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නම : එම්. එස්. සී. දිසානායක

ලියාපදිංචි අංකය : FGS/03/02/06/2007/08

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ABSTRACT

Television – an audio and visual medium which plays a major role that determines not only the present trends in Sri Lankan Society, but also the future economic, cultural, spiritual and political developments of the future. It goes without saying that the “visual” plays the greater role. In this effect our aim is to develop a visual based on the Sri Lankan Identity. We must dig deep into the cultural base enquiring details of the signs and signals of the visual culture. In selecting this subject we have to study its value on its cultural and topical importance. We have made use of the theoretical, practical and analytical methods in this regard.

While the subjects detailed above will be dealt with in first chapter, the second chapter deals with ideas, arguments for and against, as well as the new thinking on Semiotics put forward by well known philosophers like Saussure, Peirce, Roland Barthes and Umberto Eco.

The Third chapter deals with the life - styles of Sri Lankan people from ancient to modern times taking into consideration traditional cultural values and practices, natural phenomenon and the way they affect our lives, gods and their powers, including their worship, as well as our beliefs in evil spirits. Folk music and songs together with the intricate weaving of Buddhist ideas in Art are also vital. An attempt has been made to study the influence of these factors on our society on a semiotic base.

The Fourth chapter deals with an analysis of popular Programmes telecast over Rupavahini (SLRC) from its inception in 1982 to the present day. This analysis takes into account observations on many Programmes which have won awards both Locally and Internationally. In this category are Tele Dramas, Music and Childrens Cartoons, Documentaries and News Programmes. The Second part of this chapter contains observations by prominent people through Interviews.

The Fifth Chapter deals with the present status and the varied aspects of the visual component of Television. While drawing inspiration from the traditional semiotic culture of Sri Lanka, some proposals have been presented to formulate a television medium with a Sri Lankan Identity.

Key words – Semiotics, Visual Culture, God Worship, Evil Spirits, Tradition