

Study of the Changing Patterns of Religious Communication as Media Insights with Special Reference to Buddhist Concepts

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The intention of this study is to present some initial factors pertaining to the religious communication as reflected in media insights. In this direction, some concepts relating to Buddhism will be taken as the guiding model. These in turn will be examined in relation to the strengths, weaknesses and limitations in mass media channel such as the print the sound and the visual. Furthermore, the manner in which the religious communication was transferred from the traditional models to more modernistic mass media channels was also examined. This will be taken into consideration from the three mass media channels, the print, the sound and the visual. To what extent the impact of the religious message is disseminated and to what extent the socio - religious pattern of understanding to help elevate the masses in the field of ethics, morals and social upliftment into the recipient is the hypothesis of this study. The two ends of the study will consist of the communicator and the receiver as to the extent of the user orientation is moulded into a model will also be the extended study anticipating will be dealt as a research.

In this study, a special emphasis is laid to gauge the intensity and the validity of religious studies with special reference to Buddhist teachings enabling us to promote a new model for mass media user. In this context, the present state of the mass media status will be examined empirically with a series of interviews with the user orientation techniques in communication studies. Followed by this, our observations and conclusions will be presented.

Key Words: Changing Patterns; Religious; Communication; Media; Buddhist Concepts

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