

# **A Content Analysis on the Influence of Tele-Dramas on Social Consciousness in the Post-modernist Communication Space (Based on Two Selected Indian Teledrama)**

Walisarage Nithya Sewwandi  
University of Colombo - Sripalee campus  
nithyasewwandi29@gmail.com

The purpose of this research study was to study the effect of media on the consumer's thinking. The research problem raised by this is to ask what is the utility of the influence of media texts on the thinking of the current Sri Lankan audience. The research methodology here is a qualitative data analysis by analysing two selected voice-over tele-dramas according to the post-modernist literary approach. And the relation of the image to its practical society and what qualities it evokes. Qualitative data analysis found that the receiver is taken to a more proximate reality, and the receiver is distanced from the real issues, relegating the receiver to the position of a passive consumer. According to the data analysis, in the foreign voice, it is said that the receivers are attracted to the art of teledramas and Indian traditional dramas and that the serials are far from reality and follow the post-modernist models, joining the category of heroic fiction, which includes magic and magic. The next problem arose on how the receiver embraced these creations. Quantitative data analysis was used to inquire about the behaviour of vines, and data was collected through 100 questionnaires as a random sample. The youth crowd is mostly attracted to text due to popular culture, and the 40-60 community is attracted to text based on cultural attributes. Accordingly, there is a difference between the ways they bring their readers closer to their lives. Also, the analysis of data confirms that the formation of media texts with the use of post-modernist language and the way it affects the people's minds is a challenge, as well as a strong impact on the well-being of democracy, and the effect of this on the progress of society, should be further studied. Therefore, there is a need to interpret the postmodern communication space existing in Sri Lankan society.

**Keywords:** Consumerism, Deconstruction, Democracy, Mass Consciousness, Media Text, Postmodernism, Realism, Surrealism