

## THE POLITICAL AND SOCIAL COMMUNICATION FOR THE DEVELOPMENT OF THE MASS MEDIA IN BATTICALOA DISTRICT – A SOCIOLOGICAL VIEW

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### **ABSTRACT**

Twenty five thousand years ago the people of Sri Lanka, to date, had been living in the Stone Age. Ten thousand years ago people inhabited in the Neolithic transition. And between them, the noise, the signal is used for communication. Three thousand years ago, followed by the iron has begun to spread culture of ancient people who lived in the area during the period. There was no communication between the devices and the trapping methods. Further communication with the natural environment, culture and promoted their spoils. Clay, stick, sheep skin, reed, flat, wood, thatched chop, stylus, etc., is crucial to the rocks. Eventually, gestures, symbols, signs of the exchanger through which between them have ideas. These are the times of social communication and media devices have been used. Communication is the beginning of the era of human thought and complete manner. In order to obtain data for this study is the first stage of the interview, Observation, discussion, questionnaire, etc. are followed. Government scientists in this area in terms of its political figures, journalists, etc. from the public, political parties and groups, social enterprises, and other organizations, media corporations and the data have been collected. In Batticaloa district, the political and social communication studies on the development of mass media culture nickname, indirect tasks, such as the tendency to identify work still remained to be seen without. Batticaloa district due to its fullest knowing about the work of the mass media, there are problems. On the basis of data obtained by the M-reaching political and social communication of the mass media's role in Batticaloa district seems to be not made sufficient progress. The problems facing the national and regional level have been identified as the main

**Keywords:** Social communication, Modern communication, Mass media, Media ethics

### **INTRODUCTION**

This study to understand the district's political and social history, Batticaloa district mass media development, Batticaloa the mass media and the mass media enterprises, Batticaloa journalists in Batticaloa political, social communication, universal franchise, representation, government system, political system masculinity Familiarity necessary. The study has been done on the basis of these issues.

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The 'Sakuntalai' (the name in a Tamil literature) his toenails in the lotus leaf flap notice in writing through literature. Noted above is consistent with the nature of communication, it shows. This communication began in the early period the media was not able to benefit. This applies to Sri Lanka's Batticaloa. The AD Continued until the 14th century. Perpetuates many of them are still standing among the people of Batticaloa.

It is also used in the spoken language in the 15th century refined. So listen to the messages through, melodrama, folk songs, lullabies, and lamenting, walk through the songs, historical songs as minor deities, many of which may have been used in relation to the information society in Batticaloa today are in a position to catch on.

The Science and technological development in the latter part of the 17th century. due to the emergence of the modern devices which are included in the category of mass media today. The prominent are Newspaper, Magazine, Radio, Photography, Film, Television, the Internet, etc. Due to scientific technological revolution, computer, telephone, satellite communication has the Big Three of the modern technological and communication devices e-commerce interoperability has received various dimensions. Musical ability is increasing day by day with this device is going to get to see the action.

The rapid development of the emerging modern communication devices are becoming more appearance. The culture is the mass media, particular use of the mass media so that the definition of the border crossing-border dimension of Batticaloa region. So in the current environment, the extent of Batticaloa mass media has spread worldwide.

## **METHODOLOGY**

This qualitative study, two different types can be analyzed quantitatively. The study methodology used in this study, both of which are furnished. Based on data from the first stage of the methodologies noted above, the second level data are two ways to obtain data.

In order to obtain data for this study is the first stage of the interview, Observation, discussion, questionnaire, etc. are followed. Government scientists in this area in terms of its political figures, journalists, etc. from the public, political parties and groups, social enterprises, and other organizations, media corporations and the data have been collected.

In the case of this study is derived from a variety of places, books, magazines, records, statistics, articles, magazines and television, radio releases the data to the second level of the data received from the comfort of guests.

## **Title of Research**

Possess their own unique place in the world with the mass media; are paying their strong influence on various sectors. We see this Communication and political community. So it becomes important to study mass media focused on the political and social communication. Thus, 'The political and social communication for the development of the mass media In Batticaloa district - a sociological view' that I've chosen for my research topic.

