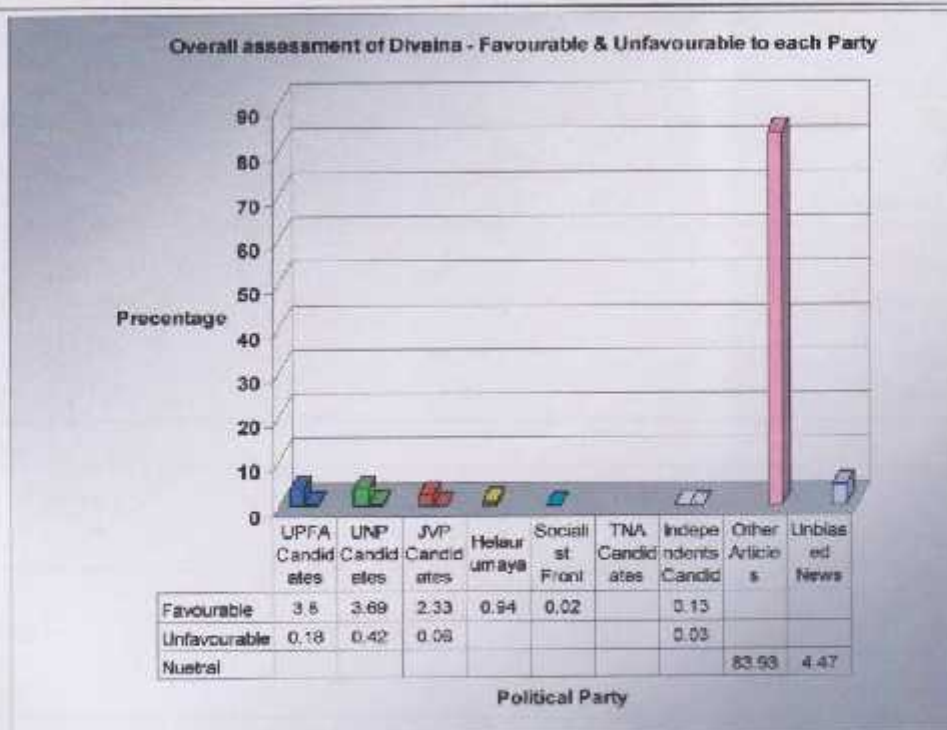


This paper has given a prominent place for the news articles which favour the UNP. The articles favourable to UPFA, UNP, JVP and JHU were published in this paper in following ratio respectively; 4:6:2:1, which means that more space have been allocated for UNP. Another distinctive feature of this news paper is that it has reserved only 144 cm and 1624 cm for TNA and independent groups respectively. These figures may be tallied with the greater figures of 44,169 cm for UNP and 31,120 cm for UPFA.

#### Divaina :-

Upali News papers Ltd. publishes this Sinhala medium news paper. A total of 1,617,725 sq. cm has been dedicated to cover the news in the following way.

	Space Favourable Cm	Percentage	Space Unfavourable Cm	Percentage	Total Space Cm
UPFA	61,550	3.8	2,983	0.18	64,533
UNP	59,621	3.69	6,800	0.42	66,421
JVP	37,679	2.33	932	0.06	38,611
JHU	15,283	0.94	-	-	15,283
Socialist Front	316	0.02	-	-	316
TNA	-	-	-	-	-
Ind. Group	2,024	0.13	327	0.03	2,351
Neutral News article -	-	-	-	-	72,386
Other article -	-	-	-	-	1,357,824
<b>Total</b>					<b>1,617,725</b>



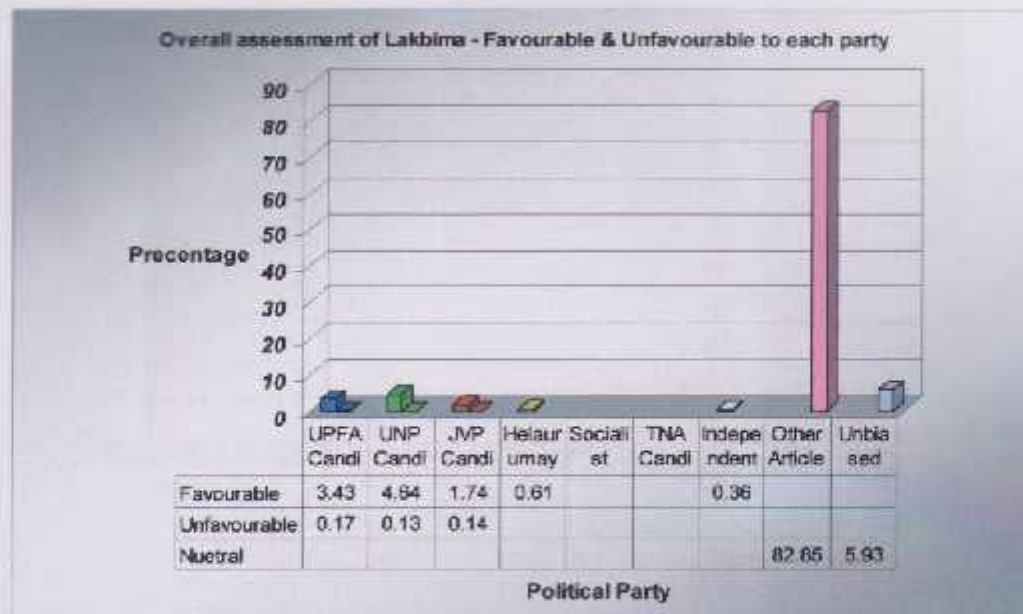
The above table shows that out of the total space reserved for news articles 16.07% (1,617,725 - 1,357,824 = 259,901 cm) has been covered by political related articles. It is noteworthy that Divaina, in comparison to other Sinhala medium daily news papers has made an attempt to give an equal opportunity to the two major political parties, UPFA and UNP in a proportion of 100 : 97, on the aspect of favourable news. However this fact is not valid when considering the unfavourable news. There, the space covered by unfavourable news on the UNP stands as 6800 cm, while UPFA covered 2983 cm - the ration is 100: 44. Divaina, unlike the other Sinhala dailies has allocated 15,283 cm in favour of JHU, and it has been careful not to publish a single unfavourable article on JHU. This implies that Divaina is pro-JHU.

#### Lakbima :-

Lakbima is another daily news paper published in the Sinhala medium. Similar to the other Sinhala news papers, this paper too, has mainly focused on readers living in the Southern parts of Sri Lanka, hence the lack of space reserved for the articles related to TNA.

This paper published by Sumathi Publications has dedicated a total area of 1,194,302 cm for news and related articles. This area has been distributed for each entity as follows.

	<i>Space Favourable Cm</i>	<i>Percentage</i>	<i>Space Unfavourable Cm</i>	<i>Percentage</i>	<i>Total Space Cm</i>
UNP	55,410	4.64	1,539	0.13	56,949
UPFA	40,965	3.43	2,121	0.17	43,086
JVP	20,710	1.74	1,724	0.14	22,434
JHU	7,280	0.61	-	-	7,280
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Group	4,369	0.36	-	-	4,369
Neutral News article -	-	-	-	-	70,733
Other article -	-	-	-	-	989,451
<b>Total</b>					<b>1,194,302</b>

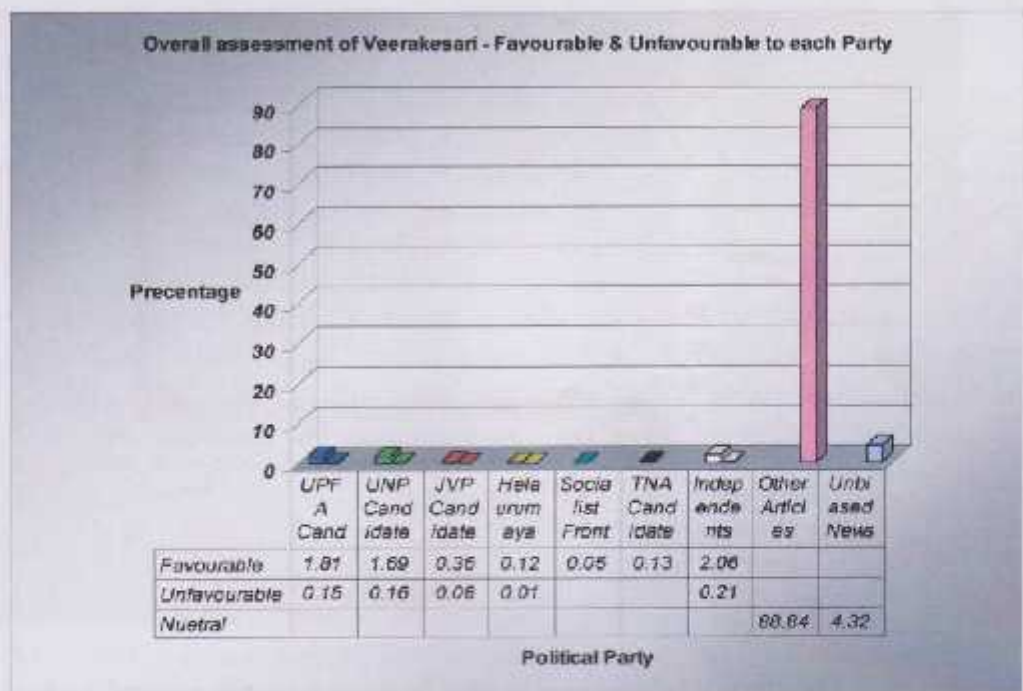


When analyzing the above table, a ratio can be formed with regard to favourable news articles; that is as UNP 100: UPFA 74: JVP 37 : JHU 13 : independent groups 8. Lakkima, has reserved 17.15% out of her total area (1,194, 302-984, 451=204,851 cm) during the pre-election period for political related news articles.

### Veerakesari

A daily newspaper published by Veerakesari Newspaper Company in the Tamil language. It should be stated that contradictory to the Sinhala dailies this newspaper has been conscious enough to publish news related to all the contending parties and groups, though not in an equal proportion. Veerakesari has utilized a total of 1,394,078 sq. cm for news articles. Allocations made for and against each political force during the election time can be analyzed in the following manner.

	<i>Space Favourable (Cm)</i>	<i>Percentage</i>	<i>Space Unfavourable (Cm)</i>	<i>Percentage</i>	<i>Total area (Cm)</i>
Ind. Group	28,752	2.06	2,876	0.21	31,628
UPFA	25,271	1.81	2,133	0.15	27,404
UNP	23,584	1.69	2,096	0.16	25,680
JVP	5,038	0.36	1,171	0.08	6,209
JHU	1,709	0.12	198	0.01	1,907
Socialist					
Front	934	0.06	-	-	934
TNA	1,710	0.13	-	-	1,710
Neutral					
News article -	-	-	-	-	60,183
Other article -	-	-	-	-	1,238,423
<b>Total</b>					<b>1,394,078</b>

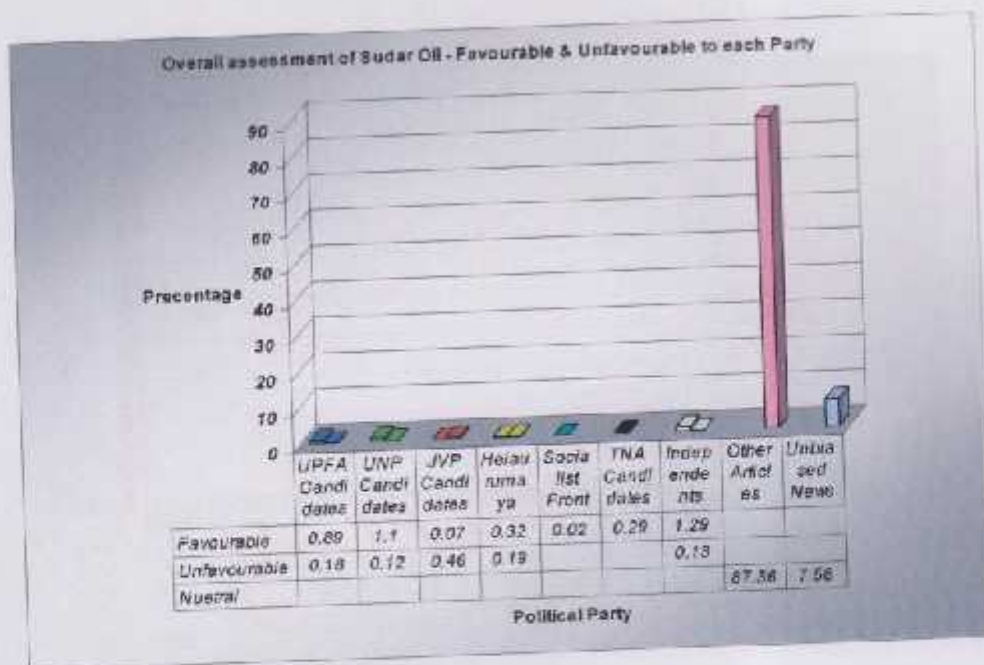


The distinctive characteristic of this particular newspaper is the significant place given to independent groups, which may be attributed to the fact that more independent groups were contesting in Tamil speaking areas including the Eastern province.

### Sudar Oli

Sudar Oli, a daily paper published in Tamil has covered a total area of 939,626.5 sq. cm for news, out of which 12.63% (939,626.5 - 820,898 = 118,728.5 cm) was used for political news. A table indicating the allocation of space for news may be useful to understand the political trend of the Sudar Oli.

