Usage of Media: How does it influence on the changes of rural social structure (Special Reference to *Polonnaruwa District* in Sri Lanka)

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Abstract: In particular there are two social settings in the world namely rural and urban and these two segments are subjected for a precipitate change. Also noticeable that, the media in the world that exposed for globalization performs a considerable task which affects the social environment, attitudes and behavioral conduct of individuals as revealed through investigations on social processes. This study was focused *on Madirigiriya village in Polonnaruwa* district in the North central province in Sri Lanka in line with a random sampling method having selected 153 informants for the sample. Information collected through a questionnaire with added investigations via focused group discussions (FGDs), and observations, attended in qualitatively and quantitatively. The software titled *SPSS, Excel* was used to analyze the data. The study revealed that due to the penetration of media, the living fashion had been affected by changing important social elements such as the food consumption pattern, physical environment of the house and the family system, daily routine, educational needs, changed hobbies also to change the political base in the society, awareness on legal framework.

Keywords: Media, Rural setting, changed social structure, social living, political.

INTRODUCTION

Those developed countries as well as developing countries are the two major categories and determinant factors in the world. There are also two social structures namely urban and rural within the said two groupings and these two societal elements are subjected for changes within the transforming substitutes of the world.

According to the Sociological perspectives the said changes are transpiring in rural settings in an speedy manner than the speed it happens in urban areas. Also revealed that this transformation happens in an apace manner due to the conceptual aspects such as modernization, industrialization, urbanization and globalization and those changes happening in varied sections namely; economic, social, political, physical and cultural. This study was to discover to which degree the changes ensued on the social structure of the rural society in Sri Lanka, with influences and the manipulation of media which transits the existence of all changes in the world.

Research Problem

It is a determinant factor that rural communities are subjected for a processes of rapid changes in comparison to the changes happening within urban societies. In this regard, the research problem of this research is "What background information is necessary to fully understand whether, Media has influenced the rural communities for the changes of their social, political, economic and cultural existence.

OBJECTIVES

The main objective is to study the influences or the consequences of Media that affect the

Specific Objectives

- To identify the nature of the usage of media by rural communities within the study area.
- To identify the relationship between living fashions and the media in the study area .To identify whether there are relationships between development initiatives happening in the area and the media.
- Also to ascertain whether media has brought consequences on the political backdrop.

LITERATURE REVIEW

To explore the literature on social media and media in general related to the rapid change of rural social structure risk and crisis communication, a detailed review of academic literature and other recognized publications was conducted. The first search, extracted research according to the key words *Media, Rural setting, changed social structure, social living*. While there are important distinctions among the above key word, as they are defined and practiced

and relationship to improving upon current risk and crisis communication best practices. Key points and examples from the collection of articles were classified according to best practices.

Role of Media - television in rural life

The role of media and the influence has had on various social, economic and political processes that have been revolutionizing the landscape of rural villages Data from ethnographic fieldwork in two remote villages in the mountains of Western Maharashtra [1] are presented in the context of development and social change. In particular, the article establishes the framework and rationale for an ethnographic approach to the research. It discusses the unique characteristics of television that make it an important agent of cultural change. Furthermore, the article analyzes various social processes that include consumerism, urban modeling, restructuring of human relationships, linguistic hegemony, migration and the emergence of an information underclass. Some villagers see these processes as positive, yet others view them as negative developments. The article concludes with a discussion of social change at both the structural as well as psychological levels and argues that the village audience is an active and vibrant participant in the use of media, which has ramifications for `development' both at the village level and beyond.

Caplan 2002 [2]; Morahan-Martin 2008 [3]; Young 1998 [4] also illustrated on habit, knowledge sharing and obligation in relation to social media use. For this research, social media use refers to Facebook use similar to this research on Media and its effectivity on people in Medirigriya, Sri Lanka. Caplan further illustrates that abitual social media use in the past, studies have tried to describe the concept of habitual social media use, which led to the rise of terms such as media addiction, problematic media use and media abuse (e.g.).

Vishwanath [5] defined habitual Facebook usage as the involuntary use of the social media platform influenced by satisfaction that the user derives from consistent access, use and continuous interaction on Facebook. This line of thinking is also supported by the media attendance perspective that points out that within a stable environment, an individual acquires habit through repeated media consumption [6]. The important aspect to pay attention to in the definition of habit is satisfaction.

Sharma [7] in his article pointed out that contemporary society exhibits deep dependency on mass media and is dominated by media in all aspects of life. It is a well-known fact that media has an immense power to shape the attitudes of people in reconstruction of reality. People develop shared construction of reality through mass media. The media-provided interpretations of certain issues have a deep and far reaching impact on the masses. The media has the power to push various issues into the public domain. It is the need of the hour that sustainable development is given priority by the media. Further the author suggested that mass media has an important role to play since along with legislation, formation of attitude towards sustainable development is required on a large scale which can only be accomplished through media. The media has a social responsibility and active contribution of mass media is essential for promoting sustainable development and motivating People to use alternative sources of energy so that we can make this world a better place to live.

Neelamalar [8] in his article marketing wars in Indian media said that whatever ‗strategy‖ the media adopts for its own survival and business motives during the time of wars, it could lead to some other unexpected and sometimes dangerous effects in the society. Hence, even if it is a business tactic, media needs to be doubly cautious during the times of war, if the media wants to keep its image as the fourth state 'of the society intact.

Also, Jain and Singh [9] conducted a study on National knowledge commission and media. Data was collected from three newspapers for period of 12 weeks, a total of 90 knowledge related stories were collected and analyzed. The Study suggested that the newspapers being a part of a common man‗s life have a vital role to play in creating awareness about the knowledge society. Number of editorials and news analysis, the most influential part of a newspaper, was in The Tribune (7) while the least coverage was in The Hindu (2). In articles also The Tribune contributed maximum (16) while The Times of India contributed the minimum 4.

Matthes [10] conducted a research on Hostile media effect to study how fare audiences tend to perceive media coverage as biased against their own view. Data from three survey studies demonstrate that effective involvement- measured as emotional arousal or as the experience of concrete emotions- can explain the HME over and beyond cognitive involvement.

Hoffman [11] studied the media effects on perceptions of public opinion. Survey data from the American National Election Studies are combined with a content analysis of campaign news in 24 regional newspapers, as well as advertising data, in order to parse out contextual media effects. The finding of the study shows that perceived public opinion varies significantly across media markets. Newspaper use and personal candidate preference had a significant effect on the likelihood of perceiving Kerry to be the state-winning candidate. There was also a significant cross-level interaction between media context and political discussion on perceptions of public opinion. This study on media Vs. possible effects of the rural social living,

family structure, and socio-political structures concludes in reference to the important literature, that the media in Rural villages in Sri Lanka and the contemporary community has positive correlation yet significant negative feelings of the rural communities too, are there needing attention.

