

## **2.15 A study of the changing pattern of book- readership and the impact of media usage towards it.**

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### **ABSTRACT**

While, print media is the oldest form of mass communication, book readership has been threatened with the demanding use of mass media. The relationship between mass media usage and book readership is examined. Do the habit of reading books drop off with the increasing usage of mass media? The usage and significance of the book should be everlasting, while other modes of mass communication are increasing in their demand. A survey study with an informal interview and participatory observation method is used to evaluate the relationship between contemporary usage of mass media and readership of book with special attention to the state literary festival 2008, which is going to be conducted in Kaburupitiya, Matara, Sri Lanka.

**Technical Term;** Book- readership, Media usage, Mass communication