	Favourable to (Cm)	Percentage	UnFavourable (Cm)	Percentage	Total area covered (Cm)
Ind. Group	12,097.5	1.29	1,230	0.13	13,327.5
UNP	10,366.5	1.1	1099.5	0.12	11,466
UPFA	8,409	0.89	1,666	0.18	10,075
JVP	645	0.07	4,319	0.46	4,964
JHU	2,989	0.32	1,834	0.19	4,823
Socialist Front	132	0.02	-	-	142
TNA	2,723	0.29	-	-	2,723
Neutral News article	-	-	-	-	71,208
Other article	-	-	-	-	820,898
<b>Total</b>					<b>939,626.5</b>

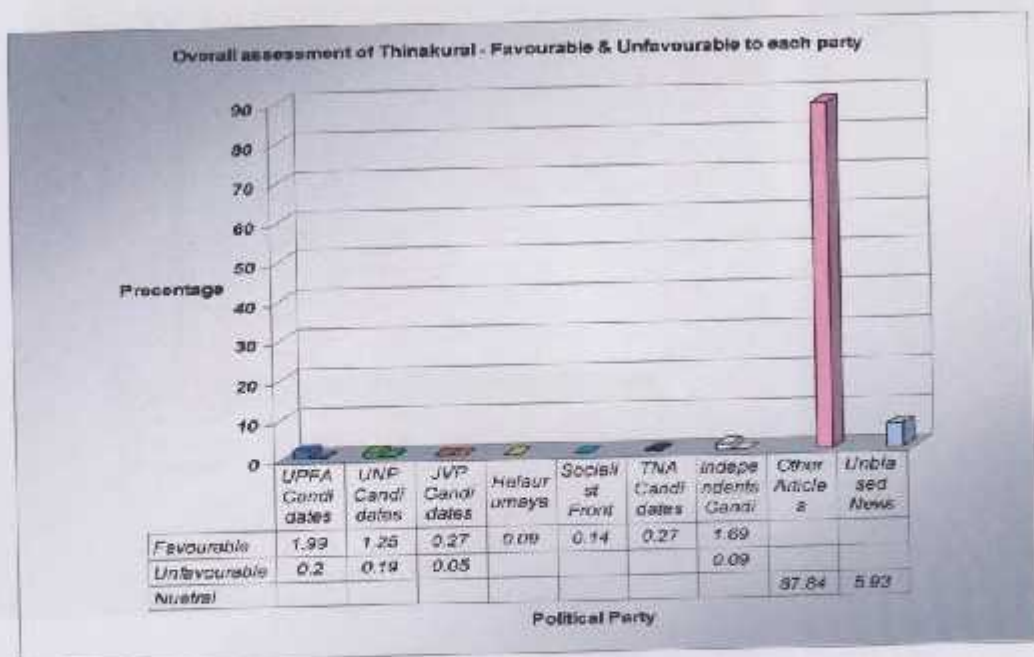


The Sudar Oli, as in the case of Veerakesari, gives priority to independent groups. The column that indicates the unfavourable news items, displays an interesting position on the placement of unfavourable news on the JVP. In comparison to all the other daily newspapers, 4,319 cm is the largest coverage given for news articles disadvantageous to JVP. Further, of all the newspaper Sudar Oli has managed to publish the second highest number of neutral news, the first being the Thinakaran newspaper.

### Thinakkural

A Tamil medium newspaper published daily by Thinakkural Newspapers Ltd. During the pre-election period this paper, with a total of 1,145,05 sq. cm have been utilized to cover different topics. 12.16% of that space equivalent to 139,314 sq. cm (1,145,055 - 1,005,741) was devoted for political news. The division of the space for each political entity is shown in the table below.

	Favourable to (Cm)	Percentage	Un Favourable (Cm)	Percentage	Total area covered (Cm)
UPFA	22,872	1.99	2,313	0.2	25,185
Ind. Group	19,333	1.69	1,144	0.09	20,477
UNP	14,323	1.25	2,165	0.19	16,488
JVP	3,037	0.27	543	0.05	3,580
TNA	3,081	0.27	-	-	3,081
JHU	1,050	0.09	-	-	1,050
Socialist Front	1,620	0.14	-	-	1,620
Neutral News article	-	-	-	-	67,833
Other article	-	-	-	-	1,005,741
<b>Total</b>					<b>1,145,055</b>

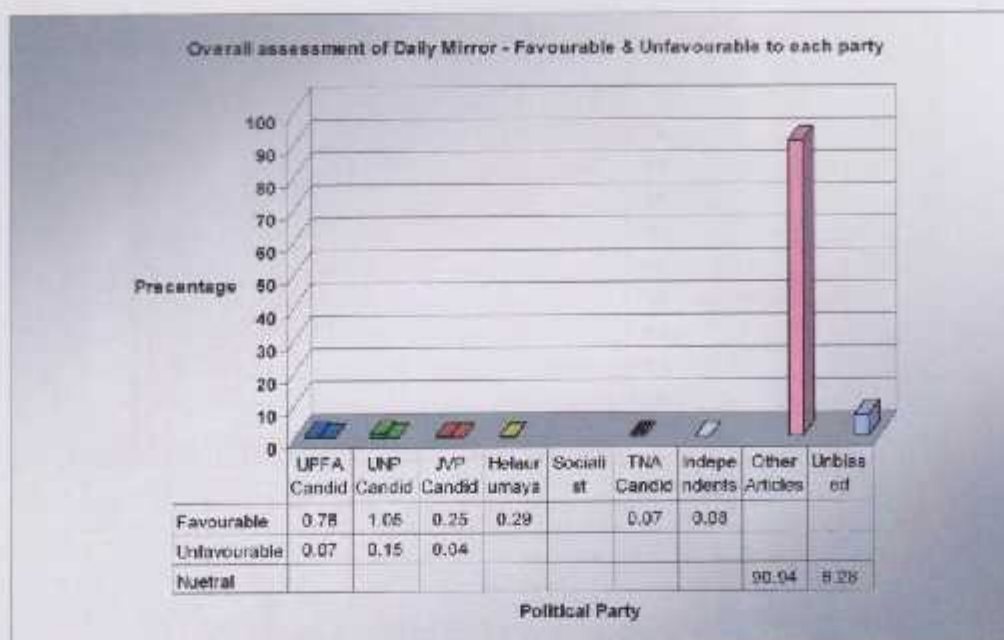


Given the positions shown by all three Tamil newspapers of the private sector, a clear-cut conclusion can be made that they have tried to present their readers with diversified political views of the various parties.

### Daily Mirror

This English daily newspaper is the counterpart of Lankadeepa, from the same Company, Wijaya Publications. The Daily Mirror utilized 1,223,667.5 cm during pre-election period to cover news items. Of the total space, 9.06% equivalent to 110,924 cm has been covered by the various news items with a political origin. The following table indicates the diverse political views.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	12,765.5	1.05	1,756	0.15	14,521.5
UPFA	9,481	0.78	910	0.07	10,391.0
JHU	3,668	0.29	-	-	3,668.0
JVP	3,106	0.25	435	0.04	3,541
Ind. Group	1,082	0.08	-	-	1,082
TNA	843	0.07	-	-	843
Socialist Front	-	-	-	-	-
Neutral News article	-	-	-	-	76,877.5
Other article	-	-	-	-	1,112,743.5
<b>Total</b>					<b>1,223,667.5</b>

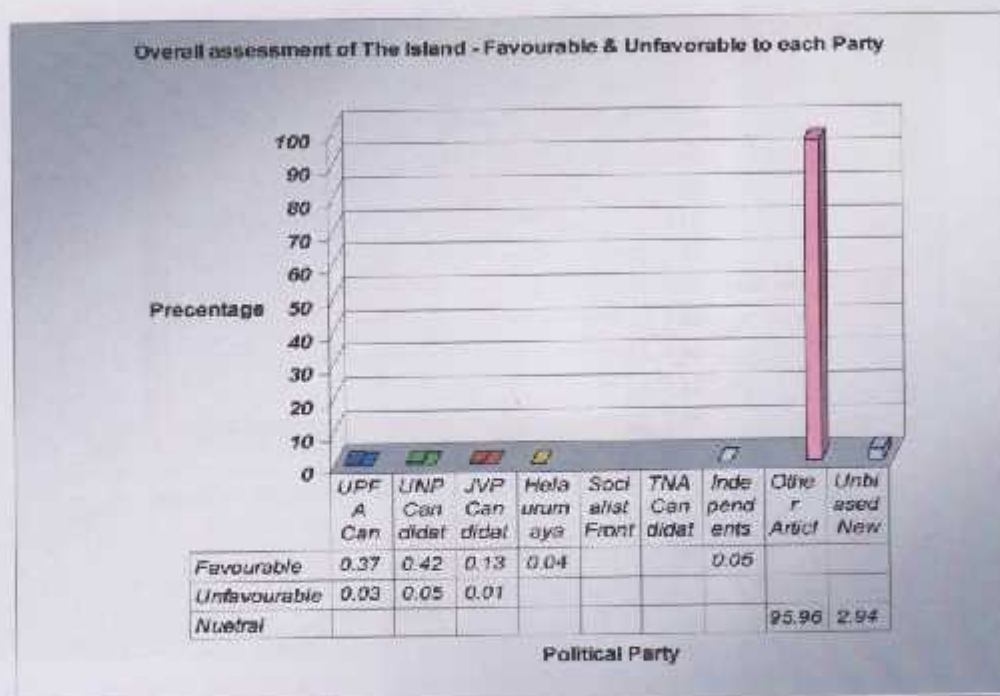


By analyzing the table one can assume that while a large coverage was given to major parties, an indifferent attitude was paid towards the minor parties such as the Socialist Front. The favourable news converted to a ratio is as follows, UNP - 100: UPFA - 74 : JVP - 24, : JHU - 13 ; Ind. Group - 8 : TNA - 6 : Socialist Front - 0.

### The Island

The Island, an English daily newspaper is published by Upali Newspapers Ltd. During the period concerned, The Island, has allocated a total of 1,785,182 sq. cm to cover news, and has reserved 4.03% of that space for political news, (1,785,182 - 1,713,096 = 72086cm) the least space in comparison to all the other daily newspapers. The break up of the political news is given below.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Un Favourable (Cm)</i>	<i>Percentage</i>	<i>Total area covered (Cm)</i>
UNP	7,328	0.42	980	0.05	8,308
UPFA	6,688	0.37	469	0.03	7,157
JVP	2,252	0.13	225	0.01	2,477
Ind. Group	903	0.05	-	-	903
JHU	720	0.04	-	-	720
Neutral					
News article	-	-	-	-	52,521
Other article	-	-	-	-	1,713,096
Total					1,785,182



It was observed that while the sister paper of The Island, Divaina has shown a political propensity towards UPFA, this newspaper has given more publicity in favour of UNP, though it has exceeded UPFA only marginally.

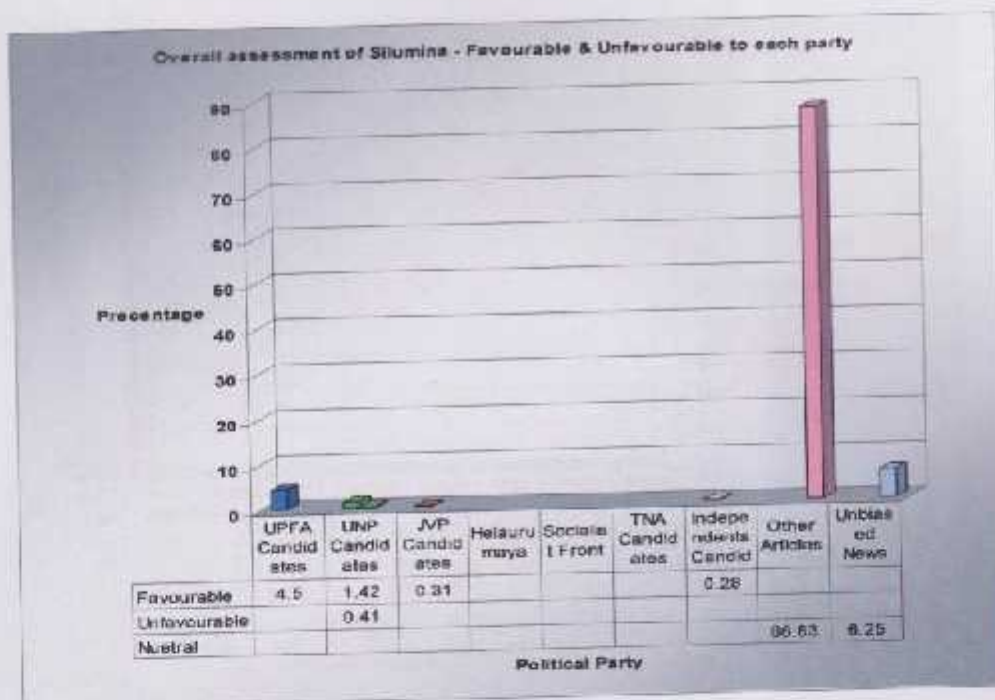
### 4.3.2. Analysis of weekend newspapers

#### 4.3.2.1. Weekend Newspapers - State media

##### Silumina

Silumina is published by the Associated Newspapers Company Limited. It has the largest number of pages in the arena of weekend newspapers, and has allocated 328,814.8 sq. cm for news articles. 13.17% of that, equivalent to 43,321.4 cm were utilized to cover the political news, as indicated by the table below.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UPFA	14,781	4.5	-	-	14,781
UNP	4,654	1.42	1,351	0.41	6,005
JVP	1,035	0.31	-	-	1,035
JHU	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Group	931.4	0.28	-	-	931.4
Neutral					
News article	-	-	-	-	20,569
Other article	-	-	-	-	285,493.4
<b>Total</b>					<b>328,814.8</b>

