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PAPER

Communication Model of Epistemology Theory

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This is a special type of presentation, and a research paper, which is an introduction to a new communication model as the first Eastern model of communication from Sri Lanka. Over the years, communication models and theories which were born in the West and developed to explain the process of communication were followed by almost all. Though we need to get away from the western ideology and concepts or need to have an emergence of a new Orientalism, we still hold on to them. As the first Sri Lankan female professor in Journalism and Communication Studies, in the University of Colombo, the researcher has initiated an oriental communication model based on the theory of Kalama Sutta, named "Communication Model of Epistemology Theory" as different from the western models.

The main purpose of this research is to create a new communication model based on Buddhist philosophy, paying as much attention to the epistemology theory which no one had paid attention to so far. We have the cognitive theory, uses and gratification, play theory and entertainment, expectancy, cultural and critical theory, social category theory, and interactive or office of technology assessment theory. But no epistemology theory using Buddhist philosophy has yet emerged.

This paper attempts to justify that the birthplace of effective communication was in the Buddhist philosophy and its texts. Therefore, the methodology of textual analysis was selected, because the theory and the model were based entirely on *Thripitaka*, especially the 'Kalama Sutta' in Anguththara Nikaya.

Researchers are now attempting to build comprehensive communicative models based on theories created by the challenges of new technology. But, in studying these theories one can see that they are only technological changes but not the initial communication process.

Models are communication tools that illustrate communication behavior in an abstract sense. They range from the very simple stage to a very complex stage. The first model of communication theory was based on Aristotle's teaching, as the classical communication model, which was in the Greek era. It has only 'sender-message-receiver.' After Aristotle, the models and theories of communication studies came into the syllabus in the 1940s. From then linear model of communication by Shanley-Weaver, many of the models was presented by Bruce Westley and Malcolm M. Maclean, David Berlo, Wilbur Schramm, Donald and Virginia Fry, DeFleur and Ball-Rokeach, Harold Lasswell, and Thorson who were the pioneers. Some of those include circular and multidimensional models.

This new model /theory which I am presenting is entirely based on Buddhist Philosophy and it explains how one can grasp a message scrutinizing it epistemologically. The ultimate consequence or result is the acceptance or the rejection after examining it critically. The consequences depend on the receivers' epistemology capacity.