METHODOLOGY
Introduction to the study area and the Sample
The village named *Medirigiriya* which is one of the villages coming under the district of *Polonnaruwa* in the North Central province was designated as the study area in this research. The data collection in accordance with objectives of the study was proceeded through a sample represented by 153 informants selected on random basis for the research.

Data Collection
A questionnaire was utilized to collect data from the sample of 153 selectees and in addition the data were gathered through Focused Group Discussions (FGDs), and observations as well. Furthermore, besides the targeted interviewees data gathering was proceeded through institutional data providers as well along with the added series of information through primary sources. Also literature reviews too was accomplished in par with the study by evolving secondary sources of information.

Data Analysis
In reference to the analysis of quantifiable data, information were displayed by means of Graphs, Tables etc., applying - *SPSS, Excel* software for assessment, while analysis of qualitative data was addressed through a descriptive approach.

DATA ANALYSIS AND FINDINGS
When the configuration of Male and Female structure, in the study area is concerned 56% of female and 44% of Male population found.
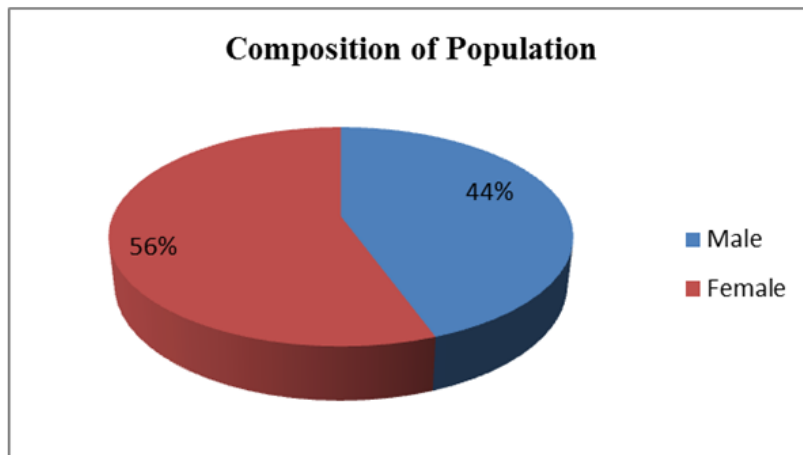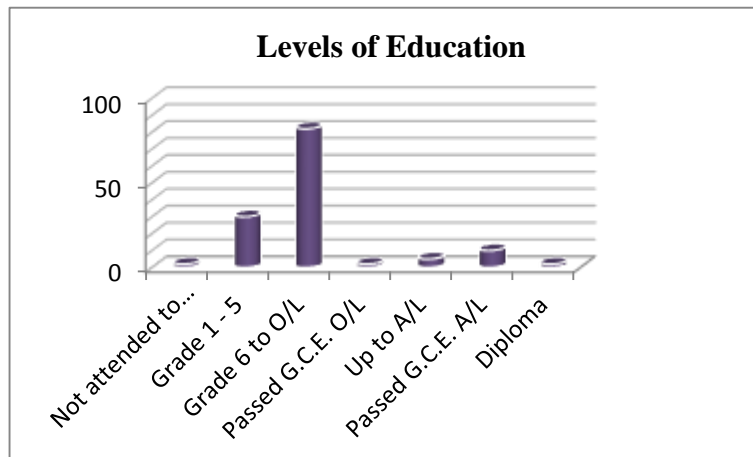

Graph-1: Composition of Gender – Male and Female
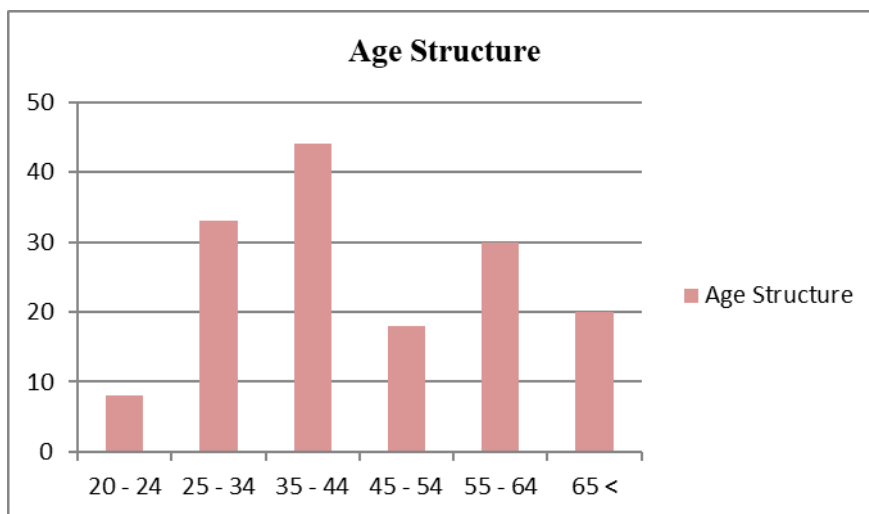
Graph-2: Age structure of the sample informants

Age-wise, the sample interviewees were above 20 years of age and the majority represented the age category between 25 to 44 which exceeds 50%. Those above the age limit of 65 years signified as 13%.

Graph-3: Levels of Education

When the levels of education of the informants were concerned 1.31% was to be categorized under non-schooled persons whereas, those who succeeded only the primary levels were 19.61 %. The majority was represented by 53.59 % of those studied up to G C E ord. level. Those studied up to G C E Ad. Level together with the respondents who succeeded A Level were represented 10 % of the sample. Equivalent to the sampled selectees there were no graduates.
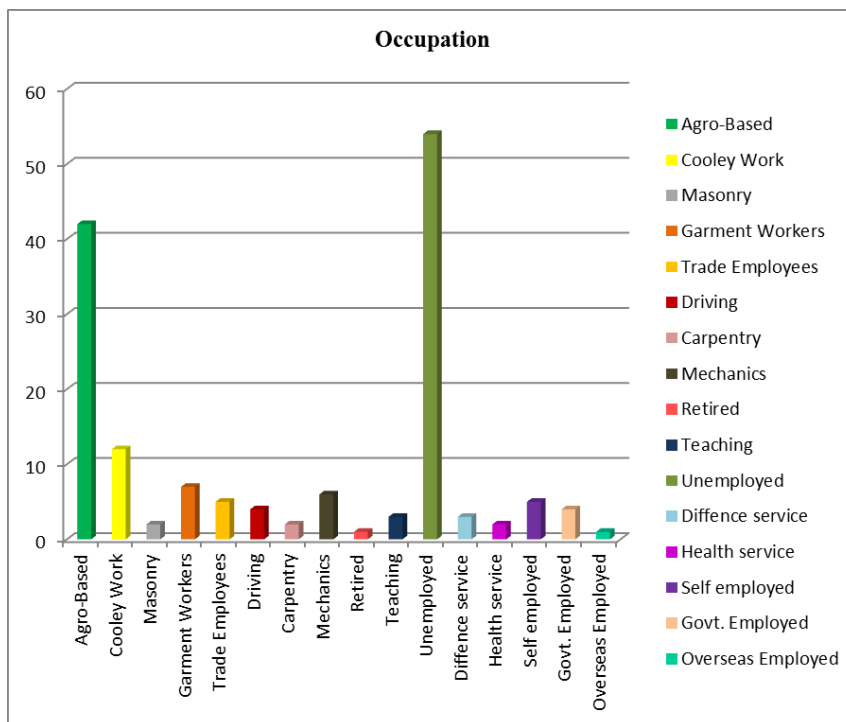
Graph-4: Status of Occupations of the interviewees