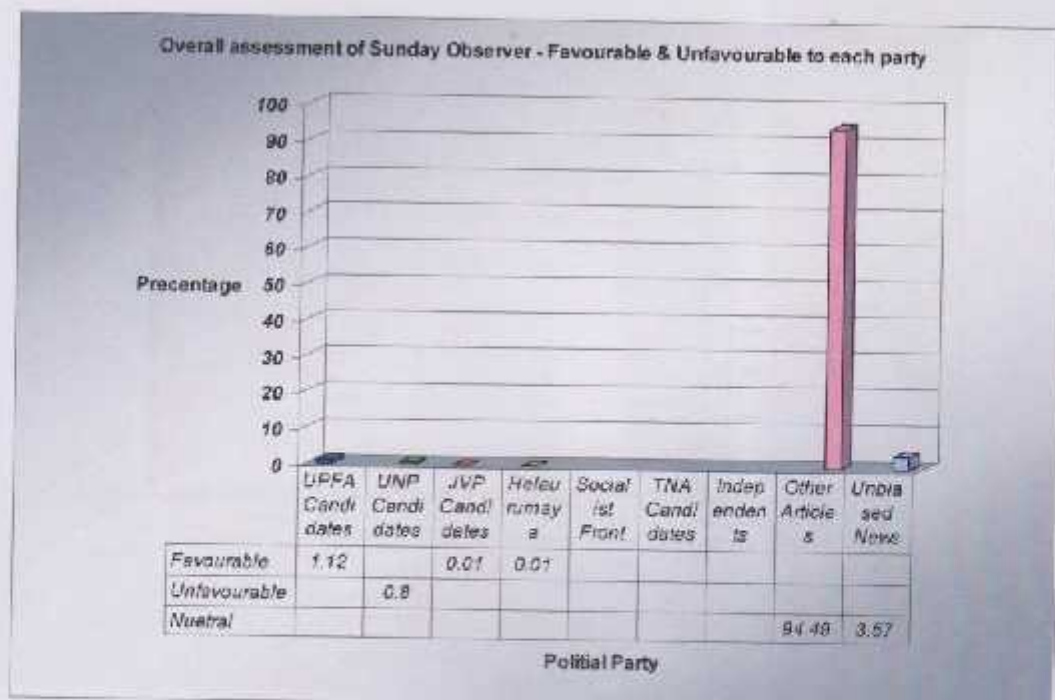


This paper, though it comes from a public firm belongs to the state, and therefore Silumina was never able to achieve its own political freedom, being constantly lopsided to which ever political party was in power, which is made evident form the data in the table above, where the UPFA (the ruling party) appears to be favoured.

### Sunday Observer

Sunday Observer the sister paper of Silumina is published by the Associated Newspapers Company Ltd., also known as lake house. During the pre-election period it has utilized 375,526 sq. cm to cover the news items. Of it only 5.51% (375,526 - 354,854 = 20672cm) was allocated to discuss and report political issues. A table could be drawn to explain the break up of political views attributed to each political force in following manner.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Un Favourable (Cm)</i>	<i>Percentage</i>	<i>Total area covered (Cm)</i>
UPFA	4,175	1.12	-	-	4,175
UNP	-	-	3,014	0.8	3,014
JHU	36	0.01	-	-	36
JVP	35	0.01	-	-	35
TNA	-	-	-	-	-
Ind. Group	-	-	-	-	-
Neutral					
News article	-	-	-	-	13,412
Other article	-	-	-	-	354,854
<b>Total</b>					<b>375,526</b>



In the table above the favourable column shows that 4,175 sq. cm was utilized for UPFA. There appears to be no articles in favour of the UNP. Hence the Sunday Observer's political propensity could be formed into a ratio of UPFA - 100; UNP - 0.

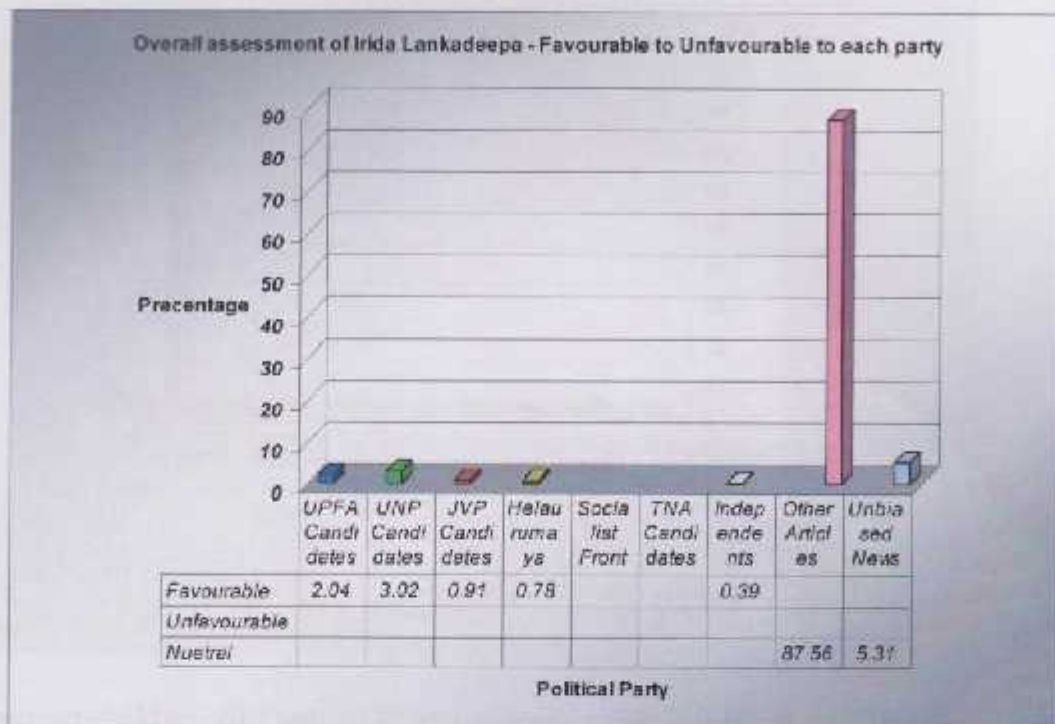
#### 4.3.2.2. Weekend Newspaper - Private media

Eleven of the newspapers that come out of the printing press were monitored during the pre-election period.

#### Irida Lankadeepa

This weekend newspaper published by Wijyaya Publications Ltd., addresses the Sinhala speaking community. During the pre-election period, a total of 347,322 sq. cm have been utilized to publish news items in this paper. 12.44% of this space has been dedicated for political news. The space allocation for the various contesting parties of the local government election is given below.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	10,439	3.02	-	-	10,439
UPFA	7,100	2.04	-	-	7,100
JVP	3,126	0.91	-	-	3,126
JHU	2,714	0.78	-	-	2,714
Ind. Group	1,364	0.39	-	-	1,364
Neutral					
News articles	-	-	-	-	18,456
Other article	-	-	-	-	304,123
Total					347,322

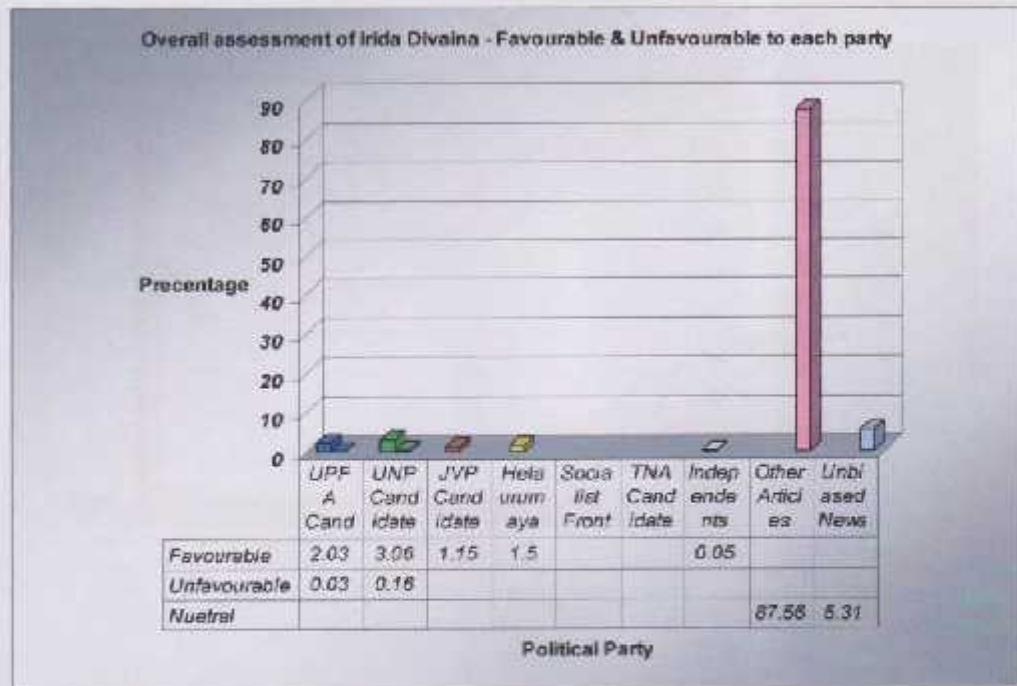


The distinctive feature the Irida Lankadeepa, is the absence of unfavourable news on any of the political parties or groups.

### Irida Divaina

This Sinhala medium newspaper is published by Upali Newspapers Ltd. A total of 319,016 sq. cm has been dedicated for news articles of which 12.83% was used for political news items in the following way.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	9,782.5	3.06	511.5	0.16	10,294
UPFA	6,460.5	2.03	63.0	0.03	6,523.5
JHU	4,790	1.5	-	-	4,790
JVP	3,659	1.15	-	-	3,659
Ind. Group	184	0.05	-	-	184
Neutral News articles	-	-	-	-	15,463
Other article	-	-	-	-	278,102.5
<b>Total</b>					<b>319,016</b>

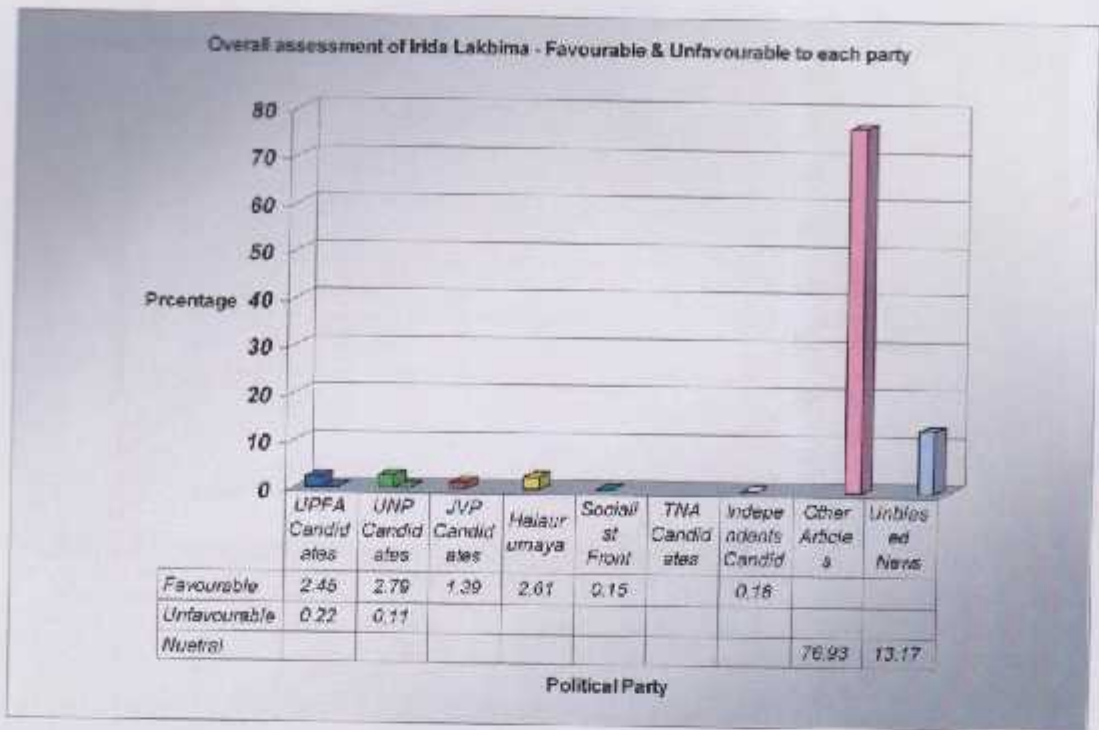


Irida Divaina differs from its' sister newspaper "Divaina" by publishing more news in favour of the UNP. One may raise an argument to the effect that this difference could be attributed to the difference between the views of the two editorial boards, though both papers belong to the same newspaper company.

