

The Relationship between Public Interest And Structural Aspect of Sport News Reporting

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News reporting media is one of the most powerful forces for shaping public opinion. Newspaper headlines, as a subgenre of media genre are of importance in news discourse. As an opening section to their relevant main text, headlines have been ascribed different functions. Headlines have been referred as categories forming “the summary” of the news reports.

This particular study titled “The Relationship between Public Interest and structural Aspect of Sport News Reporting; with special reference to Diwaina and Dinamina newspapers” This study tries to identify how effects for public interest when they are choosing the newspaper on reference of headlines of the main sport page in Sri Lankan daily Newspaper. The researcher used content analysis as the methods of the Study when selecting in the news headlines. And interviewed 25 newspaper readers and analyzed by statistically usage of MS Excel. As a sample, Researcher selected main sport news page’s main headlines in both of Diwaina and Dinamina in 2012. There are 104 news headline was collected randomly and mixed sample method. Also date collected by Old reserves of National Library and National Archivist Department Sri Lanka. The researcher confirmated that more newspaper readers like to read main sport page if it is very structured and very attractive than other one.

Key words; Public Interest, structural Aspect news reporting, Diwaina and Dinamina

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