### **Objectives**

Political parties and their policies and ideas the masses to take to support the accumulation of conflicting political parties for reconciliation causing major problems in the common position to establish the masses to political awareness and to establish political participation increased to, political, social communication, strengthen community media and regulate the Batticaloa district mass media's role, through its Other objectives of this research is to review the development trend.

### **Research Area**

Batticaloa set in operating the media, at the national level acting media Batticaloa on the application, internationally operating media Batticaloa influence, Batticaloa operating media companies, from Batticaloa working journalists, international and national levels, serving, serving Batticaloa as the media elements through clearly can understand.

Which is mainly, Newspaper, magazine, radio, photography, film, television, Internet, and etc. Due to the technological revolution, the workers of science, computer, telephone, satellite communication has the Big Three of the modern technological and communication devices of various dimensions of e-commerce has reached a collaboration. Musical ability of these devices are increasing day by day were going to be seen in action.

Which have received more than appearance, thus the rapid development of modern communication devices, the mass media and the definition of the frontier crossing, Batticaloa region, or a particular application of the cross-border dimension of culture is the mass media. So in the current environment, the extent of Batticaloa mass media has spread worldwide. So, such a study is needed.

### **RESULTS AND DISCUSSION**

In Batticaloa district, the political and social communication was conducted through review of the development of the mass media were able to put forward recommendations. In today's environment in general in all regions around the world and the sufferings of the mass media and the political stability of the effective action are ways to change the character. The wherever political instability, where thought occurs through threats of spills, mass media, administrative challenges. Our research areas that is not exempt.

The mechanization of mass media and the political community are all in the past. The increasing has been its influence in the political community. The medley of political action, so their use is a significant one. Who put their political views through the external impact on society has resulted in the highest. The share of the population towards the political community is increasingly taking place. The news published in the partially developed political knowledge of the community, is enriching. Although these are in favor of the genuineness of the issues, as well as suggestions on when to promote the moral is to the detriment of their effects.

Here there is more responsibility on all of the mass media during the elections. At such times, we emphasize the need to work with are the social protocol. Some of the mass media for their bias in favor of people attracted to its people that the theme of neutral feedback. The figures are using ads to support the quest for political campaigns. This mutation has been inspired by the Batticaloa community has been able to observe. It also has to take place in the community there is Batticaloa. Political and mass media remains the dominant Buddhist Sinhalese. So there is a political conflict permanently. If developing countries want to see the Batticaloa region, ethnic, linguistic, religious issues have to be solved in a democratic way is important.

So here on the basis of the political, social communication and social system as a whole that should be the norm. As is the norm in the mass media, the media should serve. Increasing political and social conflicts must be prevented. The mass media and the development of more effective change through, the political and social communication in Batticaloa District.

### Benefits

- Support for political figures to make the best of social communication.
- Shall also be tuned for Communication smoothly put the future of the political community.
- Used to the academic and research activities of Politics, Sociology and Journalism students.
- The leads to learning to work with "media ethics" The media companies and media employees.
- The alerting to community of Batticaloa.
- There will be triggered to the community sees the political community.
- The regulating in political social communication media.
- The controlling to social mutation, causing social disorder.

### CONCLUSION

The task of the media is advanced through the ambiguous character to the area. Given the media campaign, especially since the 1990 crisis, the media and journalists, and the threat to life is very long. People identified themselves as journalists without due process worked so here is played. In particular, war, military action, the security crackdown, attacks, shooting and killing, kidnapping, blackmail, extortion, receiving a massage, at the edge of armed robbery, rape, violence and other events that do not work openly to identify themselves as able to learn through research. In spite of that, assaults and murder are synonymous served. It is said that peace is taking place in today's context; the above measures are able to learn through research.

In Batticaloa district, the political and social communication studies on the development of mass media culture nickname, indirect tasks, such as the tendency to identify work still remained to be seen without. Batticaloa district due to its fullest knowing about the work of the mass media, there are problems. Nevertheless, on the basis of data obtained by the M-reaching political and social communication of the mass media's role in Batticaloa district seems to be not made sufficient progress. The problems facing the national and regional level have been identified as the main reasons.

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