### Irida Lakkima

Sumathi Publications publishes this Sinhala medium newspaper weekly as the continuation of the daily newspaper "Lakkima". During the pre-election period Irida Lakkima had allocated a total of 255,892 sq. cm to give coverage to the different news items, of this space 23.07% equivalent to 59,038 sq. cm had been reserved for political news articles. A table below follows to clarify the allocation of news items on each political party.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	7,152	2.79	281	0.11	7,433
JHU	6,681	2.61	-	-	6,681
UPFA	6,271	2.45	540	0.22	6,811
JVP	3,579	1.39	-	-	3,579
Ind. Group	468	0.15	-	-	468
Socialist Front	388	0.15	-	-	388
Neutral News article	-	-	-	-	33,678
Other article	-	-	-	-	196,854
<b>Total</b>					<b>255,892</b>

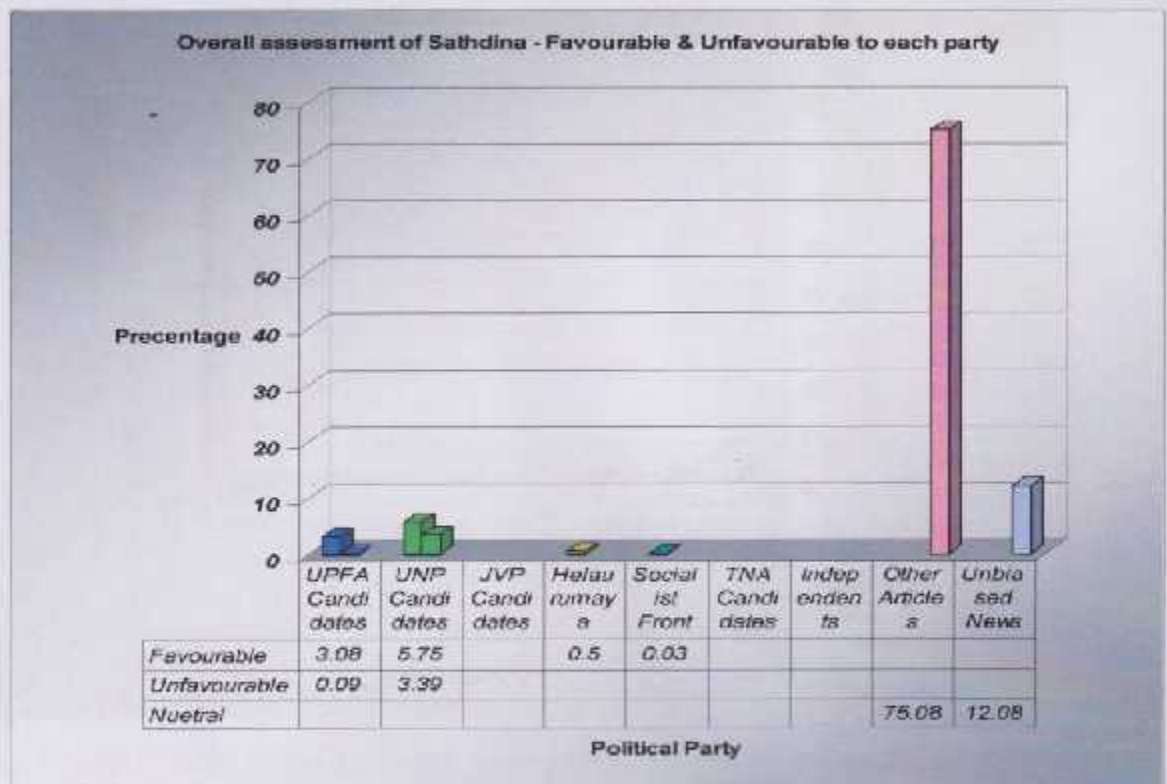


The analysis of the above table shows that out of all the daily and weekly newspapers in Sri Lanka, Irida Lakkima has given the most amount of favourable publicity to JHU placing it in second place next to UNP over UPFA and JVP.

### Sathdina

This Sinhala medium newspaper is issued by Sathdina Newspaper Company Ltd. Of the total space of 250,243.5 sq. cm, 24.92% of the area equivalent to 62,354 sq. cm was utilized to publish political news. The following table explains the division of the area among the various political parties.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	14,362	5.75	8483	3.39	22,845
UPFA	7,716	3.08	236	0.09	7,952
JHU	1,260.5	0.5	-	-	1,260.5
JVP	-	-	-	-	-
Socialist Front	48	0.03	-	-	48.0
Neutral					
News article	-	-	-	-	30,248.5
Other article	-	-	-	-	187,889.5
<b>Total</b>					<b>250,243.5</b>

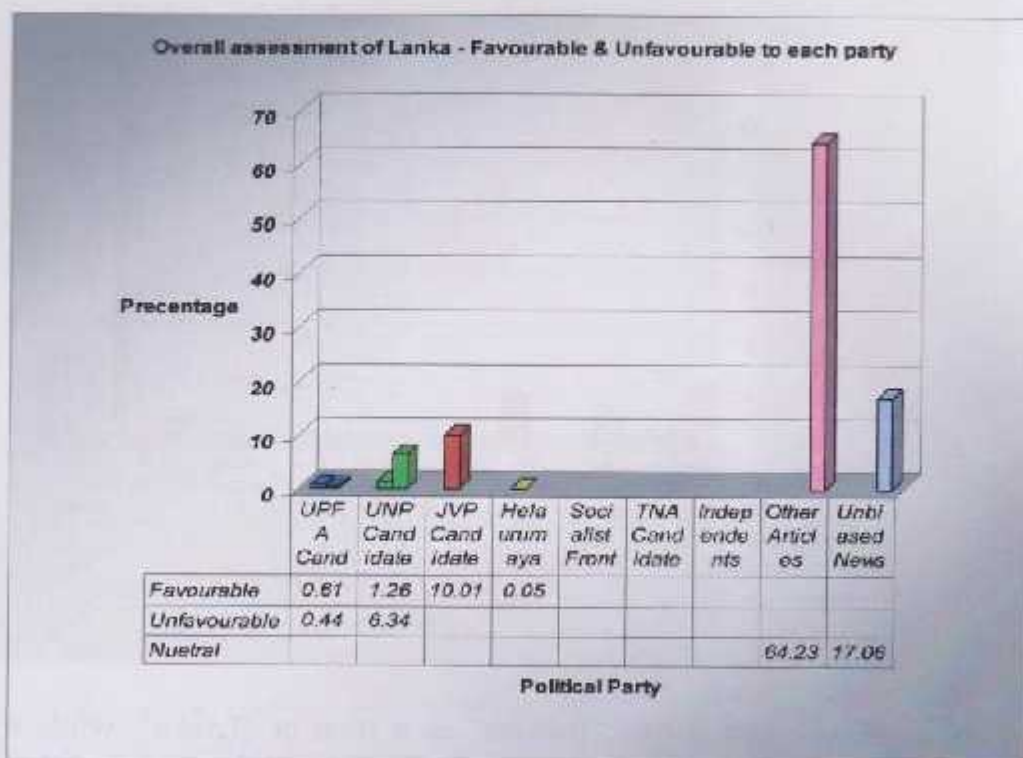


Sathdina newspaper has allocated a large proportion of its space in favour of the UNP. The ratio is UNP 100: UPFA 54: JHU 9. However, while it publishes most of its news items in favour of the UNP, the same newspaper has allocated 8,483 sq. cm for unfavourable news on the UNP.

## Lanka

Lanka is another Sinhala medium newspaper that comes weekly. We have observed that of all the daily and weekly newspapers, Lanka had carried the least amount of space reserved for news articles, i.e. 151,540 sq. cm. Nevertheless, a large proportion of it, to be exact 35.77% of it equivalent to 54,228 cm have been allocated for political news articles by this paper. The table shows the allocation of news.

	Favourable to (Cm)	Percentage	Un Favourable (Cm)	Percentage	Total area covered (Cm)
JVP	15,174	10.01	-	-	15,174
UNP	1,908	1.26	9,613	6.34	11,521
UPFA	918	0.61	679	0.44	1,597
JHU	80	0.05	-	-	80
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Group	-	-	-	-	-
Neutral News article	-	-	-	-	25,856
Other article	-	-	-	-	151,540
<b>Total</b>					

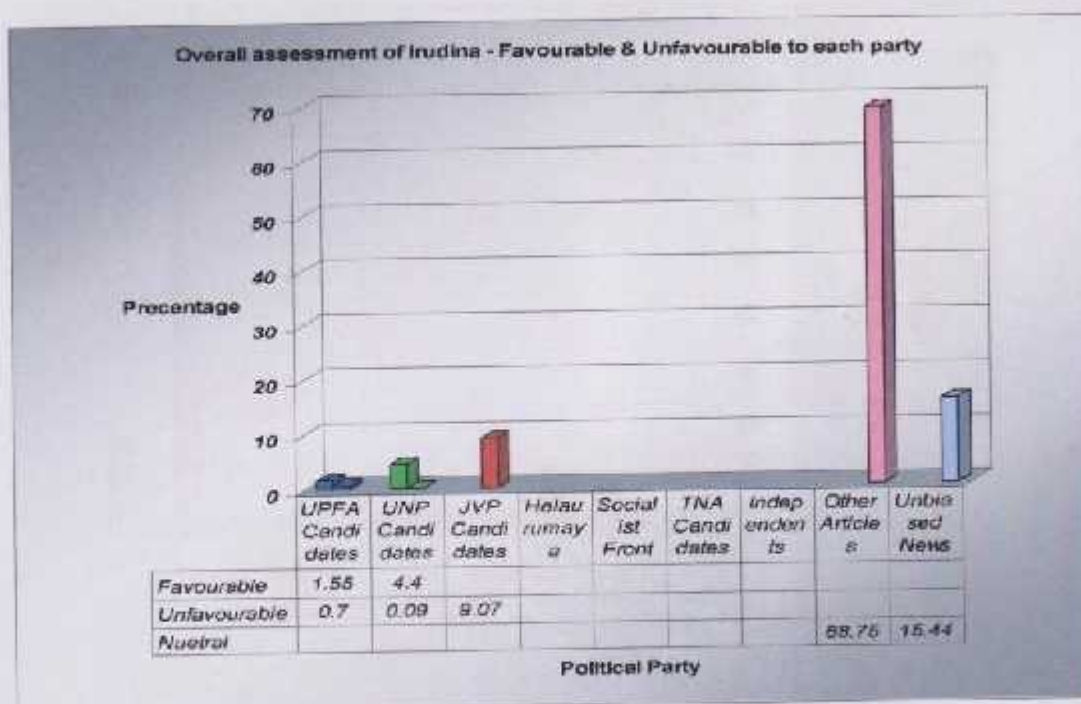


Lanka newspaper had allocated 15,174 sq. cm for the favourable news articles on JVP, the highest proportion allocated by any of the daily or weekly newspapers. The ratio stands as JVP - 100: UNP 12: UPFA 7: JHU 0.5. While Lanka had published unfavourable news regarding UNP and UPFA, it had avoided articles which were against the JVP. Therefore it is explicitly clear that Lanka newspaper is pro-JVP.

### Irudina

This is another Sinhala medium newspaper that comes to the market on a weekly basis. A substantial space of 74,648 sq. cm or 31.25% has been allocated for political news articles from the total space of 238,895 sq. cm. The following table could be referred to for more details.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	10,512	4.4	208	0.09	10,720
UPFA	3,699	1.55	1,690	0.7	5,389
JVP	-	-	21,661	9.07	21,661
JHU	-	-	-	-	-
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Groups					
Neutral					
News article	-	-	-	-	36,878
Other article	-	-	-	-	164,247
<b>Total</b>					<b>238,895</b>

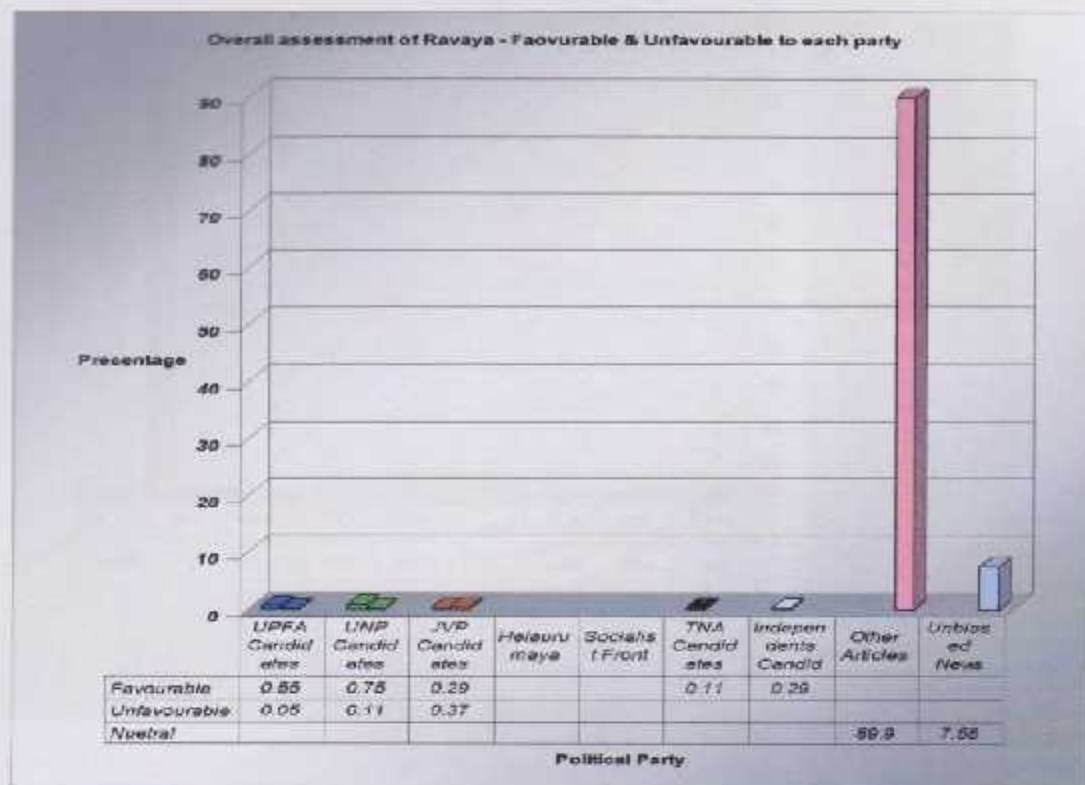


When analyzed, one can define "Irudina" as a rival of "Lanka", while the latter had taken a complete bias stance towards JVP, the former has chosen to take an anti - JVP stand. Yet both the newspapers have shown one similarity, which is dropping off any news related to SF, TNA or Independent groups. Irudina has displayed much fondness in publishing Pro-UNP news articles in a proportion of UNP 100: UPFA 35.

