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කැලණිය විශ්වවිද්‍යාලය, ශ්‍රී ලංකා

## **The role of Magazine to construct Mass Consciousness in Sri Lanka (After the Post Open Economic Era)**

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### **Abstract**

The world 'magazine' describes branded, edited content often supported by advertising or sponsorship and delivered in print or other forms. Traditionally magazines have been printed periodicals which are most commonly published weekly, monthly or quarterly. Mass Consciousness is a social consciousness of masses in precise society. It is represented their day to day needs and requirements. This comprise with human emotional experiences, opinions, attitudes, various point of views, confidences, concepts and Judgments. Open economy is mostly free from trade barriers and where exports and imports form a large percentage of the Gross Domestic Product (GDP).

The main objective of this study to explore the Sri Lankan magazines' published on during 1975 to 1985 and how to construct mass consciousness in Sri Lanka after the post economy era and applied mixed methodology with qualitative and quantitative data. Interviews, content analysing of selected four magazines and observation were used for collecting data.

The research revealed that political magazines (Mawatha) constructing consciousness with political, sociological and psychological factors, economic magazines (Arthika Vimasuma) with rural development, agriculture and micro finance, news magazine (Desathiya) with government ideology from news features and ministry based magazines (Peramaga) with ideology of minister, communicate project done by ministry and accuracy knowledge and wise vision to the government officers and public.

**Keywords:** Mass Consciousness, Magazine, Open-Economic, Political, Ideology