

A Sociological Analysis of the Influence of Visual Semiotics of Media on the Masses

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Abstract:

The concepts of semiotics and visual communication in the media landscape have been very popular themes in the 21st century. These have formed a new conceptual and theoretical frame as a new carrier in the field of social sciences. Semiotics is a deep concept and a paradoxical discipline described later by sociology, anthropology, psychology, mythology and in a broader sense of philosophy, cognitive sciences and especially linguistics, epistemology, and the other sciences of communication. The masses are experiencing the world predominantly through their eyes. Unique power of the vision of the man constructs the visual perception through worldly matters and discerns the meaning and notices the differences among them. Signs and symbols are very influential in visual communication and can be described denotatively and connotatively. Syntactic, semantic and pragmatic are the main theoretical aspects of the semiotics. The analysis that was conducted as an empirical research in order to seek the influence of visual communication of media on the rural masses in Sri Lanka has painted a descriptive picture of the changing aspect of them. In order to construct the overall measures of the social change of the rural masses I compute and employ the ethnographic method and its rating system. The traditional masses had to engage in a contradictory mission since the inception of modern visual communication of media in the rural territoriality. This traditional ideology and the culture have been changed to a greater extent by the visual methods of many channels of media. Audience segmentation is the specific process of this social construction. Early segmentation was based on gender, race or ethnicity, caste etc. But, it has been quickly developed into a complex of factors that push and pull individuals towards diffusion and assimilation, or the maintenance of socio-cultural distinctiveness of the dominant society constructed by the visual aspect of the media communication.

Key Words: Visual Communication, Ideology, Rural Masses, Socio-cultural Changes.