### Ravaya

'Ravaya', a Sinhala medium newspaper derived from a monthly magazine bearing the same title, is published weekly. It is the only newspaper in Sri Lanka that has adopted and published a code of ethics applicable to its own journalists, and has utilized a total of 266,050 sq. cm for various news articles; 11.1% of its space was divided for political news articles in following manner.

	Favourable to (Cm)	Percentage	Un Favourable (Cm)	Percentage	Total area covered (Cm)
UNP	1,987	0.75	289	0.11	2,276
UPFA	1,458	0.55	144	0.05	1,602
JVP	764	0.29	997	0.37	1,761
JHU	-	-	-	-	-
Socialist Front	-	-	-	-	-
TNA	292	0.11	-	-	292
Ind. Groups	768	0.29	-	-	768
Neutral					
News article	-	-	-	-	20,156
Other article	-	-	-	-	239,195
<b>Total</b>					<b>266,050</b>

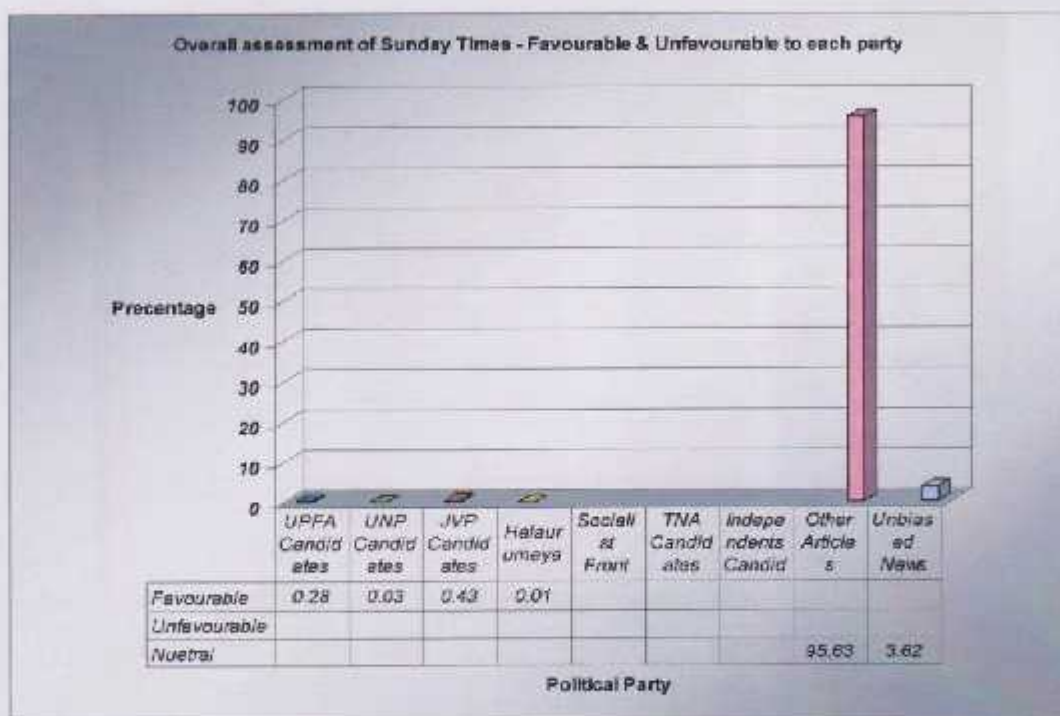


The publication of news favourable to each political entity in this paper could be summarized into a ratio as follows. UNP - 100: UPFA - 73: JVP - 38: TNA - 14: Ind. Groups - 38. Contrary to all the other Sinhala and English weekly newspapers, Ravaya has managed to publish an area of 292 sq. cm to cover news favourable to TNA.

### Sunday Times

This English weekend newspaper has utilized 577,165 sq. cm for various news articles. 4.37% of the said space equivalent to 25,229 sq. cm had been reserved to give favourable publicity to the political parties. The table below shows the division of news articles.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
JVP	2,466	0.43	-	-	2,466
UPFA	1,643	0.28	-	-	1,643
UNP	160	0.03	-	-	160
JHU	64	0.01	-	-	64
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Groups	-	-	-	-	-
Neutral News article	-	-	-	-	20,896
Other article	-	-	-	-	551,736
<b>Total</b>					<b>577,165</b>

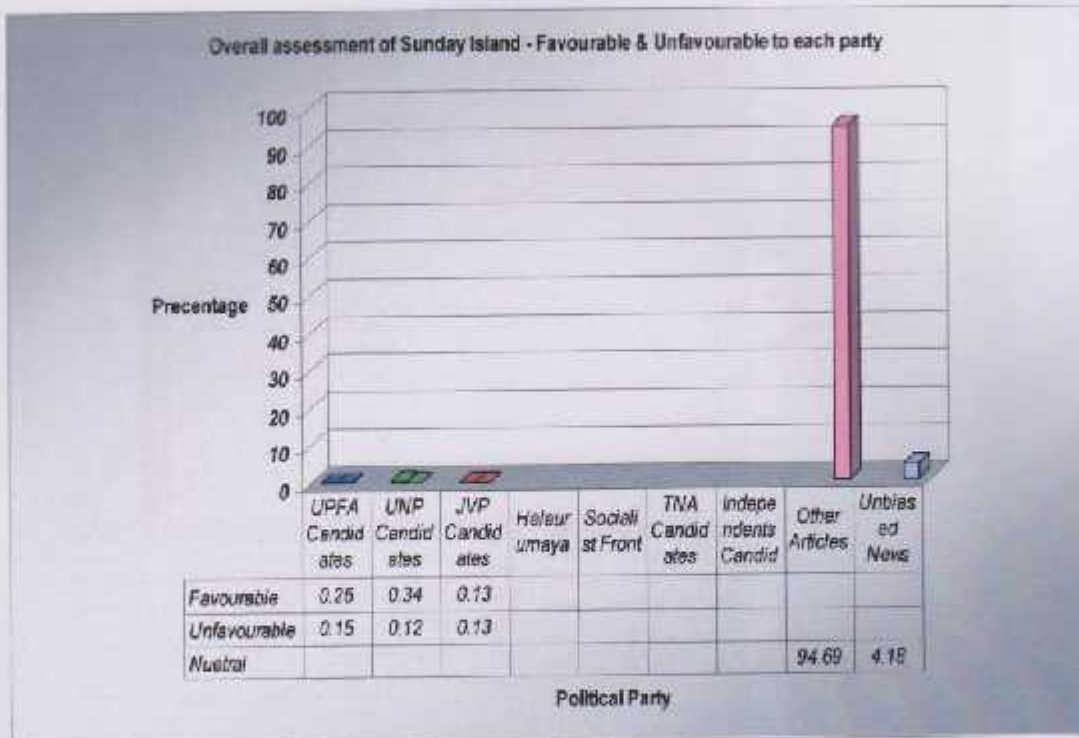


It is evident that this newspaper has given a prominent place to JVP over the other political parties. The ratio of JVP, UPFA, UNP and JHU stand as follows: - 100: 67: 6: 2.

### Sunday Island

This newspaper could be considered as the extension of its' English daily "The Island". 5.31% of the total area of 418,312 sq. cm was utilized for news related to political forces as shown in the following table.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>	<i>Total area covered (Cm)</i>
UNP	1,429	0.34	475	0.12	1,904
UPFA	1,093	0.26	611	0.15	1,704
JVP	524	0.13	528	0.13	1,052
JHU	-	-	-	-	-
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Groups	-	-	-	-	-
Neutral News article	-	-	-	-	17,517
Other article	-	-	-	-	396,135
<b>Total</b>					<b>418,312</b>

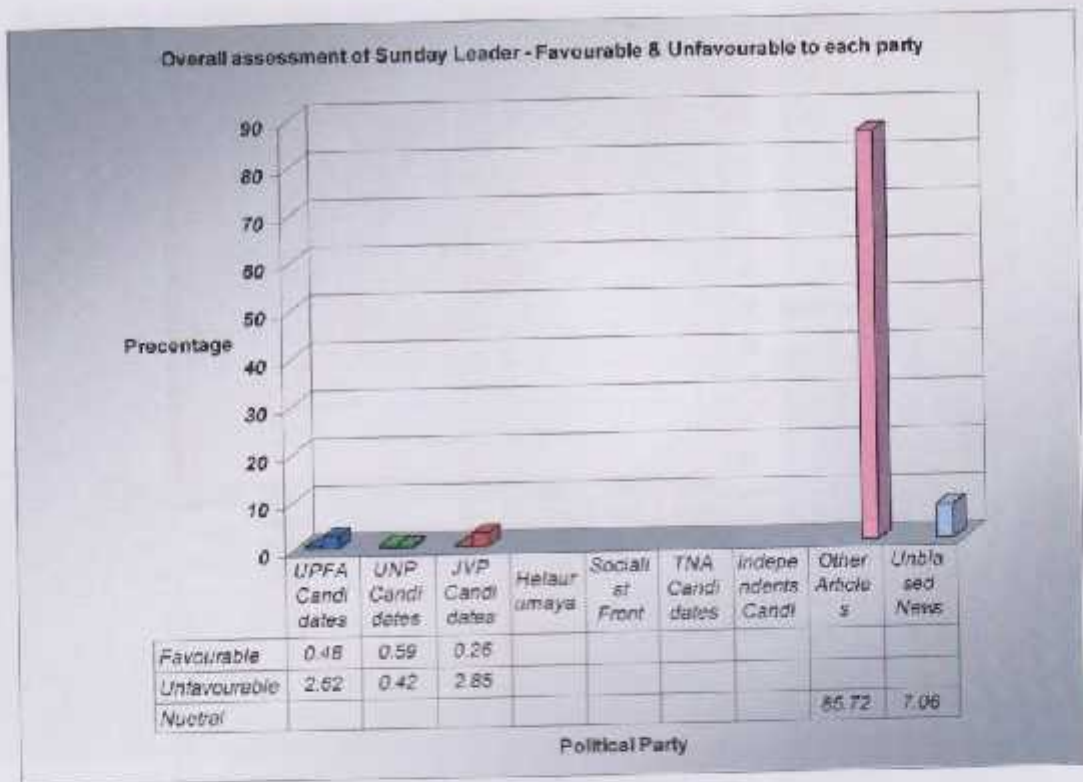


Coinciding with most of the other newspapers, the Sunday Island also has overlooked to publish any news related to SF, TNA and Ind. Groups. Nevertheless, the proportional basis of allocation of space for UNP, UPFA and JVP is in the following ratio, 100: 76: 36.

### Sunday Leader

Sunday leader is a newspaper issued weekly, and has utilized 294,057.5 sq. cm for news articles as shown in the following table.

	<i>Favourable to (Cm)</i>	<i>Percentage</i>	<i>Unfavourable (Cm)</i>	<i>Percentage</i>	<i>Total area covered (Cm)</i>
UNP	1,744	0.59	1,241	0.42	2,985
UPFA	1,416	0.48	7,678	2.62	1,704
JVP	764	0.26	8,395.5	2.85	9,159.5
JHU	-	-	-	-	-
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Groups	-	-	-	-	-
Neutral News article	-	-	-	-	20,776
Other article	-	-	-	-	252,043
<b>Total</b>					<b>294,057.5</b>

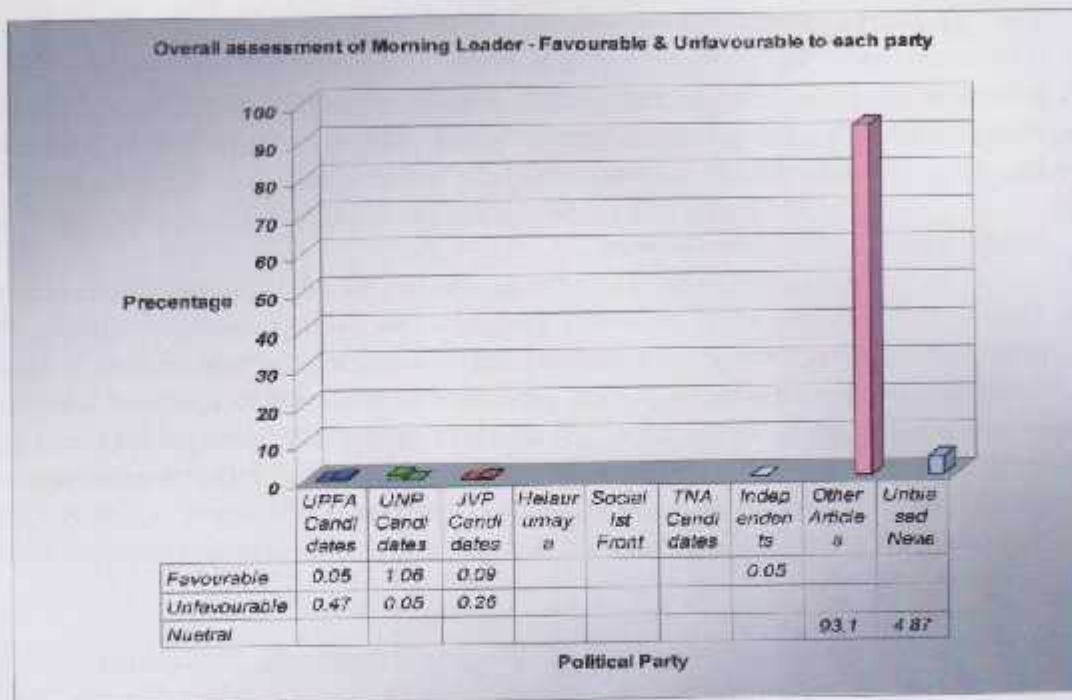


While most of the news items were published in favour of the UNP, the highest number of unfavourable news items, covering 8,395.5 sq. cm was on the JVP.

