



MEDIA INFLUENCE AND POLITICAL OPINION (RELEVANCE TO GAMPAHA ELECTORATE)

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There is a mutual relationship between politics and mass media in Sri Lanka. Therefore this study is focused to identify whether there is an impact on political opinion of people by mass media, which is the main objective. In addition to the main objective, the sub objective of the study is to identify out of the media units, the printed media, electronic media and e - communication, which type of media unit had influenced the political opinion of people in the election held during the period of February 2010 to February 2015. Primary data had been collected from 150 individuals of Gampaha electorate between the ages 20-60 years representing different levels of education. The primary data had been collected using a questionnaire and the secondary data had been collected from related articles, of printed media, websites, and books. The data obtained were analyzed quantitatively. According to the study, it was concluded that the mass media had an impact on political opinion of people, which resulted in changing their opinion in recent elections. As the most effective media unit which succeeded to change the political opinion of people had been identified as printed media, followed by Face Book network.

Keywords: *Mass Media, Political opinion, Influence, voting areas, People*