

# International Conference on Science and Management for Peace and Development

**October 21<sup>st</sup> & 22<sup>nd</sup> 2013**

## Conference Proceedings

Institute of Human Resource Advancement  
University of Colombo  
Sri Lanka

## **THE CULTURAL INFLUENCE OF SOUTH INDIAN TELEVISION BROADCASTS ON THE CHILDREN OF JAFFNA REGION**

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### **Abstract:**

The Jaffna region has its own peculiar traditions from very early times. Though it was subjected to foreign rule for some centuries, its cultural traditions were generally preserved. But in the present situation as a result of the growth of modern media, the culture of the Jaffna society especially of the school going children is subjected to changes and abuses. The children either absorb the programmes and advertisements of the South Indian broadcasts intended for the elders or completely become one with them. It is not easy to divert the attention of the children of Jaffna from the influence of such South Indian broadcasts. Such broadcasts not only affect their education but also make them slaves significantly. It is noticeable that the programmestendo attract children towards undesirable ways of life.

Hence, the aim of this research is to pin point the particular television programmes and the bad effects they exert upon the children in Jaffna. Further, it is intended to focus on the responsibility of the parents in this matter and suggest suitable remedial action.

The research is based on history and society. The primary sources of data relating to the research includes those collected through questionnaire, direct interviews with the people who are very familiar with this subject and direct observation. The secondary sources of data include books, articles, and the internet.

It was found that the television broadcasts have the power to attract the attention of the children and thereby make them addict. These programmes spoil the children and their behavior and dissociate them from the social values. It is a fact that these programmes are meant to earn an income and advertise the country of origin from where they are broadcast. Hence they seriously affect people of the host country irrespective their age limits. Therefore it is necessary for the

parents, school teachers and respectable people in the host country have to consider these implications and take proper action to divert the attention of their children from these programmes and direct them along proper avenues, otherwise the future society in Jaffna is likely to be worst affected.

**Keywords:** *Culture through the media, Cultural abuse, Children programmes, Mega serials*

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## **BATHYMETRY EXTRACTION OF INLAND WATER FEATURES USING WORLDVIEW-2 SATELLITE IMAGES**

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### **Abstract:**

The Bathymetric information of lakes and reservoirs are important to monitor the continuous sedimentation and to sustain the activities such as agriculture, fisheries and recreation. Further, the water level, volume, lake area multi temporal comparison between bathymetries is an indicator of environmental changes like lake or reservoir sedimentation. The techniques based on the survey vessels are obviously time-consuming, high survey cost and the method of