

Abstract 47

Satirical News Papers in Sri Lanka: Language and Effectivity

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The role played by the satirical newspapers in the current society has become significant due to its unique features, especially the language of humour through which the current affairs are communicated to the general public at the same time influencing their opinion. With this study the researcher attempts to examine the styles of language, the visual language and the writing structures employed in the mentioned genre of newspapers. In conducting the research five satirical newspapers were selected under the purposive and judgmental sample and further, qualitative research approach was used. The content of the said newspapers were examined and analysed and it was figured out that the satirical language employed in the newspapers has been more effective as its creative approach has permitted a powerful communication towards the reader.

Key words: creativity, effective communication, public opinion, satirical newspapers, visual language