

ABSTRACT 10

Responsibility of media for the change of traditional food and eating habits.

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The research focuses on Sri Lankan food and eating habits. Today the food have been changed due to various reasons and media is one effective factor for this change. Today television and magazines are filled with plenty of advertisements and most of them are concerned with food. They point out the positive side of that product and how that product is helpful to the consumer. They highlight the simple, quick and easiness of that product to use. Today media, that is mainly television and magazines or newspapers have given major place to advertisements and among them the advertisements on instant food compel the people to buy it. It is proposed to undertake the following approach as methodology in order to meet the research objectives. This research will consist of two primary stages. First stage consists of content analysis of primary and secondary sources and the second stage is a qualitative research by means of interviews. Information were gathered from the students, lecturers and few families in countryside and city. Through the information the conclusion was that media is highly effective for the change of traditional food and eating habits mainly in the cities than the villages.

Key words: advertisement, food, eating habits, television