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Abstract

The Information Society (Information Society) has become an area of concern for many sociologists. Since the advent of digital media, the role of media in society has been significantly enhanced. The concept of media literacy (Socio-Psychological Manipulation) is central. Media literacy is defined as the ability to critically understand and evaluate the messages conveyed by the media. The concept of media literacy was introduced by Baudrillard (1998) and developed by Daniel and Robert (1990). The concept of media literacy has evolved into a broader understanding of how media can influence and shape our perceptions of reality. (Universal Simulacrum) is the representation and reality. The concept of media literacy (Representation and Reality) has been further developed by Daniel and Robert (1990). The concept of media literacy is a tool for understanding and evaluating the messages conveyed by the media. (Habermass, 1962, translated by Burger, 1989) and later by Baudrillard (1998). The concept of media literacy is critical in understanding how the media can shape our perceptions of reality. Understanding the role of media in society is essential for developing a critical perspective on how media influence our lives.

Key Words: Visual Media Pollution, Television, Simulacrum, Manipulation, Behaviour, Public Opinion, Visual Semiotics, Media Literacy, Public Sphere.