The majority of the sample (27.45 %) were occupied on Agro-based livelihoods, while unemployed persons represented the percentage of 35.29%. Besides, 7.84% were occupied in the category of coolly workers.

Ownership of Communication Media
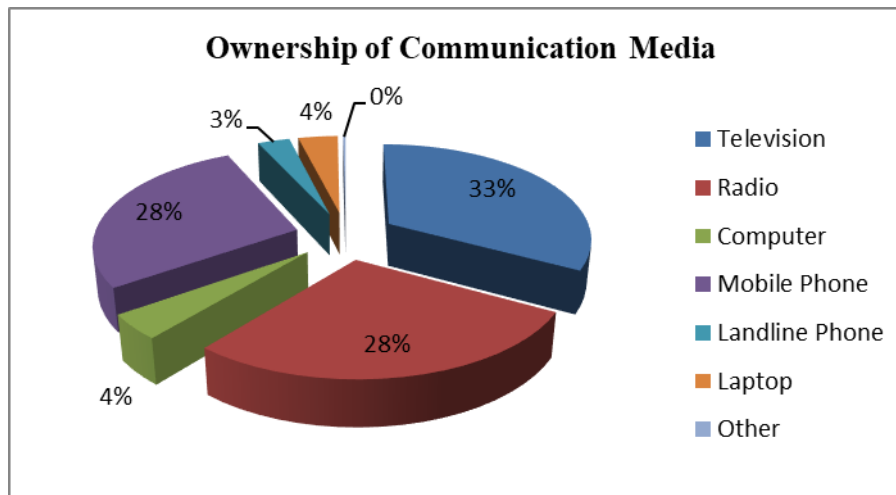
Graph-5: Status of the ownership of Media vs. Communication related equipment

Outcomes of the study revealed that Televisions were in possession of 33% of informants, while 28% of the sample owned Radios. Whereas, 31 % of them found to be owners of mixed brands of hand phones. As disclosed, 8% of the informants found to be owners of computers.

Table-1: Favorite TV programmes frequently watched by the informants

Favorite TV programmes frequently watched by the informants		
Based on the topic based marking ranges	Numbers	Percentage
1, Tele-drama	108	15.23%
2, News	135	19.04%
3. Periodic programmes	29	4.09%
4. Political Telecasts	57	8.04%
5. Cartoon	43	6.06%
6. Musical programmes	34	4.80%
7. Occasional /Consert Progr.	48	6.77%
8. Religious programmes	69	9.73%
9. Children's prohgrammes	25	3.53%
10. Educational programmes	32	4.51%
11. Sports related progrmmes	19	2.68%
12. Films	39	5.50%
13. Astrological	33	4.65%
14 . Morning news programmes	38	5.36%
Total	709	100.00%

As per the revealed conclusions that 135 in the sample marked News as most favorite programme. The second favorite programme was to watch Tele-drama. Besides, (9.73%) of the sample marked religious programmes as their preference and 8.04 % expressed their favorite channel on Political programmes.
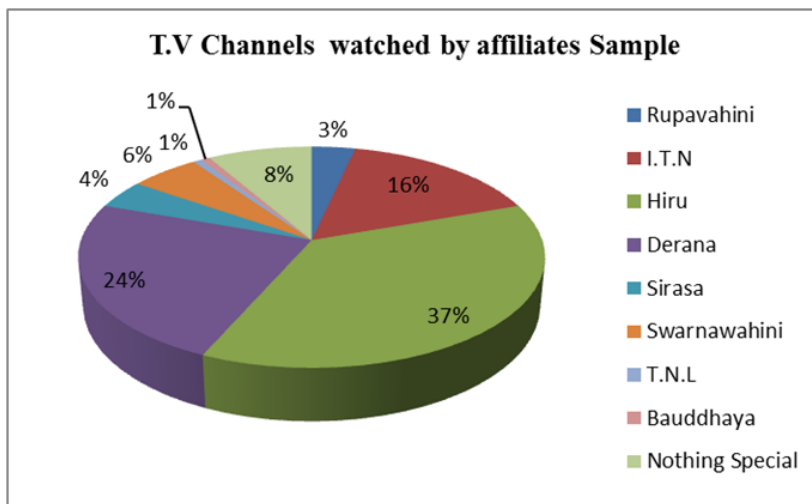
Graph-6: TV Channels fascinated by affiliates of the sample

Studies attended to find out most fascinated channels being watched by the informants, it was disclosed that 3 channels namely; *Hiru* TV, *Derana* and *ITN* were the most popular channels of which the percentages were in respectively; 37%. 24% and 16%. Those 8% claimed that they do not select favorite channels as such.

Table-2: Reasons for ranking above 3 channels be in higher quality

Criterion followed to standardize the quality of TV channels		
Description	Number	Percentage
1. Clear Visibility	22	13.10%
2. With acceptable quality	42	25.00%
3.No specific reasons	22	13.10%
4. Due to the the experience	13	7.74%
5. Trustworthy news	25	14.88%
6. Entertainment	16	9.52%
7 .Variance of programmes	9	5.36%
8. Access for financial gifts	3	1.79%
9. Also good for children	4	2.38%
10. Other	9	5.36%
11.Able to spend leisure times	2	1.19%
12. Televise recent incidences happened	1	0.60%
Total	168	100.00%

