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SRI JAYAWARDENAPURA UNIVERSITY
SRI LANKA

THE IMPACT OF MASS MEDIA ON THE FLOW OF INFORMATION
IN RURAL SRI LANKA

A THESIS SUBMITTED FOR SATISFACTION OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

BY
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Dedicated to
My Father, Mother, Loving Wife,
Daughter, and all others who
helped me to stand on my feet.

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SRI JAYAWARDENAPURA UNIVERSITY OF SRI LANKA

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ABBREVIATION DEFINITIONS

MOH	-	Medical Officer of Health
MOMCH	-	Medical Officer of Maternity and Child Health
SHS	-	Superintendent of Health Services
FHB	-	Family Health Bureau
IUD	-	Intra Uterine Device
SLBC	-	Sri Lanka Broadcasting Corporation
FP	-	Family Planning
FH	-	Family Health
FPCSP	-	Family Planning Communication Strategy Project

ABSTRACT

THE IMPACT OF MASS MEDIA ON THE
FLOW OF INFORMATION IN RURAL SRI
LANKA

by

L. Piyasoma Medis

Doctor of Philosophy

In Sri Lanka, like in many developing countries, the population increase is an alarming problem. The population increase, if allowed to grow without making necessary planning, may introduce hazardous implications to the overall socio-economic development programme of the country.

ABSTRACT (continued)

The most appropriate way to check and reduce ill-effects of population increase on total development and personality awakening is to make Family Health a way of life of people of all walks of life.

This study explores the on-going Family Health communication in the field in relation to person to person communication component and also explores the possibilities of utilization of Mass Media Communication to drive the message of Family Health home to make it a regular practice in daily life.

In this study, both Family Planning and Family Health refer to the broad concept of population planning to improve health and socio-economic conditions of the people..