### Morning Leader

This newspaper which is issued every Wednesday has reserved a total of 224,807 sq. cm for news articles, in following manner.

	Favourable to (Cm)	Percentage	Unfavourable (Cm)	Percentage	Total area covered (Cm)
UNP	2,383	1.06	116	0.05	2,499
UPFA	111	0.05	1,054	0.47	1,165
JVP	193	0.09	580	0.26	773
JHU	-	-	-	-	-
Socialist Front	-	-	-	-	-
TNA	-	-	-	-	-
Ind. Groups	105	0.05	-	-	105
Neutral					
News article -	-	-	-	-	10,962
Other article -	-	-	-	-	209,303
<b>Total</b>					<b>224,807</b>



As in the case of the Sunday Leader, the Morning Leader has clearly displayed a bias towards UNP with a very wide gap between UNP and UPFA and JVP. It could be formed into a ratio such as UNP - 100: UPFA - 4: JVP - 8.

#### 4.4 Analysis of the Political Programmes

The political programmes on various TV channels have been monitored by our team to ascertain their political propensity. The programmes used for this study were the ones telecasted from 16.2.2006 to 30.3.2006, the first phase of the election, and from 1.4.2006 to 20.5.2006, the second phase of the election.

##### National Rupavahini:-

During the said period the National Rupavahini mainly telecasted two kinds of political programmes, namely; "Senkolaya" (the Maze) and "Kathiraya" (the cross). Apart from these programmes, a speech made by an ex-politician was telecast on 28.3.2006 for half an hour. This speech was a repeat telecast of a Lecture delivered by a gentleman addressing the UPFA candidates for the Local Government Election, and was completely bias towards the UPFA.

We have monitored seven episodes of "Senkolaya" programmes during the aforesaid time frame. Three of these programmes have been conducted in bias manner towards the UPFA. The total number of minutes spent on these programmes was 335.17 min; Accordingly, the total number of minutes reserved for the actual discussion was considered as 297.03 out of which 93.49 minutes were used in favour of UPFA while 34.36 minutes was allocated in favour of UNP. This biasness is more visible with the allocation of time for unfavourable news on both parties. UPFA was allocated 2.11 minutes for unfavourable views, while the UNP was allocated 24.50 minutes. Particularly, it was notable that out of the three Senkolaya programmes, only one programme had a UNP representative present.

The "Kathiraya" telecasted by National Rupavahini on the 28<sup>th</sup> and 29<sup>th</sup> of March 2006, conducted each programme for one hour. According to our observation these two programmes have been conducted in a more impartial manner; the reason may be attributed to the nature of the participants who discussed the national issues in a balanced manner without showing fear or favour.

#### **Independent Television Network:-**

Ten of the "Thulawa" (The scale) programmes were telecasted during the election period. Except for one programme, where the intellectuals participated to discuss the theme of "the responsibility of local government institutions for the development of the Country", the others were conducted in a bias manner. It was evident that in most of the programmes, more time had been allocated for UPFA and JVP representatives to view their ideas thereby directly and indirectly criticizing UNP.

#### **Channel Eye**

This channel which mainly aims at the Tamil speaking community belongs to the government. "Sathurankam", a political programme reserved for the discussion of various issues was telecasted by channel Eye during the election period. 3 such programmes came under the scrutiny of our media group. The said three programmes displayed three different characteristics on their political propensity. The first programme was bias towards the Democratic United Alliance (DUA). The second programme favoured the Sri Lanka Muslim Congress and was more unfavourable to the all Island Muslim Congress and the third "Sathurankam" programme was bias towards Ceylon Workers Congress.

#### **Sirasa TV**

This TV station has telecasted a discussion forum based on political issues, under the title of "Balakotuwa" (the castle). This particular programme was telecasted just before the 1<sup>st</sup> election on the 16<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> of May 2006. 139.06 minutes were used for all three programmes; the allocation of time for the parties is as follows: - 43.08 minutes for UPFA, 53.00 minutes for UNP and 42.58 minutes for Socialist Front. No other political party representatives were entertained by this programme.

#### **TNI**

TNI telecasted "Jana Handa" a political discussion programme during the election period. Nine such programmes have come under the observation of our media unit. In all of the programmes three regular participants, UPFA, UNP and Hela Urumaya, were summoned to express their political views while none of the JVP representatives appeared for these programmes, but was criticized by some of the other participants. The time allocated for each party appears as UPFA - 186.52 minutes, UNP - 197.26 minutes, Hela Urumaya - 165.88 minutes.

## Shakthi TV

"Minnal", a political programme telecasted by Shakthi TV has been observed by our team. Five such programmes have revealed that this programme has not been bound by any political propensity for political parties. However, in our view, the programme has, to a certain extent allowed more favourable ideas towards TNA.

### A comparison between the 1<sup>st</sup> phase and 2<sup>nd</sup> phase of the Election

The local government elections were held in two stages, on the 30.3.2006 and 20.5.2006, but as the 1<sup>st</sup> phase of the election was done on a larger scale compared to the 2<sup>nd</sup> phase, it cannot be compared in the same manner. In order to avoid unnecessary expansion of this report, an attempt has been made to confine this comparison to an overall analysis of the news items, under the main categories of the state owned and private media. Table 'a' and 'b' indicate the news presented through the state media during the two phases.

Table 'A'

	Rupavahini		ITN		SLBC		Lakhandha	
Total Air Time								
Local	786.9		729.15		408.36		344.62	
Foreign	648.21		633.33		284.91		257.98	
Sports & Whether Business	67.04		50.01		68.89		42.11	
	71.66		45.91		54.56		44.53	
UPPA	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.
%	209.16		129.01	1.85	49.85		46.29	
UNP	31.35		20.37	0.29	17.49		17.94	
%	10.16	14.68	11.02	19.01		2.81	0.56	2.99
JVP	1.56	2.27	1.74	3		0.99	0.22	1.16
%	33.42		17.52		1		2.43	
JHC	5.16		2.77		0.36		0.95	
%	9.06		3.66					
INA	1.39		0.58					
%								
Socialist Front								
%								
Independents Group								
%	0.58				0.8		2	
Total of Political News	0.09				0.28		0.77	
Other News	256.38	14.68	161.21	20.86	51.65	2.81	51.28	2.99
%	377.15		451.26		230.45		203.71	
	58.18		71.25		80.88		78.96	

Note: The seconds were converted to decimal places for the purpose of these study

Overall Analysis of the News in Government Media - TV & Radio  
(Figures shown in minutes & percentage)  
17.04.2006 - 20.05.2006

	Rupavahini		ITN		SIBC		Lakshadha	
	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.
Total Air Time	931.37		665.58		450.95		323.72	
Local	777.85		570.68		309.47		232.04	
Foreign	91.83		61.58		72.05		49.59	
Sports & Whether Business	61.69		33.39		69.43		42.09	
UPFA	127.3	0.16	90.16	1.55	28.53	0.18	29.19	1.31
%	16.36	0.02	15.80	0.27	9.22	0.06	12.58	0.56
UNP	3.55	9.56	9.83	10.51		2.85	0.92	2.75
%	0.46	1.23	1.72	1.84		0.92	0.40	1.19
IVP	7.05		3				3	
%	0.91		0.53				1.29	
JHU	1.5							
%	0.19							
TNA								
%								
Socialist Front								
%								
Independents Group								
%								
Total of Political News	139.4	9.72	102.99	12.06	28.53	3.03	33.11	4.06
Other News	628.75		455.63		277.91		194.87	
%	80.83		79.84		89.80		83.98	

Note: The seconds were converted to decimal places for the purpose of these study

By studying the table given above, it is evident that there has been a sharp decline in the total air time allocated for political news from the first phase of the election to the second phase. A summary is attached to clarify this point further.

Duration	Rupavahini	ITN	SLBC	Lakhanda
1 <sup>st</sup> Phase	271.06 min.	182.07 min.	54.46 min.	54.27 min.
2 <sup>nd</sup> Phase	149.1 min.	115.05 min.	131.56 min.	37.17 min.

Similarly, the study could be extended to the private media. Table 'c' and 'd' are inserted at annexes for a comparison and summary of the political news of both phases.

Duration	Sirasa	Swarnavahini	TNI	MTV	Shakthi	TV Lanka	Derana
	Minutes						
1 <sup>st</sup> Phase	165.04	160.56	141.14	156.35	195.74	117.46	141.18
2 <sup>nd</sup> Phase	102.76	118.31	67.42	128.42	132.66	93.2	77.68

Once again a pattern emerges to enable one to think that even in the private television arena an insignificant place has been given for the elections held on 20.5.2006.

The next set of tables, that is table 'e' and 'f' has been included here at annexes for the purpose of comparison between the two phases of the election.

Duration	Sirasa	Shri	Isira	Isura	Hiru	Esura	Neth	Sooriyan	Shakthi
	Minutes								
1 <sup>st</sup> phase	67.91	28.75	94.97	29.04	87.93	27.08	89.31	85.23	75.93
2 <sup>nd</sup> phase	40.53	2.73	51.09	24.42	52.26	27.57	81.33	44.05	20.97

The data in the above two tables has been inserted to show the total air time allocated for political news in the radio channels owned by the private sector, displaying the level of significance given to each phase of local government elections. In keeping with the pattern of the TV channels, the radio channels too has not taken much interest in presenting political news with regard to the 2<sup>nd</sup> phase compared to the 1<sup>st</sup> phase.

#### The political propensity of the entire electronics media:-

In this analysis, we have monitored two kinds of political related data as inputs to ascertain the political propensity and political tendency of the electronic media, the news items and other political programmes. However, in our opinion the news bulletins presented by each media, are watched and listened to by more people than the political programmes. The following table is introduced to create a clear picture of the political propensity of each and every electronic media.

Overall Analysis of the News in Private Media - TV 17.02.2006 - 31.03.2006  
(Figures shown in minutes & percentage)

	Sirasa		Swarnavahini		TNL		MTV		Shakthi		TV Lanka		Derana	
Total Air Time	749.33	914.1	347.61	721.38	347.61	46.49	40.26	737.85	686.86	686.86	708.69	549.81	78.95	
Local	615.11	698.71	347.61	513.92	347.61	69.92	68.81	609.38	68.81	68.81	686.86	78.95		
Foreign	56.04	91.83												
Sports & Whether Business														
	77.88		126.56		137.54		56.65		79.95					
UPFA	41.33	25.05	55.64	14.67	36.81	14.56	46.49	40.26	45.33	42.33	83.32	2.35	85.26	15.21
%	6.71	4.08	7.96	2.09	10.58	4.19	9.05	7.84	7.44	6.95	12.13	0.35	15.51	2.77
UNP	60.97	3.92	52.01	4.73	74.95	2	21.11	4.29	59.72	5.77	11.27	2.26	23.3	2.76
%	9.92	0.64	7.44	0.68	21.56	0.57	4.1	0.83	9.8	0.95	1.64	0.33	4.24	0.5
JVP	2.46	18.47	21.76	0.65	5.35	3.41	9.47	14.36	4.96	20.42	3.87	2.91	5.64	
%	0.4	3	3.11	0.09	1.54	0.98	2.79	0.81	0.81	3.35	0.56	0.42	1.02	
JHU	5.96	0.5	6.25		1	0.5	8.81	4.08	5.88	5.06	4.48		6.26	
%	0.97	0.08	0.89		0.29	0.15	1.71	0.8	0.96	0.83	0.66		1.14	
TNA	0.5						1.23		0.93					
%	0.08						0.25		0.15					
Socialist Front							1.95							
%							0.38							
Independents Group	5.9			4.85	2.56		4.3		2.86		7.01		2.75	
%	0.96			0.69	0.75		0.83		0.47		1.02		0.5	
Total of Political News	117.1	47.94	140.51	20.05	120.67	20.47	93.36	65.37	119.7	76.06	109.94	7.52	123.21	17.97
Other News	517.58	538.15	206.47	355.19	206.47	69.11	413.64	569.4	67.88	82.39	408.63	74.32		
%	73.16	77.02	59.39	69.11	67.88									

Note: The seconds were converted to decimal places for the purpose of these study

Overall Analysis of the News in Private Media - TV (17.04.2006 - 20.05.2006)  
(Figures shown in minutes & percentage)

	Sirasa		Swarnavahini		TNL		MTV		Shakthi		TV Lanka		Derana
	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	
Total Air Time	831.59		1129.46		370.99		620.9		741.1		683.14		742.04
Local	654.88		810.45		370.99		501.81		609.62		683.14		622.44
Foreign	74.28		137.99				114.43		116.71				59.41
Sports & Whether Business	102.43		181.08				174.16		14.77				60.17
UPEA	23.39	21.31	44.05	28.05	20.83	3.36	25.7	24.66	29.29	24.89	76.07	1.46	31.13
%	3.57	3.25	5.44	3.46	5.61	0.91	5.12	4.91	4.80	4.08	11.14	0.21	5.00
UNP	48.63	1.55	35.54	3.13	37.93	1.05	34.43	5.13	31.85	5.79	9.29	4.22	24.97
%	7.43	0.24	4.39	0.39	10.22	0.28	6.86	1.02	5.22	0.95	1.36	0.62	4.01
JVP	1.1	2.4	5.52			1.1	2.35	11.88	1.56	12.34	2.16		2.02
%	0.17	0.37	0.68			0.30	0.47	2.37	0.26	2.02	0.32		0.32
JHU	0.96		2.02		1.05		1.76	5.31	1.64	4.74			1.78
%	0.15		0.25		0.28		0.35	1.06	0.27	0.78			0.32
TNA							2.68		6.51				
%							0.53		1.07				
Socialist Front							4.81	0.53	2.73				
%							0.96	0.11	0.45				
Independents Group	3.42				2.1		6.58	2.6	11.32				
%	0.53				0.57		1.31	0.52	1.86				
Total of Political News	77.5	25.26	87.13	31.18	61.91	5.51	78.31	50.11	84.9	47.76	87.52	5.68	58.12
Other News	102.76		118.31		67.42		128.42		132.66		93.2		77.68
%	552.12		692.14		303.57		373.39		476.96		589.94		544.76
%	84.31		85.40		81.83		74.41		78.24		86.36		87.52
	100.00		100.00		100.00		100.00		100.00		100.00		100.00

