

# GENDER AND MEDIA

**Journalism Unit**

**University of Colombo**

# **GENDER AND MEDIA**

## **කඹි තුරුඪ කමාඪකාවය හා ජනමාධ්‍ය**

EDITOR

KAMAL WALEBODA  
SENIOR LECTURER, UNIVERSITY OF COLOMBO

EDITORIAL ASSISTANTS:

DEEPIKA WEERASINGHA  
RAVENDBA PADMAKUMARI SENARATH  
THARANGA HERATH

SPONSORED BY:

SHAKTI GENDER EQUITY PROJECT  
CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

PUBLISHER

**SPONSORED BY :**  
**SHAKTI GENDER EQUITY PROJECT**  
**CANADIAN INTERNATIONAL DEVELOPMENT**  
**AGENCY**

# **GENDER AND MEDIA**

**EDITOR**

**KAMAL WALEBODA**

SENIOR LECTURER, UNIVERSITY OF COLOMBO

***EDITORIAL ASSISTANTS :***

**DEEPIKA WEERASINGHA**

**RAVINDRA PADMAKUMARI SENARATH**

**THARANGA HERATH**

**SPONSORED BY :**

**SHAKTI GENDER EQUITY PROJECT**

**CANADIAN INTERNATIONAL DEVELOPMENT AGENCY**

**PUBLISHER**



**SAMPATHA PRINTERS & PUBLISHERS**

**195, KEW ROAD**

**COLOMBO 02.**

# GENDER AND MEDIA

EDITOR

This volume does not contain  
the views of the Journalism Unit  
of the University of Colombo.

## GENDER & MEDIA

COLLECTION OF LECTURES

2004.01.02

© JOURNALISM UNIT  
UNIVERSITY OF COLOMBO

ISBN 955-9021-38-9

COVER PAGE

K.M.I. SWARNASINGHE

TYPESETTING & PRINTERS

SAMPATHA PRINTERS

195, KEW ROAD

COLOMBO 02

Tel : 2326662



SAMPATHA PRINTERS & PUBLISHERS

195, KEW ROAD

COLOMBO 02

## CONTENTS / පටුන

		Page No. / පිටු අංකය
Preface	- Prof. Wimal Dissanayake	VI
Foward	- Editor	VIII
<b>1.</b>	<b>Profile of Women in Transitional Sri Lanka</b> - Prof. Indralal De Silva	<b>01</b>
<b>2.</b>	<b>Identity Marks : Sri Lanka Women</b> - Dr. Neera Wickremasinghe	<b>19</b>
<b>3.</b>	<b>Media Images of Women</b> - Dr. Selvy Thiruchandran	<b>31</b>
<b>4.</b>	<b>Journalism and its Domain : Advertising, Globalization and Gender.</b> - Dr. Neloufer de Mel.	<b>53</b>
<b>5.</b>	<b>ශ්‍රී ලාංකික කාන්තාවගේ කාර්යභාරය</b> - මහාචාර්ය ඉන්ද්‍රලාල් මුණසිංහ	<b>60</b>
<b>6.</b>	<b>සමාජ මතවාදය සහ ස්ත්‍රී පුරුෂ සමාජභාවය.</b> - ආචාර්ය සුභාංගි හේරත්.	<b>71</b>
<b>7.</b>	<b>කාන්තාව හා ජනප්‍රිය සංස්කෘතිය.</b> - මහාචාර්ය සුනන්ද මහේන්ද්‍ර	<b>79</b>
<b>8.</b>	<b>කාන්තාව හා ජනමාධ්‍ය.</b> - ආචාර්ය ආරිසරත්න ඇතුගල	<b>86</b>
<b>9.</b>	<b>කොමියුනිස්ට්වාදී සමාජය තුළ ස්ත්‍රී පුරුෂ සමාජභාවය පිළිබඳ ගැටලුවක් තිබේද ?</b> - ආචාර්ය ටියුඩර් විරසිංහ.	<b>91</b>
<b>10.</b>	<b>කාන්තාවන්ට එරෙහි අපරාධ මර්දනයෙහි පොලීසියේ කාර්යභාරය.</b> - නියෝජ්‍ය පොලීසිපති සිරිසේන හේරත්	<b>98</b>
<b>11.</b>	<b>සිරගත වූ කාන්තාව.</b> - නීතිඋපදේශක එම්. ලොකුගලප්පත්ති	<b>104</b>
<b>12.</b>	<b>ස්ත්‍රී පුරුෂ සමාජභාවීය සංකල්පය තුළ ගෘහ කළමනාකරණය හා පවුල් සංවර්ධනය.</b> - ජ්‍යෙෂ්ඨ ප්‍රගුණු හා පර්යේෂණ නිලධාරී විමල දිසානායක	<b>116</b>

