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**Reflection of Sri Lankan identity through television commercials**

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In an industrial society, almost everyone is touched by advertising. People respond to advertising perhaps depend on it and, they may themselves be advertisers. Advertising tends to reflect the standard of living and the prosperity of the country.

Television commercials are used for advertising proposes, not only Sri Lanka,but also in other countries. Television commercials are sometimes condemned for its materialism and for its encouragement to people to buy things needlessly-that it is a parasitical manipulator of minds.

Objectives to advertising have increased in recent years.In short,advertising is the means by which we make known what we have to sell or what we want to buy.Advertising should be planned and created to achieve optimum results for the least cost.There is a close and important link between public relations and advertising. It is much easier and less costly to advertise a product or service when its supplier has a good reputation and when the product or service is well understood. Without the media, product cannot be exposed to the public. It makes all the difference between selling and advertising.

The objective of the research is to identify how Sri Lankan image is reflected by the television commercials .Observation was used as the tool of data collection.

Media consists of almost anything which can be used to convey an advertising message.These are being led by new media developments and primarily by new developments in the electronic media.Mass media advertising and broadcasting as we know are moving towards more specific targeting.

**Keywords**

Television,Advertising,Commercials,Identity,Media