

# Different Cultural Groups' Perception of the Quality and Effectiveness of Intercultural Communication in Sri Lankan's Media

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**Abstract:** This study examines the perceptions of intercultural communication in Sri Lankan media during the era of media convergence, with a particular focus on how different cultural groups evaluate the quality and effectiveness of media content. Sri Lanka, a diverse and multicultural country, has experienced significant changes in its media landscape with the advent of digital technology and media convergence. The study addresses the cultural diversity of Sri Lanka, the evolving media scene, and historical ethnic conflicts, emphasising the need to understand how various cultural groups perceive and engage with cross-cultural communication in the current media environment. The problem statement underscores the challenges posed by the era of media convergence in a country with a complex socio-cultural context, marked by past interethnic conflicts. The research objectives aim to examine the impact of media consumption habits, language proficiency, and cultural identity on perceptions of intercultural communication quality. The study's significance lies in its potential to provide insights into the dynamics of intercultural communication in Sri Lankan media, contributing to the broader field of intercultural communication research. The methodology employs a quantitative research design, combining survey research with a structured questionnaire distributed to a sample of 215 college students in the university region. The research approach is deductive, aligning with a positivist research philosophy. The conceptual framework guides the investigation, considering the interplay of media consumption habits, language proficiency, and cultural identity in shaping perceptions of intercultural communication. Demographic analysis of the sample reveals predominant participation from individuals aged 30–50, unmarried status, and a slight skew towards male respondents. Correlation and regression analyses highlight significant positive relationships between media consumption habits, language proficiency, cultural identity, and perceptions of intercultural communication quality. The overall regression model explains 34.6% of the variance in perceptions. The study concludes by emphasising the importance of understanding the complexities of intercultural communication in the evolving media landscape of Sri Lanka. The findings offer practical insights for media professionals, educators, and policymakers to enhance the quality and effectiveness of intercultural communication in this multicultural context.

**Keywords:** include intercultural communication, media convergence, digital technology, and socio-cultural groups.

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## INTRODUCTION

### *Research Background*

Intercultural communication in media is an important part of understanding how people from different cultures judge the quality and usefulness of media content. This is especially true in Sri Lanka, a very diverse and multicultural country. Sri Lankan media has undergone many changes, particularly in the era of media convergence, where various media types have come

together on digital platforms to expand and diversify the media landscape. This study background paragraph provides an overview of the situation and will use relevant sources to demonstrate the need for more research.

**Cultural Diversity of Sri Lanka:** Sri Lanka is home to many languages, religions, and ethnic groups. The three

main ethnic groups in the country are the Sinhalese, Tamils, and Muslims. Everyone has their cultural norms and beliefs (De Silva, 2017). The media scene in Sri Lanka has greatly changed with the rise of digital technology and media convergence. Some traditional media organisations, such as newspapers, radio, and television, have moved online to offer a wider range of content (Hettiarachi, 2019). Conflicts between ethnic groups: Sri Lanka has a history of ethnic conflict, with the most famous civil war ending in 2009. These battles have changed the way people from different media and cultures talk to each other in the country (Ho, 2016).

**Media Convergence and Globalisation:** Media convergence and globalisation have led to many new ways to get information and talk to each other, allowing people from different cultures to share their thoughts and values (Kulkarni & Sharma, 2018). Perception and acceptance of media content: Due to their different cultural backgrounds and viewpoints, different cultural groups in Sri Lanka may have different views and acceptances of media content. The representation of language and its content can significantly impact the effectiveness and precision of international communication (Ranawaka, 2016). In this age of media convergence, it is important to explore how different communities perceive the quality and usefulness of cross-cultural communication in the media, as Sri Lanka has diverse cultural groups and a complex media environment. Understanding these forces will help you see the difficulties and opportunities of using media materials to promote better understanding and harmony between cultures in a multicultural country like Sri Lanka.

