

Perception of Media in Detangling the Indo-Srilankan Cultural Moorings

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The post-modern era of 20th century had undergone several successive changes. The effects were not only limited to political and economic negotiations but also in cultural transfigurations. But the inherent factor that fuelled the process is the mass media. Rather, by connecting the world more virtually it accelerated the quest to explore one another's culture and its diversity. The communication technologies like television, cinema and social media employed as a vehicle of 'Cross- cultural communications' or 'interculturalisation'. The inseparable neighbors India and Srilanka are the best example of it. They have built up a legacy in intellectual, religious, linguistic and cultural intercourse. Their connectedness evidences more than 2500 years at the age of Ramayana. The first instance of traditional media was found in the Asokan period when Asoka's son Mahendra and daughter Sanghamitra went around Sinhala to teach Buddhist doctrine. Later, Buddhism became the religion of the common mass in the state. India shares a good relation with Srilanka though sometimes affected by Tamils' militant movement. Indian cinemas like 'A Peck on the Cheek', 'Katrukkena Veli', 'The Terrorist', 'Ceylon', ' Madras Café' has portrayed the Tamil civilian wars and their impacts irrespective of various age groups, caste and class. Conjointly, the cinema as a medium of modern mass media further creates a 'sense of identity' among both of the cultures. It especially charms the Diasporas living in foreign countries as they are always nostalgic to their pan culture. With the emergence of new media like internet, the flow of culture became more rapid. Social media articulates the political grievances as well as preserve their socio-cultural identity beyond the hindrance of the state. Thus, the study offers to demonstrate the way media focuses light on the Indo-Srilankan ethnic conflicts and affinity and its imprint on their cultural liaison.

Keywords: Mass media; Indo-Srilankan ethnicity; culture.