

Conflict Resolution, Reporting and its Implication on the Recipient's Mentality

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A conflict can be identified as unavoidable circumstances of our day to day life. Its results can be both positive and negative. In reporting conflicts, different media methods are used to attract the recipients. Above concerned methods maintain close and direct relationship with the end results of the conflicts and in return it can make an impact on recipient's mentality as a whole. As it causes some behavioural changes, therefore it can have a direct impact in settlement of disputes. The objectives of this research are to study the measures taken to settle conflicts and the relationship of reporting and to study how reporting makes an impact on recipient's mentality. Both primary and secondary data have been used in this study. In collecting primary data both questionnaires and interviews were used and in addition books, newspapers, online articles, other document, reports etc were used as secondary data. This research is based on a study of five main conflicts occurred during June to November 2013, and a focus has been given on how Sri Lankan newspapers such as "The Island", "Dinamina" and "Lankadeepa" have contributed to change the recipients' mentality. An analysis has been done both as quantitatively and qualitatively to come with above research findings. In reporting conflicts, violation of media ethics has had a negative impact on recipient's mentality is the main finding of this study. The end result of it is the fact that it has made some significant changes of the direction of conflicts.

Keywords: Conflict, Reporting, Mentality and Printed Media