## OUR WRITERS

01. **Prof. Indralal De Silva.**  
*Senior Professor, Department of Demography,  
University of Colombo.*
02. **Dr. Nira Wickramasinghe.**  
*Senior Lecturer, Department of Political Science  
and Public Policy, University of Colombo.*
03. **Dr. Selvy Thiruchandran.**  
*Director, Women's Education and Research  
Centre.*
04. **Dr. Neloufer De Mel.**  
*Senior Lecturer, Department of English,  
University of Colombo.*
05. **Prof. Indrani Munasinghe.**  
*Senior Professor, Department of History,  
University of Colombo.*
06. **Dr. Subhangi Herath.**  
*Senior Lecturer, Department of Sociology,  
University of Colombo.*
07. **Prof. Sunanda Mahendra.**  
*Senior Professor, Department of Mass -  
Communication, University of Kelaniya.*
08. **Dr. Ariyaratna Ethugala.**  
*Head, Department of Mass-Communication,  
University of Kelaniya.*
09. **Dr. Tudor Weerasinghe.**  
*Senior Lecturer, Faculty of Mass-Communication  
Sripalee Campus, University of Colombo.*
10. **Mr. Sirisena Herath.**  
*(B.A., Post Graduate Diploma in Criminology)  
Senior Deputy Inspector General,  
Sri Lanka Police.*
11. **Mr. M. Lokugalappaththi.**  
*(B.A., LLB) Deputy Commissioner General,  
Department of Prisons.*
12. **Mr. Wimal Dissanayaka.**  
*(B.A., M.A.) Senior Training Officer, Rural Development  
and Research Centre, Ministry of Samurdhi.*

## **A Profile of Women in Transitional Sri Lanka**


*Prof. Indralal De Silva, University of Colombo*

---

### **Introduction**

Exposure of females to the development process in the recent decades witnessed, an emergence of new profiles for women in socio-demographic spheres. There is a need to identify these various profiles in Sri Lanka, because, women's role and status has gone through many phases of change over time. The introduction of free education in Sri Lanka paved the way for women to have equal access to higher education and to breakdown the barriers of a patriarchal society to a great extent (Department of Census, 1997). Further more, the added avenues for social exposure as well as economic independence through increased labour force participation and productive employment (Amarabandu, 2000) enhanced this process. Sri Lankan women are far superior than their counterparts in most other developing countries. For instance, the expectation of life at birth of Sri Lankan women, is higher than for males, their literacy rate approximate that of more developed countries.

Integration of women into the developmental process has been the main concern of most of the third world countries and international agencies during the last few decades. Many countries around the world realized, the need to develop easy mechanisms to meet, the specific requirements of women in development (Rasanayagam, 1995). Along with the declaration of 1970-1979 period, a second Development Decade by the United Nations, women's issues and the development process came to be conceptually linked. This process was called WID (Women In Development) (Osteria, 2003).



**GENDER  
AND  
MEDIA**

*The literature in Sinhala, on Gender Studies has not been written and published very frequently. So the publication of these papers on the topic, I hope, may fill, the particular void at least to a certain extent. In fact, this effort is an outcome of a series of seminars which was held by the Journalism Unit of the University of Colombo.*

*These papers which have been presented by well known scholars in the field are full of information and they carry new insights. They will make a contribution to this new discipline which rapidly gains ground in Sri Lankan Universities. I believe a commendable literature may appear in near future on this subject.*

**Prof. Anura Wickramasinghe**  
*Coordinator / Journalism Unit  
University of Colombo*

ISBN 955-9021-38-9  
150/-