Note: The seconds were converted to decimal places for the purpose of these study

Overall Analysis of the News in Private Media - Radio (17.02.2006 - 31.03.2006)  
(Figures shown in minutes & percentage)

	Sirasa		Shri		Isira		Isura		Hiru		Esura		Neth		Sooriyan		Shakthi FM
	FEVO	UNFE	FEVO	UNFE	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO.	UNFE.	FEVO	UNFE	
Total Air Time	426.46		296.8		226.18		266.92		447.47		259.98		465.02		438.74		465.69
Local	341.77		296.8		226.18		212.91		343.83		198.21		387.97		335.29		345.88
Foreign	89.18						38.76		33.03		17.84		43.26		31.38		90.41
Sports & Whether Business	31.51						15.25		70.61		43.93		33.79		72.07		29.4
LPTA	14.51	10.5	1.28	6.61	11.43	16.29	22.34	0.41	17.83	15.14	5.07	9.03	34.01	21	15.46	14.37	21.19
%	4.24	3.07	0.43	2.23	5.05	7.2	10.49	0.19	5.91	4.4	2.56	4.55	8.77	5.41	4.61	4.29	6.12
UNP	27.58	6.94	9.48	5.41	52.65	1.23	0.68	1.75	33.91	3.64	1.38	0.76	17.93	4.16	33.06	4.3	27.06
%	8.07	2.03	3.19	1.82	23.27	0.54	0.32	0.82	9.86	1.06	0.69	0.38	4.62	1.07	9.86	1.28	7.82
JVP				0.66	3.73	2.03	3.86		5.52	6.77	3.91	1.55	4.91	1.6	5.98	6.39	
%				0.23	1.64	0.89	1.82		1.61	1.97	1.97	0.78	1.26	0.41	1.78	1.91	
JHU	3.12		0.58		3.58				2.56		3.41		2.95		2.64		4.96
%	0.92		0.19		1.58				0.74		1.73		0.76		0.79		1.45
TNA			1.63						1.66		1.16				1.5	0.78	
%			0.55						0.48		0.59				0.45	0.23	
Socialist Front																	
%																	
Independents Group									0.9		0.81		2.75		0.75		4.63
%	5.26		3.1		4.03				0.26		0.41		0.72		0.22		1.34
Total of Political News	50.47	17.44	16.07	12.68	75.42	19.55	26.88	2.16	62.38	25.55	15.74	11.34	62.55	26.76	59.39	25.84	57.84
Other News	273.86		268.05		131.21		183.87		255.9		171.13		298.66		250.06		269.95
%	80.13		90.32		58.01		86.36		74.43		86.34		76.98		74.58		78.05

Overall Analysis of the News in Private Media - Radio (17.04.2006 - 20.05.2006)  
(Figures shown in minutes & percentage)

Table 'F'

	Sirasa	Shri	Isira	Isura	Hiru	Asura	Neth	Sooriyan	Shakthi FM
Total Air Time	466.66	296.2	261.68	265.54	458.41	288.48	497.53	343.91	330.68
Local	350.2	296.2	261.68	212	358.74	219.35	427.66	263.29	200.05
Foreign	91.77			43.42	29.6	19.92	40.37	26.3	65.82
Sports & Whetter Business	24.69			10.12	70.07	49.18	29.5	54.32	64.81
UPFA	11.16	7.24	0.5	9.77	7.31	16.13	1.43	11.21	18.9
%	3.19	2.07	0.17	3.73	2.79	7.61	0.67	3.12	5.27
UNP	18.21	2.42	0.85	30.05	3.88	0.58	13.58	4.73	5.67
%	3.19	0.69	0.29	11.48	1.83	0.27	3.79	1.32	2.58
JVP		0.33			0.97	0.65	1.28	2.93	0.51
%		0.09			0.46	0.31	0.36	1.34	0.88
JHU	0.92	0.25		0.78				0.9	0.88
%	0.26	0.07		0.30				0.25	0.40
TNA									
%									
Socialist Front									
%									
Independents Group				3.18				0.93	0.83
%				1.22				0.38	0.72
Other	309.67	293.47	210.59	187.58	306.48	191.81	346.33	219.24	179.08
%	88.43	99.08	80.48	88.48	85.43	87.43	80.96	83.27	89.51762059
Total of Political News	40.53	2.73	51.09	24.42	52.26	27.57	81.33	44.05	20.97

Table 'g'

Media	UPFA		UNP		JVP		Helaurumaya		Socialist Front		TNA		Indp	
	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE
Rupavahini	330.44	0.16	13.71	37.91	40.47		10.56						0.58	
ITN	219.17	3.4	20.85	29.52	20.52		3.66							
SLBC	78.38	0.18		5.66	1									
Lakhanda	75.48	1.31	1.48	5.74	5.43									
<b>Sub Total of Government Media</b>	<b>703.47</b>	<b>5.05</b>	<b>36.04</b>	<b>78.83</b>	<b>67.42</b>		<b>14.22</b>						<b>0.58</b>	
Sirasa TV	64.72	46.36	109.6	5.47	3.56	20.87	6.92	0.5			0.5		9.32	
Swarnavahini	99.69	42.72	87.55	7.86	27.28	0.65	8.27							4.85
TNL	57.64	17.92	112.88	3.05	5.35	4.51	2.05	0.5					4.66	
MTV	72.19	64.92	55.54	9.42	11.82	26.24	10.57	9.39	4.68		3.91		10.88	
Shakthi TV	74.62	67.22	91.57	11.56	6.52	32.76	7.52	9.8	2.73		7.44		14.18	
TV Lanka	164.39	16.67	20.56	6.48	6.03	2.91	4.48						7.01	
Derana	116.39	26.34	48.27	9.41	7.66	1.78	6.26						2.75	
Sirasa FM	25.67	17.74	45.79	9.36		0.33	4.04	0.25					5.26	
Shri FM	1.78	6.61	10.33	6.79		0.66	0.58				1.63		3.1	
Isira FM	21.2	23.6	82.71	1.23	3.73	2.03	43.6						7.21	
Isura FM	38.47	1.84	4.56	2.33	4.83	0.65								
Hiru FM	29.04	34.04	47.49	8.37	6.8	6.77	2.56	0.9			1.66		1.63	
Esura FM	11.18	19.11	7.05	1.88	6.84	1.55	4.29				1.16		2.39	
Neth FM	60.87	36.85	38.1	10.74	10.19	2.68	5.75		0.5		1.31		0.9	
Sooriyan FM	29.27	25.05	40.36	5.8	7.81	7.47	3.45	1.26			2.54		2.54	1.21
Shakthi FM	29.16	16.74	29.05	7.04			5.76				3.61		5.29	0.25
<b>Sub Total of Private Media</b>	<b>896.28</b>	<b>463.73</b>	<b>831.41</b>	<b>106.79</b>	<b>108.42</b>	<b>111.86</b>	<b>116.1</b>	<b>22.6</b>	<b>7.91</b>	<b>0.93</b>	<b>23.76</b>	<b>0.89</b>	<b>77.12</b>	<b>6.31</b>
<b>Total</b>	<b>1599.75</b>	<b>468.78</b>	<b>867.45</b>	<b>185.62</b>	<b>175.84</b>	<b>111.86</b>	<b>130.32</b>	<b>22.6</b>	<b>7.91</b>	<b>0.93</b>	<b>23.76</b>	<b>0.89</b>	<b>77.7</b>	<b>6.31</b>

FAVO - Favourable News

UNFE - Unfavourable News

Above mentioned figure are combination of the minutes allocated in both phases of election

Table 'g' gives a clear indication of the behaviour pattern of the electronic media. Both the state and the private media have allocated three times more air time in favour of the UPFA than the UNP. The gap between UPFA and the rest of the political parties are especially visible in the state media. While 703.47 minutes were allocated by the state media in favour of the UPFA, only a meager 36.04 minutes were reserved for UNP.

## 5. Fifth chapter - Conclusions and recommendations

It is true that the mass media plays a big role in creating and influencing the public opinion. A weakness observed in Sri Lanka's mass media is their failure to educate the general public on election laws and provisions in the constitution relating to elections. Hence, it is our understanding that the mass media should pay more attention to this aspect.

- ❖ In many Asian Countries and elsewhere in the world independent press councils have been successful in influencing mass media behaviour towards relative impartiality. Such a structure is necessary to ensure the freedom and rights of journalists to practice their journalism impartially and in a straight forward manner without being subjected to political and economic pressure and the risk of job insecurity.
- ❖ The state media is an asset which belongs to the general public. It is a national resource. Hence, the publication of information with a bias towards a particular party is an injustice to the general public. We urge action to create the necessary legislative framework to ensure the transformation of the state media into an independent media. The right of the government in power to appoint officials for state media institutions should be assigned to an independent statutory body. Legislative provisions for such a body through a parliamentary act have to be made as a matter of urgency.
- ❖ When the media makes criticisms and express their views, they should give an equal opportunity to the subject of that criticism to reply to those criticisms. It is unfortunate that most newspapers do not provide such opportunities. By following its own code of ethics it is possible to prevent the publication of articles which are defamatory and distorts facts through rancour. At present, only one print media institution in Sri Lanka has its own code of ethics. The Ravaya newspaper has adopted its own code of ethics and obtained a pledge from its journalists to abide by it and has given publicity to that pledge. We appreciate it as a good precedence for developing a sound journalist culture.
- ❖ It is true that there is a code of ethics in existence from last year, developed through the cooperation of some chief editors of the main newspapers. But it is observed that during the last presidential election many of the eightfold objectives embodied in the code of ethics suffered a sad breakdown. Defamatory articles, analytical articles by anonymous writers and the denial of the right of others to reply to such accusations characterized the newspapers published during that period. Dedication to achieving the goals of the code of ethics is essential to evolve an independent and more democratic journalistic culture, which is necessary to ensure a free and fair election. (Annex 3 shows the code of ethics developed by the chief editors' guild)

Guidelines for observation by the Printed Media  
at the Presidential Election to be held on 17.11.2005

1. Dayanada Dissamayake, Election Commissioner wishes to lay down the following guidelines prepared by me in terms of the Provisions of 104 (4) (5) (6) (g) delegated or powers, functions and duties assigned to the Election Commissioner, to ensure a free and fair presidential election through an impartial and secret ballot.

1. The newspaper publishers should refrain from publishing all information relating to the presidential election to be held on 17.11.2005 giving coverage to following domestic news.

- 1.1. Any program which can be considered bias towards a particular candidate.
- 1.2. Domestic news embodying a foreign news bulletin bias towards a particular candidate.

2. When the views of a candidate are published in a distorted form or defamatory the candidate should be given an opportunity to respond and the response should be given the same publicity and priority.

3. When publishing the results of a public opinion poll, the announcer should disclose the organization which conducted the poll, the institution or person which authorized the survey and provided funds, the procedure followed, the size of the sample, margins of error and the period of the field survey. In addition the announcer should state that the survey reflects the public opinion at the time of the survey.

4. With respect to news published relating to public statements, press conferences and public rallies of the Head of the government, government ministers and leaders of political parties they should be allowed the right to reply.

5. When reporting on news items and current affairs, media institutions particularly state media should be careful to publish only independent and impartial news.

6. These guidelines are not extensive and wide. We therefore, expect the newspapers to voluntarily prepare and adopt a code of ethics to be followed to ensure impartiality and neutrality in publishing news during the election campaign period.

Dayanada Dissamayake  
Election Commissioner

Election Secretariat  
Sarana Mawatha  
Rajagiriya  
October 7, 2005

**Guidelines to be followed by the Electronic Media with regard to their TV and Radio Broadcasting in relation to the Presidential Election to be held on 17.11.2005**

I, Dayananda Dissanayake the Election Commissioner wishes to lay down the following guidelines prepared by me in accordance with the powers delegated or powers, functions and duties assigned to the election commissioner to ensure a free and fair presidential election through an impartial and secret ballot.

1. In allocating broadcasting time no discrimination should be made against a political party candidate or party leader and in reporting election matters, all TV and Radio Broadcasting channels should display impartiality and balance.
2. TV and radio broadcasting channel authorities should take the responsibility not to allow intervention by a minister or political pressure in broadcasting election related programmes over TV and Radio channels. Nevertheless, in the event of a violent incident, if such intervention is considered necessary to prevent violation of a right of a person, it should be allowed only in such cases. Further, such interventions should not be made in a way which violates the impartiality and independence indicated in the guidelines. If any TV and Radio Broadcasting channel decides to suspend such programmes it should be brought to the notice of the Election commissioner with facts to establish the justification for such a decision.
3. When broadcasting news and current affairs all media institutions should ensure correctness, balance and impartiality.
4. Editorial views can be muddled and imbalanced - Electronic media channels should, therefore, refrain from broadcasting them. If for some reason such views are broadcast the channel is bound to broadcast opposing views.
5. With regard to political controversies arising from news conferences conducted by the Head of the state, ministers and party members in power and their public statements, the opposition parties should be given equal time to respond to those views.
6. It is the responsibility of news and current affairs divisions of all electronic media institutions, not to broadcast programs which lack balance during the election campaign period.
7. In broadcasting matters pertaining to some incident or event, if a party or candidate is allowed to express their views, other parties having an interest in the matter and parties likely to be affected by such incidents or events should be given an opportunity to give their views during the same news broadcast or programme.

