

Impact of Newspaper Cartoons in the Creation of Public Opinion in Sri Lanka

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With the advent of journalism and the advancement of the newspaper, the beauty of the cartoons is among the diverse variations that the reader's appetite for developing. The newspaper cartoon is a comedy, communicating contemporary deep political terms to the reader. These political cartoon readership, especially with daily newspapers, has been augmented by the readership of the readers, which has led to the emergence of popular opinion. In this endeavor, Sri Lankan cartoonists have communicated their message creatively by communicating with a readers a conveying of a political message utilizing contemporary political characters and phenomena. What is the impact of political cartoons in the newspaper media on political influence? The aim of this study was to investigate. Primary and secondary data were used for this study. A polymer sample was used in the selection of samples. Questionnaires and interviews were used to collect primary data. Accordingly, in the first phase of the district, the districts of Sri Lanka are randomly selected from the districts of Kurunagala, and the Panduwasnuwara west divisional secretariat is randomly selected from the 30 divisional secretariats in the district. The third step was to randomly select twelve villages in the Divisional Secretariat Divisions of Panduwasnuwara, randomly selecting 100 individuals from each of the families reading each newspaper. A simple statistical method was used for quantitative data in the analysis of data and also detailed descriptive methods for the trading data. 82% of respondents found that newspapers' cartoon paintings can be obtained at a time when investigating contemporaneous political conditions in the country. In addition, 49% of respondents discovered that the reader's mind is awake and politically motivated by the cartoon's appeal, and that it has a simple and appealing cartoon. The other important fact revealed in this study is that the cartoons are interested in understanding the meaning of the term in a short time. 55% of respondents had the same opinion.

Key words: Cartoons, Communication, Reader, Journalism, Public Opinion

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