රුදු අර්ථිතිකතාව එක අධිපතිත

(රේජපුත්‍රා විශේෂී පාසලාව විසඳුම් විශේෂී යනු ලෙස මකුණන්)

ම. අම්බෝ ප්‍රංශලගේ පියැන්

FGS/M/MSSc/2005/04

මාධ්‍යම විද්‍යාලීය කටයුතු (MSSC)

ලියදු දියුණි - ආචාර්යාඥයේ

මාධ්‍යම විද්‍යාලීය, අන්ශුරා

ශ්‍රේෂ්ඨ 1282

අඩු 2015


d"
Abstract

Television is a traditional visual media that makes a unique influence in global society. The television has centred the overall authority in modern social, political and cultural atmosphere as journalists make a vast impact on spectators using the unique capabilities of the medium. Visual components created by television medium are simulacrum created technically and ideologically and spectator is unconditionally manipulated by them. Journalists manage unique intrinsic qualities of television with the objective of manipulating the spectator. That creates a space between communication and reality because the representation in the communication process is done with interpretations. When the space between demonstration and reality is wider it creates a simulacrum. Hence, contemporary television demonstrates a technically and ideologically created simulacrum. It raises the issue "to what extent the television reflects reality".

Nature of the behaviour of television among mass media in Sri Lanka and the relationship between its representations and reality should be studied as a space between television communication and reality is observed. That space creates a complicated situation in the society. However, it seems that social human is sharply manipulated by these media. Humans are naturally attracted to images, hence, it is easy for television medium to manipulate the spectator.

Apart from news reporting television reality shows attract more spectators in Sri Lanka. Taking these programmes, which are deemed to be realistic programmes, as a sample I have studied whether Sri Lankan television communication represents reality and whether Sri Lankan spectators have a media literacy related to visual media. Technical and Ideological approaches on representation of image, which is unique to television medium, were considered in this regard.

Key words: “Television”, “Visual media”, “Representation”, “Simulacrum”, “Reality”