

A Study on the Cultural Meanings Depicted in the Language Used in Marriage Proposals in Print Media.

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Abstract

The marriage has become an important event ever since the man became civilized. But, due to modern technology and cultural changes, the social interpretation of marriage has undergone changes. Modern social behavior has paved the way to give different meanings to marriage. Among them the media functioning is of great importance. Accordingly, this study focuses on the cultural meanings depicted in the language used in marriage proposals in print media. This research was implemented using selected Sinhala, English and Tamil weekend newspapers. Thus, the cultural meanings depicted in the language in those proposals were analyzed. The social requirement asked from those who hope to get married and the qualifications that he or she mentions are analyzed in relation to social and biological factors. Social background, outward appearance and age were the leading factors among the social requirements of marriage. Moreover, caste, occupation, property and character are the special qualifications required from the person who hopes to get married. The research revealed that, the seekers use language in such away that the caste, age and social status are given prominence but knowledge and attitude which are very important in understanding the partners are not given that priority.

Key words: Marriage, Marriage Proposals in newspapers, Language, Requirements of Marriage