### **Problem Statement**

"The era of media convergence poses major problems for how different cultural groups interact with and understand media content in Sri Lanka, which is constantly changing and has a lot of different ethnic and linguistic identities." In the past, there have been interethnic battles in the country, making this problem even worse. This shows how important media communication is for different cultures. Even though digital technologies and convergence have changed the media landscape in Sri Lanka in big ways, there isn't a lot of empirical study that looks at how different cultural groups see, interact with, and judge media content. This lack of understanding makes me wonder about the quality and usefulness of intercultural communication in Sri Lankan media and what that means for promoting peace and coexistence between cultures.

### **Research Objectives**

1. Examine the Impact of Media Consumption Habits on Perceptions of Intercultural Communication Quality.

2. Assess the Relationship Between Language Proficiency and Perceptions of Intercultural Communication Quality.
3. Investigate the Influence of Cultural Identity on Perceptions of Intercultural Communication Quality.
4. Explore the Combined Effect of Independent Variables on Perceptions.

### **Research Significance**

The proposed research is significant because it can offer detailed insights into the perception of intercultural communication quality in Sri Lankan media during the period of media convergence. This study investigates the relationship between linguistic ability, cultural identity, and media consumption patterns, as well as how it affects people's perspectives, filling a significant gap in the literature. Understanding how various ethnic groups interact with and interpret intercultural material is crucial as media environments change quickly.

This study supports the need for more context-specific research by adding to the body of knowledge in the field of intercultural communication (Kim, 2001). We predict that the results will shed light on the factors that positively and negatively influence intercultural communication impressions for media creators, legislators, and educators. This information is essential for creating inclusive, respectful media that speaks to a wide range of age and marital status groups and resonates with viewers.

Moreover, the study's emphasis on linguistic ability is consistent with the understanding that language is a crucial component of intercultural communication competency (Gudykunst, 2005). The research intends to offer practical insights for media professionals to improve linguistic accessibility and resonance in their content by investigating how language proficiency affects perceptions.

The study of cultural identification adds to the larger conversation about cultural sensitivity and media portrayal. Media professionals can create content that minimises prejudices, encourages positive intercultural relationships, and builds a sense of belonging among varied viewers by taking into account the influence of cultural identity on perceptions. The comprehensive method of examining the combined impact of independent factors adds complexity to the study, reflecting the intricate dynamics of cross-cultural communication. The study's findings should improve theoretical frameworks and provide useful advice for academics, educators, and media professionals seeking to improve intercultural comprehension of media material.

### **LITERATURE REVIEW**

Intercultural communication in Sri Lankan media during media convergence is of interest to scholars because it influences the representation of culture and the

cohesiveness of society. Different cultural points of view are always present when judging the quality and usefulness of cross-cultural exchange in the media. Researchers like Silva (2018) have stressed how important it is to look at media convergence as a changing factor that affects how people from different cultures communicate with each other. The convergence of traditional and digital media platforms has created new problems and opportunities, affecting how people from different cultures see and interact with media content.

Ranasinghe et al.'s (2020) research shows how media merging can either close or widen cultural gaps. That also shows how important media cultural sensitivity is. There are also studies by Fernando and Rajapakse (2019) that show adding different cultural elements to media material doesn't always lead to positive communication. Instead, it's important to know how different audiences understand these elements. There is also research by Jayasuriya and Gunawardena (2017) that looks at how social media platforms affect intercultural conversation in Sri Lankan media. This helps us understand how technology is changing the way people communicate.

Despite these additions, there remains a significant need for research on the perceptions of different cultural groups regarding the quality and efficiency of cross-cultural communication in Sri Lankan media during this period of media convergence. In the future, researchers could look into the complex ways that different groups of people understand and react to convergence of media messages. This would enhance our understanding of how the evolving media environment influences intercultural communication.

## METHODOLOGY

### *Research Design*

In quantitative research, the research design serves as a comprehensive framework that delineates the study's general plan and structure. The experimental design is an often-used research design for quantitative investigations, wherein independent variables are manipulated to examine their impact on dependent variables (Creswell & Creswell, 2017). This methodology enables systematic experimentation to test ideas and supports the establishment of cause-and-effect relationships. Quantitative studies commonly use the survey research design. It involves the use of structured questionnaires or interviews to gather numerical data from participants (Babbie, 2016).