Despite the fact that there are varied nature of reasons to select a TV channel to be in an advance category, 25% of the sample highlighted the qualitative composition of programmes being televised by respective TV channel. Accuracy and reliability of news being televised is the main reason as quoted by 14.88% of the sample. Meanwhile, 13.10% had selected the clearness of pictures to first-rate the best channel. Only, 9.52% drew attention on the quality of contentment to select the best channel.
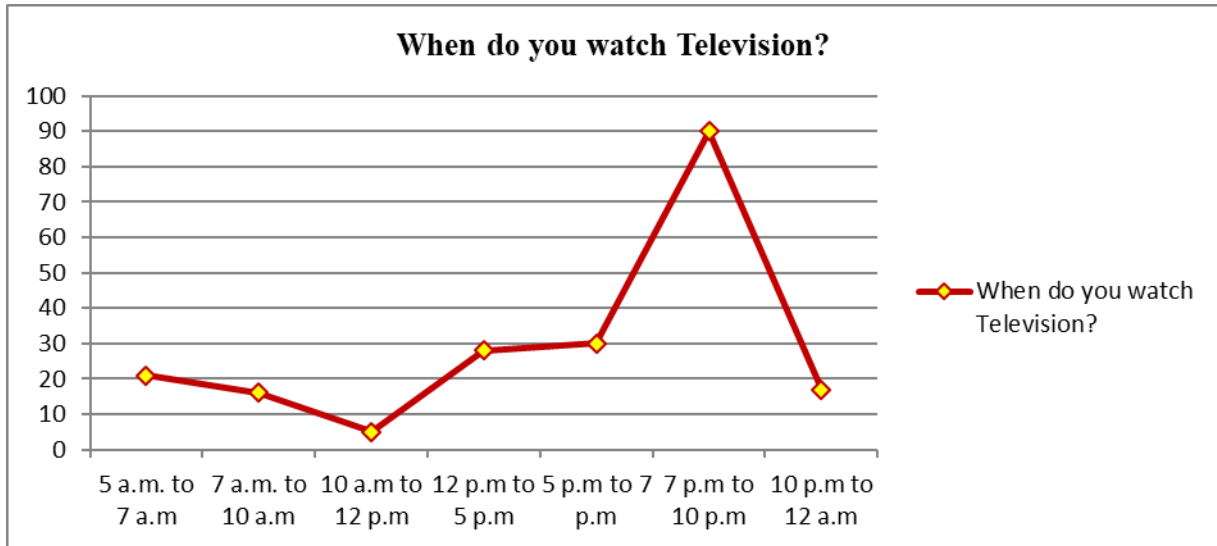
Graph-7: Assessment of the time-ranges of watching TVs

As per the above time specifications, 43.48% of the informants used to watch TV from 7.00 pm to 10.00 pm. Only 2.42% of affiliates stated that they watch TV from 10.00 am to 12.00 noon.
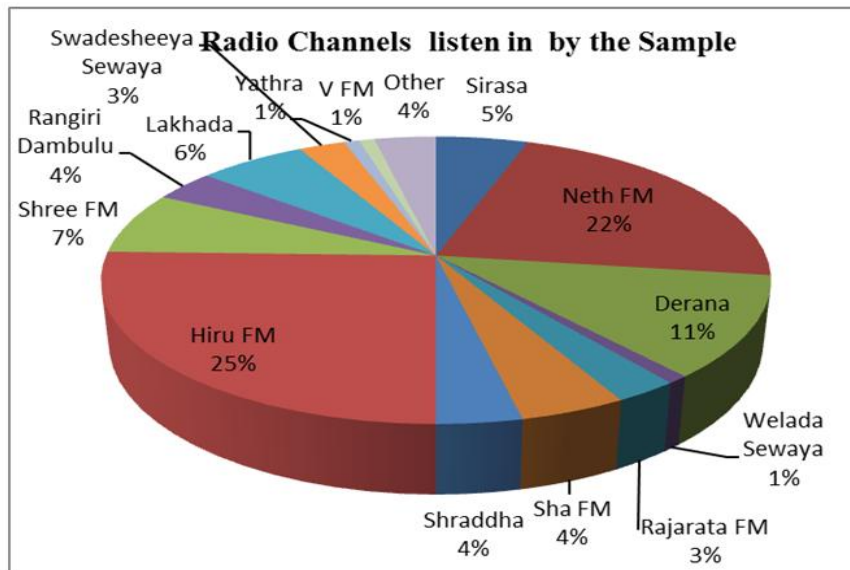
Graph-8: Overview of the affiliated sample Listening Radio Channels

The highest range of listeners (25%) have selected Hiru FM broadcasting channel as the best, whereas, the next assemblage (22%) has selected Neth FM. The listeners of Derana channel represented by 11 %. It is also important to hear about the specific reasons to select a particular broadcasting channel.

Table-3: The reasons transpired to select broadcasting channels

Reasons transpired to select particular Radio channels		
Description	**Number**	**Percentage**
1. Quality of songs broadcasted	21	14.69%
2. To listen more religious sermons	67	46.85%
3. No specific reason to select Advance channel	10	6.99%
4. Like to listen drama	1	0.70%
5. Seniority with experience	7	4.90%
6. Overall Quality	22	15.38%
7. Other	15	10.49%
Total	143	100.00%

The highest range of listeners (46.85%) expressed their willingness to listen religious sermons. While 15.38 % selected channels in consideration of the quality of broadcasting, 14.69% listeners gave priority to select best channel purely on the quality of songs they like to listen. A marginal percentage of listeners (4.90%) listen to Radio channels just as a daily practice.

Table-4: Relationship between the fashions of living and the usage of Media

Food consumption pattern	Number	Percentage
1. Transformed Cooking pattern	31	18.13%
2. Not changed	83	48.54%
3. Balanced diet	5	2.92%
4. Drinking water	4	2.34%
5. Usage of cooking utensils	0	0.00%
6. Instant Food	13	7.60%
7. cookery programmes	23	13.45%
8. Food flavoring (Spices)	9	5.26%
9. Food prepared at home	3	1.75%
Total	171	100.00%

Among those negative consequences caused due to the influence of media, 18.13 % of affiliates of the sample expresses that there are changes happened on the traditional food pattern, yet, 48.54% rejects the said critics. Also revealed that those who followed cookery courses through media are 13.45%, while 5.26% were induced through media to mix flavor (Spices) for food. Those who gathered knowledge on well-mannered cooking represented 5.26%. Those were on balance diet and cooking practices and on correct methods of food preparation.

Table-5: Fashioning clothes and ornaments

Clothes & Ornaments	Number	Percentage
1. Familiar with new fashions	39	27%
2. Modern way of shopping	3	2%
3. No change or diversion	97	66%
4. Designing new fashions	7	5%
Total	146	100%

Despite the fact that this research sample has affiliated to a rural living pattern, they have abstained from traditional patterns of dressings. The investigation attended revealed that 27% of informants found to be conscious through media on modern fashions. Also, disclosed that 5% of affiliates had learnt from Media on modern fashions and attempting to try-out those novel models. Nevertheless, the majority of informants representing 66% expressed views that they follow modern designers in a normal way without specific involvement on changed life styles.

