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The Use of the Editorial in Sri Lankan Newspapers (A study on Selected Weekend Newspapers from 1980-2005)

A society cannot be described without communication today. It is an essential factor for a country's development and human existence. Among the mass communication media, the newspaper has a significant place. The Sri Lankan newspaper which has a history of more than two decades, has influenced public consciousness. Every newspaper has various articles and the Editorial is the most important. The editorials are published in all newspapers. The page in which it contains is called the vekki pituwa'. When referring to newspapers, it is revealed that the editorial is an essential part. The influence of the editorial is very powerful. Moreover, the Sinhala newspaper has evolved with a unique language and it has faced the change of time in a creative manner. Here, the influence of language on the editorial is special as it contributes to change the opinion of the public. A majority of the readers hold the opinion that the language of the editorial has changed with the times. Though the language of newspapers changed, the findings reveal that a minority thinks that the language should adopt according to society. Silumina and Lankadeepa are two major newspapers. In such a condition the present research shows that the writing style of the traditional newspaper language has changed according to contemporary writing styles/rules. The editorial that addresses the consciousness of the public, has been changed due to social, economic, cultural and political reasons. The language can be changed in a newspaper which is a mass communication media. The language should change according to time, preserving the meaning, and the journalists also have a major responsibility in relation to these changes.

Keywords: Editorial, Language Change, Newspaper