

Sri Lanka Journal of Communication

VOLUME I / ISSUE I / JULY 2024

ISSN: 3051-5556

ISSN:



01.	New Trends in the Sri Lankan Reality TV Show Format in Social Media Activ	ity
	H.A.K.A.M. Jayalath	12
02.	The Impact of New Media to Change People's Behavior in Sri Lanka	
	N.W. K. Weerasinghe, H.A.G. Madushanka	23
03.	Language Variety in Communicative Context: Hierarchy Behind the	
	Creativity in Indigenous Toda Culture	
	I. J. Mawelle	30
04.	The New Era of Influencer Marketing: A Literature Review On Social Media	
	Influencer Marketing On TikTok	
	D.A.N De Silva	39
05.	A Study on the Problems of Using Development Communication in The Uppe	r)
	Kothmale Reservoir Project from The Talawakele Area	
	K.A.J.S Jayasuriya, H.A.M. Peiris	46
06.	The Different Ways of Communicating Peer group's sexual needs	
	Ediriweera Gunasekara 58	

Published by:

Department of Mass Communication, University of Kelaniya, Sri Lanka.

Sri Lanka Journal of Communication (SLJC)

Sri Lanka Journal of Communication

Sri Lanka Journal of Communication – SLJC (ISSN 3051-5556) is the English language biannual double-blind reviewed academic journal published by the Department of Mass Communication, University of Kelaniya. The journal contains articles based on original research in Mass Communication.

Volume 1 Issue 1

Department of Mass Communication,

Faculty of Social Sciences,

University of Kelaniya, Sri Lanka.

Contact Us:

For any inquiries or communications related to editorial matters, including questions about the journal's policies, guidelines, or publication process, please contact:

The Editors,

Sri Lanka Journal of Communication - SLJC,

Department of Mass Communication,

University of Kelaniya, Sri Lanka.



©2024 The Department of Mass Communication, University of Kelaniya.

All rights reserved. No part of this publication may be reproduced, stored, or transmitted in any form or by any means without the copyright holder's prior written permission.

Chief Editor: Dr. Aruna Lokuliyana

Associate Editors: Ileka Ruwanpathirana

Dasini Madurasinghe

Review Panel:

Emeritus Professor Sunanda Mahendra

Emeritus Professor Rohana Luxman Piyadasa

Emeritus Professor Ariyararhna Athugala

Senior Professor K. Karunathilake

Professor Tuder Weerasinghe

Professor Sena Nanayakkara

Professor Ravi Dissanayake

Professor Ajith Medis

Professor Madubhashini Hewage

Dr. Ajantha Hapuarachchi

Professor Mangala Katugampola

Professor Osantha N. Thalpawila

Dr.Chris Haywood

Dr. Rakesh Batabyal

Dr. Manoj Jinadasa

Dr. Achala Abeykoon

Dr. Senesh Dissanaike Bandara

Dr. Senani Harischandra

Dr. Tharupathi Munasinghe

SLJC publishes original research articles, review articles, Case studies and theoretical articles related to communication studies. The categories of communication studies include Principles and Theories, Communication and Media History, Print Media, TV Media, Radio Media, Film Media, Digital Media, Culture, Language and Creative Communication, Marketing Communication and Advertising, Public Relations and Strategic Communication, Political Communication, Media Management, Health Communication, Climate Change Communication, Development Communication, Media Literacy, Gender Studies and Communication, Technology and Communication etc. Copyright and Photocopying.

Disclaimer

Statements of facts and opinions in the articles of this volume are those of the respective authors, and the Department of Mass Communication, University of Kelaniya and the editors cannot be held responsible for errors or any consequences arising

from the use of the information contained in this journal. The views and opinions expressed do not necessarily reflect those of the Department of Mass Communication, University of Kelaniya, and editors.

Manuscript Submissions

Authors should submit their manuscripts online. Please visit

https://ss.kln.ac.lk/depts/maco/index.php/students/blog/journal/sljc and follow the guidelines.

All manuscripts must be prepared in strict accordance with the provided guidelines.

NOTE: We do not accept PDF files.