Table-6: Hobbies and Pleasure

Hobbies	Number	Percentage
1. Practicing Flora-culture (Home gardening)	9	5.88%
2. Adapt on Watching films	12	7.84%
3. Familiarized on music	18	11.76%
4. Adapting for sports	13	8.50%
5. Adapting for dancing	5	3.27%
6. Adapted on handmade products	5	3.27%
7. No changes accustomed	79	51.63%
8. Adapted on new cocking methods	6	3.92%
9. Adapted on travel	6	3.92%
Total	153	100.00%

In response to the changed patterns of hobbies 51.63% articulated that no whatsoever influence filtered through media to change their hobbies. While, 7.84 % of affiliates were habituated for watching films through TV and 11.76% of them familiarized with music. Another 7.19% explained that how they were accustomed in making hand-made products, novel

cooking methods, whereas, 3.92% had been influenced

by Media to attend travel and tours.

Table-7: Change of psychological aspects

Psychosomatic changes	Number	Percentage
1. Astrology and varied beliefs	7	4.49%
2. Imitation	16	10.26%
3. Righteousness	16	10.26%
3. Modernization	20	12.82%
4. No concerns on changes	73	46.79%
5. Mental relaxation - no stress	15	9.62%
6. Change of political doctrines	9	5.77%
Total	156	100.00%

In response to the inquiries on possible changes of traditional thoughts and wishes that would have caused by the media 46.79% informers stated that they haven't changed their thoughts and wishes due to the influence of media. Out of the balance respondents, 5.77% stated that media had changed their political doctrines whereas, 9.62% uttered that they use media for mental relaxations.

Table-8: Change of physical environment of houses.

Changes in physical environment of the residence	Number	Percentage
1. Purchase of washing machine	3	1.90%
2. Purchase of home theater	5	3.16%
3. Purchase of new television	20	12.66%
4. Purchase of new Sofa	10	6.33%
5. Purchase of New Refrigerator	10	6.33%
6. Newly bought Blender / Rice cockers	18	11.39%
7. Color washing for the house	1	0.63%
8. No changes happened	91	57.59%
Total	158	100.00%

In consideration of the physical changes of the house the affiliates of the sample shared views that media had influenced them to purchase modern-day furniture, electrical appliances etc., Yet, 57.59% of the sample states that there was no influence of the media to change the atmosphere of the house. Nevertheless, 12.66% of informers said that to purchase new televisions there were influences of the media. Similarly, another batch of 6.33% was signifying that there was an influence from the media for them to purchase Sofa, and Refrigerators. One other batch of 11.39% uttered that media has contributed them to purchase kitchen utensils.

Table-9: Health related information

Health / Hygienic related information	Number	Percentage
1. Slim	1	0.53%
2. Awareness on epidemics	17	8.99%
3. Awareness on infectious diseases	21	11.11%
4.' Knowledge on Teeth and gum diseases	21	11.11%
5. Correct way of cleaning hands	14	7.41%
6. Learning physical exercises	15	7.94%
7. Knowledge on insecticides	11	5.82%
8. Usage of pure water	6	3.17%
9. Familiar with medicinal items	9	4.76%
10. Usage of soap and shampoo	20	10.58%
11. Aurvedic and local medicinal treatments.	3	1.59%
12. Other	14	7.41%
13. No changes experienced	37	19.58%
Total	189	100.00%

Affiliates of the study sample shared their views on to which extent the media can create change of the health and hygienic practices. Accordingly, 20% of members of the sample say that media raises

awareness of the public on better health and hygienic needs. 11.11% of members confirmed the same also uttering that they could gain knowledge on dental health too, and 10.58% affirmed that they got wider awareness on the hygienic use of soap and shampoo. However, 19.58% of the sample says that no such changes happened through Media.

Table-10: Family relationship and the media

Family Relationships	Number	Percentage
1. Family members watch TV together	40	26.14%
2. Increased clashes on ideologies	8	5.23%
3. Opportunity to attend religious programmes.	63	41.18%
4. No particular influence	35	22.88%
5. Increased relationship with relatives	3	1.96%
7, Affirmed protection of houses.	4	2.61%
Total	153	100.00%

As far as the media vs. family bondage is concerned 26.14% members of the sample ascertained that there is a positive impact since family members watch TVs jointly. Also 41.18% of informers stated that improved unity within families could be noticed since there are religious programmes being televised. In contrary, at least 5.23% of members mentioned that possibilities are there to emerge ideological gaps too.

Table-11: Employment and the Media

Employment Vs. Media	Number	Percentage
1' Found foreign employment	4	2.61%
2. Found avenues to join a self-employment	15	9.80%
3. Could join VTA courses	3	1.96%
4. To evolve technology to the employment	18	11.76%
5. No changes experienced	111	72.55%
6. Avenues to know the regulatory issues affecting the jobs	2	1.31%
Total	153	100.00%

Study team made effort to get views from the sample on the effect of Media in raising awareness on the access for employment. Yet, 72.55% articulated that no noticeable facilitation could be attended by the media on the issue of employment. Yet there were different opinions too. While 11.70% of respondents stated that they gathered essential information on possible linkage between technology and the employments and 9.8% could find employments through notices brought up by media. Also 1.31 % of segment could illustrate their exposure to legal advices related to jobs.

Table-12: Education Vs. Media

Impact of media on Education	Number	Percentage
1. Avenues available to raise knowledge	55	35.95%
2. Ability to learn subject related matters	11	7.19%
3. Access for new inventions and discoveries.	3	1.96%
4. TV is a barrier for education	5	3.27%
5. Able to know the opportunities related to education	11	7.19%
6. No specific changes visible	68	44.44%
Total	153	100.00%

Investigation done on the impact of media on education disclosed that media contributes positively for the growth of education, as stated by 35.95% of the sample. Another 7.19% added that media supports expansion of knowledge on subject based themes. However, 44.44% uttered that media doesn't have any influence on the education. Also, a segment of 3.27% of the sample stated that TVs are obstructive elements for education.

Responses on the relationship between religion and media, a higher majority of 87.58 % affirmed that media demonstrates positive influence on the religion, yet, a category of sample consisted by 12.42 % stated that there are no specific things to illustrate. Added points of the first category were; the broadcasting or televising Pirith and Poya Day programmes, exchange of knowledge on customs and formalities are contributive factors.

