

## **A STUDY ON POPULAR CULTURE, MEDIA AND INDIGENOUS MATERIALS.**

**Senaka Senaviratne**

Lecturer in Mass Communication

Department of Social Studies

Open University of Sri Lanka

*World concept of media culture is diverting in different directions. Various characters aids, helpers, goods, creations, shape, quantities, and colours are used as force in new cultures. Rapid change noticed in culture with the advancement of mass media and acceptance. With the evolution of globalization concept the establishment of new cultural trends can be noticed.*

*The concept of popular cultural trend that can be analyzed with the change of culture shape the present social understanding. The social and public necessities that cause the change of cultures, concepts presentations, shaping and trends.*

*The arguments in local popular culture can be noticed during the latter part of 1970era. But more attention was given to the discussion of the concept of popular culture with personal interest in 1980. The free economy that evolved with the new concept changes have resulted in such changes.*

*Present local media culture concepts alone with the individual have revolved around the competitive market. The reason being the marketing force was powerful enough to decide on media culture. Local culture has being absorbed in literature, customs, education and politics and by this the individual is faced with a complete competitive stage. This long term and short term changers that took place in society resulted in producing a cluster of producers as well as cluster of consumers. Because of this the arts and the culture were dominated by the new market force and various values and novel ways were mixed and the enjoyment of culture and the interest became an essential factor.*

*This paper explains how the concept of popular culture was evolved as a new trend in the indigenous society, based on a study conducted by the author, using local and foreign basic publications as well as popular literature, allied literature, some printed and visual media. As local basics only some public related literature and modern visual and printed media samples were used limiting the research limits above basics. The study reveals that the concept of popular culture is not a thing that evolved recently and it is a result of long change of social activities. The study also revealed that ancient beliefs, worshipping based trends that developed became qualities in popular culture and were included in presenting to literature world and media.*

**Key terms:** Popular art, Popular culture, media trends creations, shape, presentations