8. When presenting any documentary program or any special programme during an election period, the names of the script writer, presenter and editor should be mentioned.

9. Until the end of the election, the media should refrain from making allegations in news broadcasts or other programmes against candidates, political parties and party leaders which cannot be proved. If allegations against a candidate, a political party and a party leader are made the victims should be given equal time and prominence to respond to these charges.

10. When broadcasting news and information about official ceremonies and crimes which are not related to elections all institutions should act carefully and promptly.

11. When the President or the Prime Minister is involved in a programme it should be treated as programme of the political party to which they belong. Therefore, similar programs should be launched with the involvement of leaders of other major political parties.

12. When selecting participants for group discussions all media institutions should act reasonably and the contents of the discussions should be balanced.

13. In programmes conducted over the telephone all callers should be given equal opportunities whatever the contents of their questions and suggestions. In telephone based Programmes, Officers involved in technical matters should be held responsible for the balance in such programmes.

14. If a Chairman, a Member of the Board of Directors or an employee of an electronic media institution is actively involved in politics, it will lead to a conflict of interest and create problems with regard to impartiality in broadcasting. As such following matters should be brought to the notice of the management

- (a) level of intervention of such individuals
- (b) nature and level of the post held by such individuals
- (c) the extent of intervention of such individuals in structuring programmes

15. If a person (An employee or a member of the Board of Directors of a TV or Radio channel) is widely known to hold a post in a political party such a person should give up his work as a journalist and the person should not be permitted to function as a journalist by any TV or Radio channel. If the involvement of such persons in programmes conducted comes to be known to the general public, the resulting problems should be considered by the management.

16. In the event of a person refusing to participate in a discussion or an interview and no reason is given for such participation the decision should be respected. Instead of showing an empty seat to dramatize such a situation it is better to state it in a direct and simple announcement.

17. Media institutions should not make any statement or broadcast any programme related or unrelated the election which affect favourably or unfavourably any party, candidate or political leader during the last two days prior to the election day.

18. When presenting the results of a public opinion poll the presenter or announcer should disclose the organization which conducted the poll, the institution or person who provided funds, poll methodology used, size of the sample, margins of error and the period during which the field survey was conducted. The announcer or presenter should specifically state that the poll reveals the public opinion prevalent at the time of the poll.

19. A contesting candidate should not conduct a programme to promote the candidacy of another candidate.

20. The attention of the heads of Sri Lanka Broadcasting Corporation and the Sri Lanka Rupavahini Corporation is invited to clause 104 (a) (5) (a) regarding the need for following these guidelines.

Dayananda Dissanayake  
Election Commissioner

Election Secretariat,  
Sarana Mawatha,  
Rajagiriya,  
October 7, 2005

## Overall Analysis of Daily Newspapers (16th February to 30th March)

(Figures are shown in square centimeters and percentage)

Newspaper	UPP Candidate		UNP Candidate		JVP		Helaunmaya		Socialist Front		TNA		Independents		Other Articles	Unbiased News on Candidates	Total
	*FAVO.	*UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE	FAVO	UNFE			
<i>Dinamitu</i>	73165	56	23397	9003	23129		2152						1554		1120565	61774	1316795
%	5.56	0.01	1.78	0.68	1.91		0.16						0.12		85.09	4.69	100
<i>Lankadeepa</i>	31120	4372	44169	2612	14576	2971	6123			144			1624		1275194	81067	1463972
%	2.13	0.29	3.02	0.18	0.99	0.2	0.42			0.01			0.11		87.11	5.54	100
<i>Divaina</i>	61550	2983	59621	6800	37679	932	15283		316				2024	327	1357824	72386	1617725
%	3.8	0.18	3.69	0.42	2.33	0.06	0.94		0.02				0.13	0.03	83.93	4.47	100
<i>Lakshya</i>	40965	2121	55410	1539	20710	1724	7280						4369		989451	70733	1194302
%	3.43	0.17	4.64	0.13	1.74	0.14	0.61						0.36		82.85	5.93	100
<i>Daily News</i>	15021	120	2520.5	2333.5	2995.5		520.5			110			458		1410259.5	60306.5	1494245
%	1	0.01	0.17	0.16	0.17		0.03			0.01			0.03		94.38	4.04	100
<i>Daily Mirror</i>	9481	910	12765.5	1756	3106	435	3668			843			1082		1112743.5	76877.5	1223667.5
%	0.78	0.07	1.05	0.15	0.25	0.04	0.29			0.07			0.08		90.94	6.28	100
<i>The Island</i>	6688	469	7328	980	2252	225	720						903		1713096	52521	1785182
%	0.37	0.03	0.42	0.05	0.13	0.01	0.04						0.05		95.96	2.94	100
<i>Veemakesari</i>	25271	2133	23584	2096	5038	1171	1709	198	934				28752	2876	1238423	60183	1394078
%	1.81	0.15	1.69	0.16	0.36	0.08	0.13	0.01	0.06		1710		2.06	0.21	88.84	4.32	100
<i>Sudar Oli</i>	8409	1666	10366.5	1099.5	645	4319	2989	1834	142				12097.5	1290	820898	71208	939626.5
%	0.89	0.18	1.1	0.12	0.07	0.46	0.32	0.19	0.02		0.29		1.29	0.13	87.36	7.58	100
<i>Thinakaran</i>	48382		1382	9932	1894	62			44	265	523		4944	1173	563431	55621	687653
%	7.04		0.2	1.44	0.27	6.01			0.01	0.04	0.08		0.72	0.17	81.94	8.08	100
<i>Thinakaran</i>	22872	2313	14323	2165	3037	543	1050		1620		3081		19333	1144	1005741	67833	1145055
%	1.99	0.2	1.25	0.19	0.27	0.05	0.09		0.14		0.27		1.69	0.09	87.84	5.93	100

\*FAVO: Favorable

\*UNFE: Unfavorable

Overall Analysis of Weekend Newspapers (14th February to 30th March)  
 (Figures are shown in square centimeters and percentages)

Newspaper	UPF Candidate		UNP Candidate		JVP		Helaunmaya		Socialist Front		TNA		Independents Candidates		Other Articles	Unbiased News on Candidates	Total
	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE			
Silamibe	14781		4654	1351	1035								991.4	0.28	285493.4	20569	328814.8
%	4.5		1.42	0.41	0.31								0.28		86.83	6.25	100
<i>Triba</i>	7100		10499		3126		2714						1364	0.39	304123	18456	347322
<i>Kankalanga</i>	204		3.02		0.9		0.78						0.39		87.56	5.31	100
<i>Triba Divaina</i>	6460.5		63	9782.5	511.5		3659		4790				184	0.05	278102.5	15463	319016
%	2.03		0.03	3.06	0.16		1.15		1.5				0.05		87.17	4.85	100
<i>Triba Lakshana</i>	6271		540	7152	281		3579		6681				468		196854	33678	255892
%	2.45		0.22	2.79	0.11		1.39		2.61				0.18		76.93	13.17	100
<i>Sunday Observer</i>	4175				3014		35		36						354854	13412	375526
%	1.12				0.8		0.01		0.01						94.49	3.57	100
<i>Sunday Times</i>	1643		160		2466		64		0.01						551936	20896	577165
%	0.28		0.03		0.43		0.01		0.01						95.63	3.62	100
<i>Sunday Island</i>	1093		611	1429	475		524		528						396135	17517	418312
%	0.26		0.15	0.34	0.12		0.13		0.13						94.69	4.18	100
<i>Sunday Leader</i>	1416		7678	1744	1241		764		8395.5						252043	20776	294057.5
%	0.48		2.62	0.59	0.42		0.26		2.85						85.72	7.06	100
<i>Morning Leader</i>	111		1054	2383	116		193		580						209303	10962	224807
%	0.05		0.47	1.06	0.05		0.09		0.26						93.1	4.87	100
<i>Solidine</i>	7716		236	14362	8483				1260.5				48		187389.5	30248.5	250233.5
%	3.08		0.09	5.75	3.39				0.5				0.03		75.08	12.08	100
<i>Lanka</i>	918		679	1908	9613		15174		80						97312	25856	151540
%	0.61		0.44	1.26	6.34		10.01		0.05						64.23	17.06	100
<i>Tribina</i>	1690		3699	10512	208				21661						164247	36878	238895
%	0.7		1.55	4.4	0.09				9.07						68.75	15.44	100
<i>Rananga</i>	1458		144	1987	289		764		997						239195	20156	266050
%	0.55		0.05	0.75	0.11		0.29		0.37						89.9	7.58	100

Overall Analysis of Daily Newspapers (17th April to 20th May)  
(Figures are shown in square centimeters and percentages)

Newspaper	UPF Candidate		UNP Candidate		JVP		Helaarumaya		Socialist Front		TNA		Independents Candidates		Other Articles	Unbiased News on Candidates	Total
	*FAVO.	*UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE			
<i>Dinamina</i>	7174	94	6481	6115	13637		273	169							33904575	49128	34052246
%	0.2	0.0001	0.02	0.02	0.04		0.002	0.001							99.6	0.2	100
<i>Lankadeepa</i>	25719	4132	18234	1069	5536	144	1687		192		334	360	1061		899071	54322	1011861
%	2.5	0.4	1.8	0.1	0.5	0.01	0.2		0.02		0.03	0.04	0.1		88.9	5.4	100
<i>Dinaina</i>	34279	3533	18015	3064	6244		1333	44			70	56	523		983026	40147	1090334
%	3.14	0.32	1.65	0.28	0.57		0.12	0.00			0.01	0.01	0.05		90.16	3.68	100
<i>Lakshina</i>	36367	4488	21590	2740	6683		406		204		188		1173		676469	35293	985601
%	3.69	0.46	2.19	0.28	0.68		0.04		0.02		0.02		0.12		88.93	3.58	100
<i>Daily News</i>	15851		2379	1034	517		380							25	1096574	40651	1157411
%	1.37		0.21	0.09	0.04		0.03							0.00	94.74	3.51	100
<i>Daily Mirror</i>	5965	1200	9161	1217	1622	88	422	83			233		1273		1153931	61032	1236227
%	0.5	0.1	0.7	0.1	0.1	0.02	0.03	0.02			0.03		0.1		93.3	5	100
<i>The Island</i>	5460	268	4700	140	549	493					87				1454640	55264	1521601
%	0.4	0.02	0.3	0.01	0.03	0.03					0.01				95.6	3.6	100
<i>Veerakesari</i>	17833	3827	22101	1380	1179	924	501		985		4378		37614	1009	1691545	58111	1841387
%	0.97	0.21	1.20	0.07	0.06	0.05	0.03		0.05		0.24		2.04	0.05	91.86	3.16	100
<i>Sudar Oh</i>	7678	3808	10103	888	230	2060			640		3941		8993	780	713312	80000	832423
%	0.92	0.46	1.21	0.11	0.03	0.25			0.08		0.47		1.08	0.09	85.69	9.61	100
<i>Thinkerani</i>	46507		630	5812	472						187		5702	1470	674777	22456	758013
%	6.14		0.08	0.77	0.06						0.02		0.75	0.19	89.02	2.96	100
<i>Thinokural</i>	14576	4710	10965	1611	982	281	1269		1152		6181	149	31377	1715	910432	39363	1024763
%	1.42	0.46	1.07	0.16	0.10	0.03	0.12		0.11		0.60	0.01	3.06	0.17	88.84	3.84	100

\*FAVO: Favorable

Note: \*UNFE: Unfavorable

## Overall Analysis of Weekend Newspapers (23/4/2006 to 2006/5/14)

(Figures are shown in square centimeters and percentages)

Newspaper	UPF Candidate		UNP Candidate		JVP		Helaarumaya		Socialist front		TINA		Independents Candidates		Other Articles	Unbiased News on Candidates	Total
	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE	FAVO.	UNFE			
Silumina	3903		2878	24	994		442								253655	20324	282230
%	1.2		1	0.1	0.4		0.3								89.8	7.2	100
Irida Lankatepa	4909	924	3834	256	1154										179224	18059	208360
%	2.4	0.4	1.8	0.1	0.6										86	8.7	100
Irida Dironna	1635	112	1919	3061	1378	20	117	120							151677	13329	173368
%	0.94	0.064	1.1	1.76	0.79	0.01	0.067	0.069							87.52	7.68	100
Irida Lakthma	1425	1283	2113	49	1712		845								160733	22510	190670
%	0.75	0.67	1.1	0.03	0.9		0.44								84.3	11.81	100
Sunday Observer	1958		917	1815											276877	6678	288245
%	0.68		0.32	0.63											96.05	2.32	100
Sunday Times	226	190	1852	198											323124	13621	341211
%	0.066	0.056	0.54	0.058											94.7	4.58	100
Sunday Island															196583	13858	210441
%															93.4	6.6	100
Sunday Leader	1184	181	2404												172597	26185	202561
%	0.6	0.1	1.2												85.1	13	100
Morning Leader			944			414									179488	18800	199646
%			0.5			0.2									89.9	9.4	100
Sathaitra	974		4758	1208			1616								191635	21328	221519
%	0.4		2.2	0.5			0.7								86.6	9.6	100
Lanka	912	911	2779	1548	4324						66		68		92563	11291	114462
%	0.8	0.8	2.4	1.4	3.8						0.1		0.1		80.8	9.8	100
Iruudina	4896	8960	2412	99		2933					120				194043	18390	232971
%	2.1	3.85	1.03	0.04		1.26					0.05				83.3	7.89	100
Ranaya	1280	1051	112	1265	504	377		696			72				150471	9316	165144
%	0.78	0.64	0.07	0.77	0.3	0.25		0.42			0.04				91.11	5.64	100

\*UNFE: Unfavorable

\*FAVO: Favorable