Table-13: Related matters of religions Vs. Media

Issues related to Religion Vs Media	Number	Percentage
1. Listening Pirith	24	15.69%
2. Poya Day programmes	34	22.22%
3. Ability to secure religious background for children	7	4.58%
4. Religious propensity	17	11.11%
5. Familiar with devotion	45	29.41%
6. No specific comments	19	12.42%
7. Safety of customs and formalities	7	4.58%
Total	153	100.00%

Table-14: Influences of audible or visible programmes on the lives

The impact of below mentioned issues and their effects on families		
News	Number	Percentage (%)
1. No Specialty	39	22.16%
2. Knowing day to day happenings	85	48.30%
3. Safety of families	16	9.09%
4. Socio-political awareness	13	7.39%
5. Know the prices of commodities	8	4.55%
6. To know the law related news	4	2.27%
7. Awareness on climatic changes	5	2.84%
8. Other	6	3.41%
Total	176	100.00%
Tele-Drama	Number	Percentage (%)
1. Growth of family relationships	20	12.50%
2. Reduction of family unity	5	3.13%
3. Mental relaxation amusement	32	20.00%
4. Added qualities to the lives	13	8.13%
5. Waste of time by watching TVs.	1	0.63%
6. Re-thinking of safety of families	3	1.88%
7. Nothing happened	61	38.13%
8. Do not watch tele-drama	13	8.13%
9. Other	12	7.50%
Total	160	100.00%
Occasional events /Concerts	Number	Percentage (%)
1. Tendancy for children to participate	20	13.07%
2. Appreciation	33	21.57%
3. Growth of skills	16	10.46%
4. No comments	67	43.79%
5. Other	17	11.11%
Total	153	100.00%
Films	Number	Percentage (%)
1. Do not watch films	57	38.26%
2. Improvement of architectonics	6	4.03%
3. No noticeable change	54	33.56%
4. Appreciation	30	20.13%
5. Other	6	4.03%
Total	149	100.00%
Cartoon	Number	Percentage (%)
1. Do not watch Cartoon	71	47.65%
2. Brings happiness	20	13.42%
3. Affects the attention of children	25	16.78%
4. Children try to replicate certain sceneries	20	13.42%
5. Addiction	6	4.03%
6. Watch together with children	7	4.70%
Total	149	100.00%
Politically oriented programmes	Number	Percentage (%)
1. Gain knowledge on politics	48	30.77%
2. No changes noticeable	52	33.33%
3. Do not watch	55	35.26%
4. Family conflicts	1	0.64%
Total	156	100.00%

It is perceptible that selected sample is familiar with wide-ranging programmes being broadcasted or televised through media. Also noticeable that they have changed some of their living patterns. In this respect 48.3 % of the informers indicated that they could widen their horizons on the knowledge in world-wide incidences through the news. Another section of sample (9.09%) uttered that due to the exposure to news they could strengthen their family security. Differing to above expressions 22.16 % of sample informers stated that no results gained by way of the news. However, sufficient awareness raising on social aspects, political attributes, forecasts on climatic changes etc., are the benefits achievable by watching or listening news.

In concern with tele-drama, 12.5% of the sample elaborated ways how family relations and harmony is strengthened. Yet, In contradictory, 3.13 % of group said that watching teli-drama leads to disparities within families. While 20% of sample used to watch tele-drama for pleasure, 8.13% appeared saying that they don't watch tele-drama.

Nearly, 13.07% of informers said that they wanted to direct their children to play on concerts after their attendance to a concert. Beyond that, watching concerts enable audience to raise their skills, constructively and the pleasure. The next group representing 38.02% appeared as those not watching tele-drama. Also another group of 33.56% affirmed that they could not get positive results by watching tele-drama and seemingly expecting constructively and pleasure.

When the cartoon watching is concerned 16.78% expressed the view that cartoon is a harmful element which obstructs advertency of their children. Those who keep an eye on political programmes were (48 %) and those who dislike such programmes represented by 35.26 %. The group of 33.33 % uttered that they could not gain any result after involving in media.

Table No. 04-12. Mobile phone usage
When the usage of Mobile phone is concerned and on inquiry on the type of hand phone in use, 59% of users mentioned the type of phones they are Analog while the balance 41% are using SMART phones.
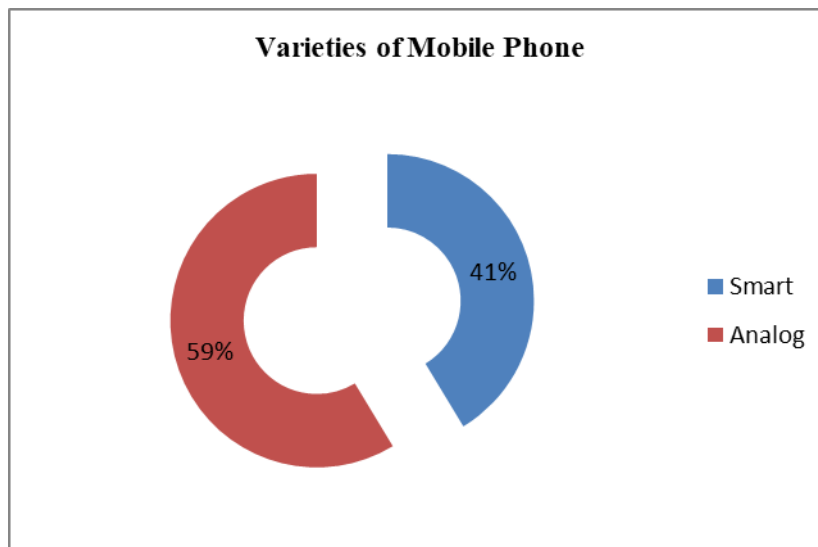
**Graph-9: Varieties of phones in use**
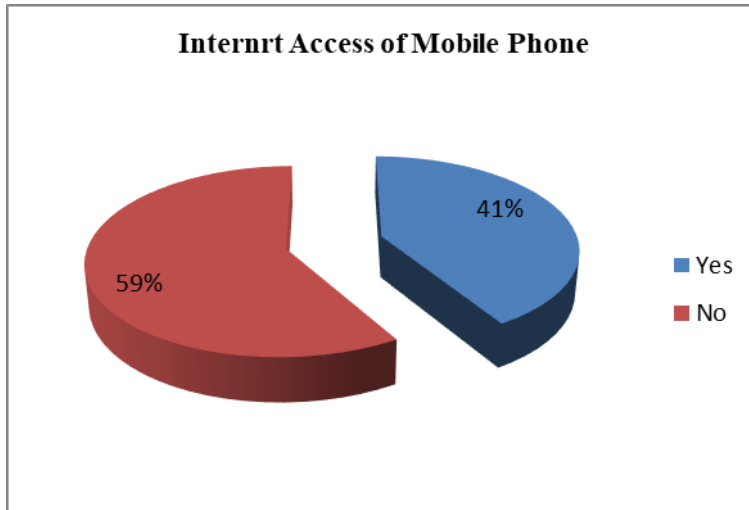
Graph-10: Accessibility to internet

Facilities available such as to access Internet only through the SMART phones

The above percentages reflect that internet can be accessible through SMART phones and that facility is unavailable on Android phones.

