

**FRAMING OF WILD ELEPHANT PROBLEM IN TWO  
ENGLISH NEWSPAPERS: A CASE STUDY OF MEDIA  
AGENDA SETTING**

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## ABSTRACT

The purpose of this study is to investigate the possibility of using Print Media as a communication medium in changing the perceptions of humans in the conservation of Wild elephants. Keeping this in mind in this study the Wild Elephant problem is framed with the assistance of two English news papers in Sri Lanka.

In this study using the content analysis method for data framing news coverage of *The Sunday Times* and *The Island* are quantitatively analyzed. These two papers were selected for the Sampling because it was evident from the information collected for the research at the beginning that from the newspapers available in the market both these papers have given much publicity for the environmental articles and they have given more attention to the human elephant conflict incidences.

From each of the two news papers 32 articles were collected then the data which was collected was analyzed using a coding sheet. Content of 64 articles were analyzed according to the Publication date, Overall Tone, Topics, Themes and Story Type. Analysis of the data shows the importance of the role of print media. The findings of the study have led to recommendations that the mass media should interact with the natural environment and influence peoples attitudes towards nature.