

AB220

## Reporting foreign information and reader preference for newspapers

N.M.Nuwan Madusanka <sup>1</sup>

Researches show that in the early times more foreign information could be seen on American newspapers . Sri Lankan press too commenced with the aim of reporting foreign information during the time of colonization the information mostly reported on newspapers were of Europe .At present, not only journalists but also ordinary people stay alert about foreign information .Most number of readers show more interest on foreign information according to the reader's preference .New tendencies of reporting information too affect in changing the preference of a reader .

This research, mainly based on the "Does the reporting of foreign information in Sri Lankan national newspapers affects increase of readers 'preference? "In this research Content analysis, interviews, and questionnaires were used as the research methodology. Data which were obtained through the research methodology were analyzed through SPSS static software as an quantitative analyze .Qualitative analyze was used for content analysis and interviews .

After this procedure research was observed that reporting foreign information in Sri Lankan national newspapers helps to increase readers' preference with the contribution of its new tendencies. It was confirmed that most readers prefer to learn foreign information reported on newspapers. As local newspapers do not provide sufficient space for reporting foreign information, it is suggested that more space should reserved for this purpose, and a national level Sinhala newspaper should be created exclusively for reporting foreign information .

**Key words :** *National Newspapers, Foreign Information, Readers 'Preference, New Tendencies, News Organizations .*

---

<sup>1</sup> Department of Mass Communication, University of Kelaniya, Kelaniya, [nuwanamila7777@gmail.com/](mailto:nuwanamila7777@gmail.com)