Members of the Sample used varied types of Sim whereas the highest demand brand is Hutch and the lowest mandate is for CDMA branded phones.
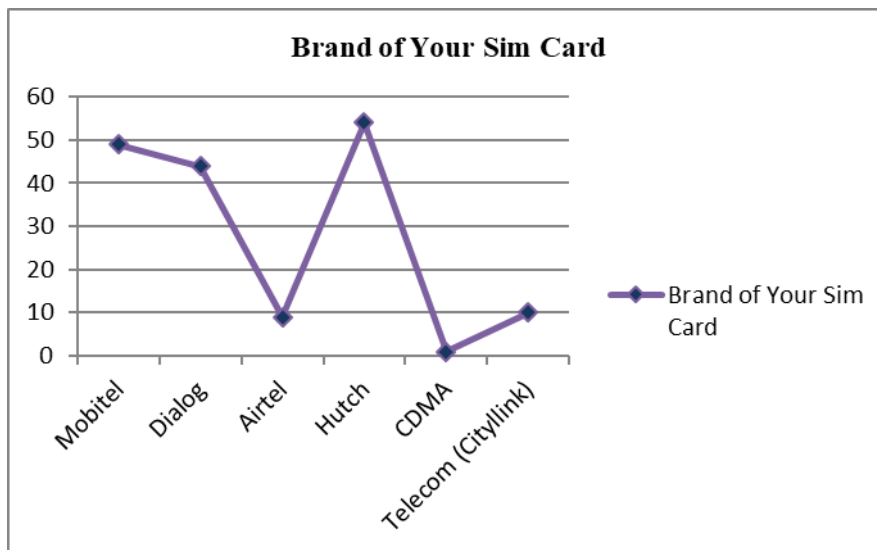

Graph-11: Types of Sim in use
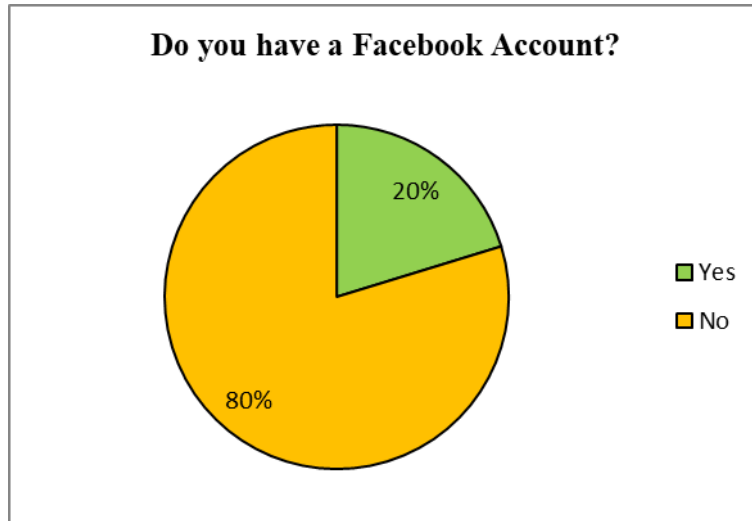
Graph-12: Facebook Accounts

Table-15: Method of accessing Facebook

Process of accessing Facebook	Number	Percentage
1. Through Hand phone	31	83.78%
2. Using Computer	2	5.41%
3. Using the Laptop	1	2.70%
4. Other	3	8.11%
Total	37	100.00%

Even though Facebook social network too, is one of the frontline media elements yet, in this rural locality only 20 % of members of the sample were in possession of Facebook accounts. On inquiry of access modality, it was found that 83.78 % were accustomed to access through hand phones. The balance used computers or laptop to enter into internet.
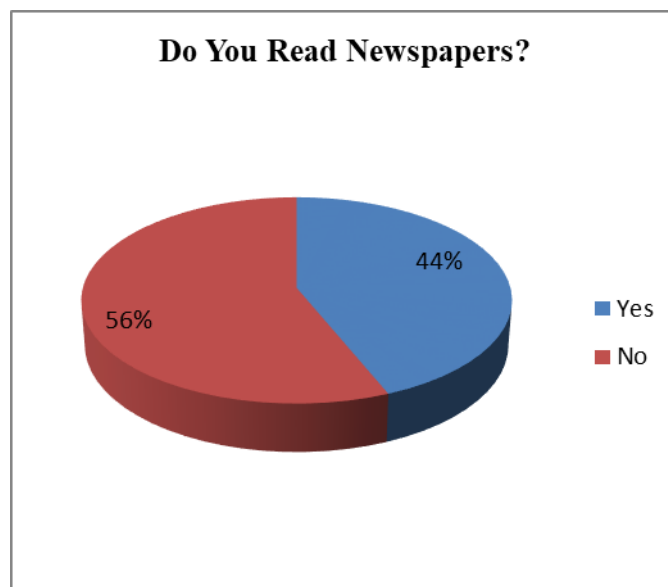
Graph-12: Reading Newspapers as to access Media

Newspapers become another vital tool in media, yet, only 56% of sample uttered that they are not customary readers of Newspapers yet the balance 44% found to be as regular readers.
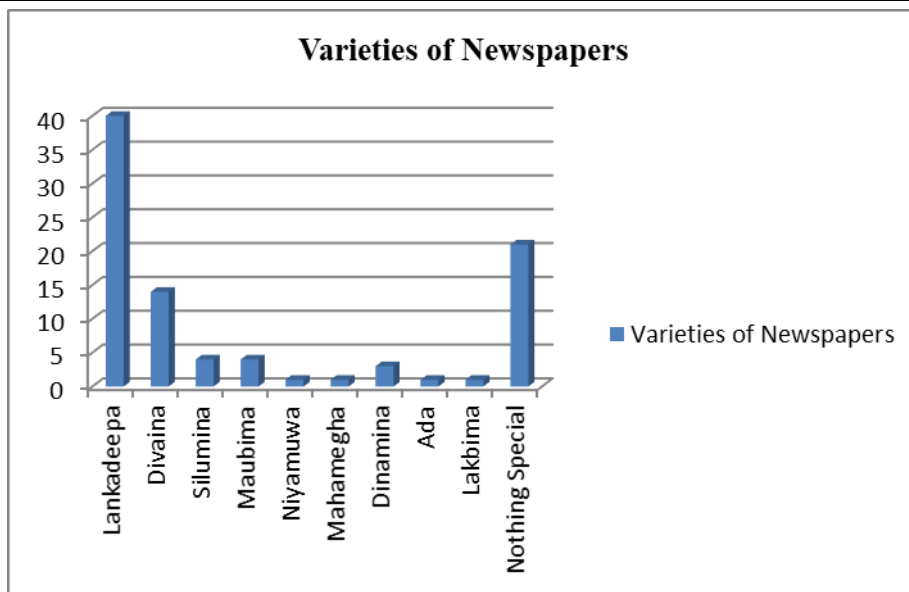
Graph-13: Types of Newspapers

Informants of the sample made known that variety of Newspapers are being comprehended by them yet most popular newspaper was Lankadeepa.

