



An Exploratory Study of How News Reporting on Drug Use Has Been Broadcasted (A Case Study of News Reporting Programs of Three Selection Media)

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Abstract

The curiosity to know the information was advanced with the evolution of mankind from its nature. As a result of that, it started to report the news through mass media. By watching the news, the audience gains some understanding, knowledge, and enjoyment regarding the prevailing situations. The main purpose of this study was to identify how the news reporting relevant to the use of toxic drugs the influence of Sri Lankan television media in the resolution of social problems via media ethics. The problem statement of this study was, whether the news broadcasts regarding the use of toxic drugs are relevant to media ethics. This study was conducted by using the news broadcasts of a few pioneering channels. Television media which is the leading mass media at present was used to conduct this study. Accordingly, this study has done referring to the news broadcasts “Hiru TV news” by Hiru media, “Ada Derana” by Derana, and “News first prime time Sinhala news by” Sirasa, from 1st December 2022 to 20th December 2022. Here, the researcher has used both quantitative and qualitative research methods. Surveys were used to obtain quantitative data. Qualitative data was collected by surveys while in-depth interviews and case studies were used to collect qualitative data. Both primary and secondary data were used to collect data for this study. The main factor that was concluded through this study was, in the news broadcasts regarding the use of toxic drugs, the media act against the media ethics while providing less regarding preventing these social problems.

Keywords: Children, News, Reporting, Television, Toxic drugs