Also revealed that 20 of them do not select particular newspaper and the other widespread newspapers were Divayina, Mawbima, Silumina and Dinamina.

Table-16: Specific purposes of reading News Papers.

What motivations are there to read Newspapers?		
Assertion	Number	Percentage
1. To improve knowledge	31	40.26%
2. To search for Job vacancies	3	3.90%
3. No specific reasons	35	45.45%
4. Seeking possible business opportunities	3	3.90%
5. To get details on supplementary parts	5	6.49%
Total	77	100.00%

Affiliates of the sample illustrated varied nature of motives to read News Papers, out of which, 45.45% commented that there is no particular motives to read News Papers. Out of the balance 40.26% said

that the purpose of acquainting news is to advance knowledge on varied subject areas. In addition, to access information on job vacancies, business related information are other factors to read newspapers.

Table-17: Media representative those who visited this village.

Representatives visited the village from diverse media units		
Assertion	Number	Percentage
1. Hiru	13	17.57%
2. Sirasa	8	10.81%
3. National Rupavahini	4	5.41%
4. Sri	12	16.22%
5. Neth	3	4.05%
6. Sha	25	33.78%
7. Derana	9	12.16%
Total	74	100.00%

It was revealed that mixed group of representatives had been visited this location time to time in correspondence with both television and radio.

As per their remembrance that media representatives from 7 institutes had visited this village.

Table-18: Point of view of the people on Media

1. Regional development was possible through intervention of media		
1. Agreeable	30	19.61%
2. Not agreeable	105	68.63%
3. Agreeable to an extent	11	7.19%
4. No response	7	4.58%
Total	153	100.00%
2. This area has achieved modernization due to the Media.		
1. Agreeable	31	20.26%
2. Not agreeable	98	64.05%
3. Agreeable to an extent	12	7.84%
4. No response	12	7.84%
Total	153	100.00%
3. Media has caused losses to the rural economy		
1. Agreeable	10	6.54%
2. Not agreeable	107	69.93%
3. Agreeable to an extent	20	13.07%
4. No response	16	10.46%
Total	153	100.00%
4. Media has facilitated to novel businesses in your area		
1 Agreeable	17	11.11%
2 Not agreeable	109	71.24%
3 Agreeable to an extent	12	7.84%
4 No response	15	9.80%
Total	153	100.00%
Media has been supportive to improve skills of youth		
1. Agreeable	26	16.99%
2. Not agreeable	92	60.13%
3. Agreeable to an extent	18	11.76%
4. No response	17	11.11%
Total	153	100.00%
5. It has been affected male and female youth unfavorably		
1. Agreeable	37	24.18%
2. Not agreeable	83	54.25%
3. Agreeable to an extent	15	9.80%
4. No response	18	11.76%
Total	153	100.00%
6. It has ushered change of politics		
1. Agreeable	53	34.64%
2. Not agreeable	68	44.44%
3. Agreeable to an extent	17	11.11%
4. No response	15	9.80%
Total	153	100.00%
7. Gaps are created within family relationships unfavorably		
1. Agreeable	26	16.99%
2. Not agreeable	103	67.32%
3. Agreeable to an extent	12	7.84%
4. No response	12	7.84%
Total	153	100.00%
8. Family relationships were strengthened		
1. Agreeable	49	32.03%
2. Not agreeable	63	41.18%
3. Agreeable to an extent	25	16.34%
4. No response	16	10.46%
Total	153	100.00%
9. It has proved that protection is ushered		

1.	Agreeable	65	42.48%
2.	Not agreeable	57	37.25%
3.	Agreeable to an extent	13	8.50%
4.	No response	18	11.76%
	Total	153	100.00%
10.	**Resulted an unprotect ion**		
1.	Agreeable	32	20.92%
2.	Not agreeable	85	55.56%
3.	Agreeable to an extent	17	11.11%
4.	No response	19	12.42%
	Total	153	100.00%
11.	**Criminal actions are increased**		
1.	Agreeable	51	33.33%
2.	Not agreeable	72	47.06%
3.	Agreeable to an extent	16	10.46%
4.	No response	14	9.15%
	Total	153	100.00%
12.	**Criminal actions are under suppression**		
1.	Agreeable	49	32.03%
2.	Not agreeable	68	44.44%
3.	Agreeable to an extent	20	13.07%
4.	No response	16	10.46%
	Total	153	100.00%
13.	**Activated mechanism of state officials**		
1.	Agreeable	70	45.75%
2.	Not agreeable	46	30.07%
3.	Agreeable to an extent	18	11.76%
4.	No response	19	12.42%
	Total	153	100.00%
14.	**Inactivated mechanism of state officials**		
1.	Agreeable	30	19.61%
2.	Not agreeable	74	48.37%
3.	Agreeable to an extent	23	15.03%
4.	No response	26	16.99%
	Total	153	100.00%

As per the questions solicited on the influence of media on multiple effects caused on assorted constitutions and sections of the rural social structure the above responses were shared by the respondents. Under which investigations were attended to substantiate whether media has affected to usher a change of politics, or what nature of influence created on the family setting in other words whether family bondages are strengthened or weakened also whether youth skills are promoted and whether the influence caused on it was supportive or disruptive and the status of criminal actions were addressed.

CONCLUSIONS

Research conducted to investigate whether the significance and constraints of Media had influenced to change the Rural Social Structure, it was clearly revealed through the expressions of the research sample there are varied nature of affection on media and also due to the diversification of different media units the civil community selects different media services or the channels. Also disclosed that the said affection changes on respective channels pending on the features of services or channels, time to time. Moreover, the study outcomes divulged that media has created varied changes within the family system, concurrent political ideologies, education system and within the social system.

RECOMMENDATIONS

Media can influence or pressurize the persistence of persons and their lives which can be in both ways either positive or negative.

The community does not assent unanimously all the messages being brought to the community by the media whereas, community pays attention on the qualitative control of all expressions.

Also, the traditional structure of the community has been changed by causing pressure on

assorted living structures of the individuals in varied dimensions by the media.

People are cautious as citizens on the programs of respective media and the diversity of features of the presentations. In concern with the communication of media it is necessary to engage in their tasks in consistent with the community life style, their culture, and identities.

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