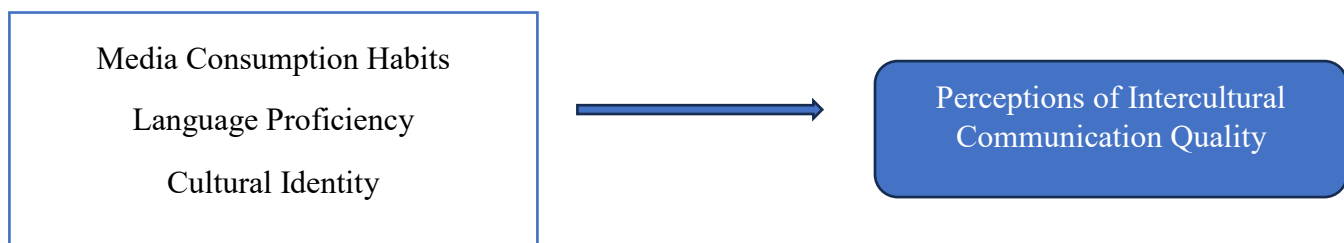
### *Research Approach*

The research methodology in quantitative studies refers to the comprehensive approach employed to gather and analyse data. Quantitative research commonly uses a deductive methodology, commencing with a theory or hypothesis that is subsequently examined by empirical observation and statistical analysis (Creswell & Creswell, 2017). This approach aims to identify and analyse consistent patterns and connections that can be applicable to a diverse range of individuals within a large population.

### *Research Philosophy*

The research philosophy influences the researcher's perspective and the choice of research methodologies. Positivism is a prevailing ideology in quantitative research that posits the existence of an objective reality that can be quantified and examined through empirical observation (Saunders, Lewis, & Thornhill, 2019). Positivist scholars aim to discover universal rules and generalizations by employing systematic data collection and analysis methods.

### *Conceptual Framework*



### *Population, sampling and sampling method*

#### *Populations*

Population students in the university region. This group consists of a total of 1200 persons.

### Sample

The Morgan table is utilized to determine the suitable sample size, considering a 90% confidence level and a 7% margin of error. The Morgan table suggests that for a population size of 1200, the optimal sample size is around 215 persons (Morgan, 1970).

### Sampling Method

The next step is to use a simple random sampling method once the sample number has been decided. Every person in the society has an equal chance of being chosen for the sample in simple random sampling. This method makes sure that the sample is a good representation of the whole group.

### Data collection

A structured questionnaire will be given to the chosen group of 215 college students to collect data. There will be both closed-ended and Likert-scale questions on the questionnaire, which will collect quantitative data on variables that are important to the study goals. The questionnaire will be made to get answers about things

like academic preferences, participation in extracurricular activities, and how people feel about the services offered by the university.

Demographic information, like age, gender, and major, will also be gathered to make subgroup studies easier. To collect data, participants will have to give their informed consent. This is to make sure that ethical standards are maintained throughout the project.

### Data Analysis

The data collected will be carefully analyzed statistically using the right tools, like SPSS or R. We will use descriptive statistics to list the most important things about the group, and we will use inferential statistics, like t-tests and regression analysis, to look for connections between variables and come to useful conclusions. Also, subgroup studies based on demographic factors will help you understand how the sample might be different. There will be a 95% chance that the results will be correct when the significance level for statistical tests is set at 0.05.

## DATA ANALYSIS

### Demographic Analysis

#### Age Category

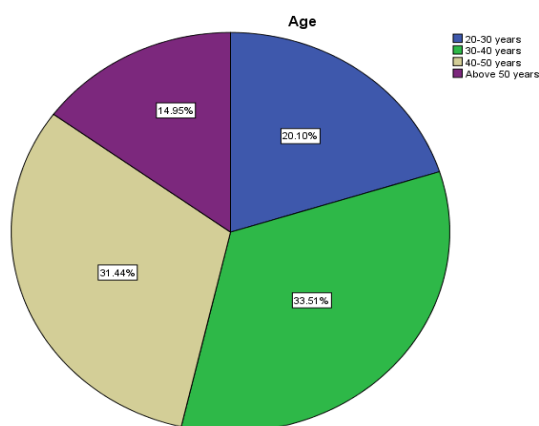
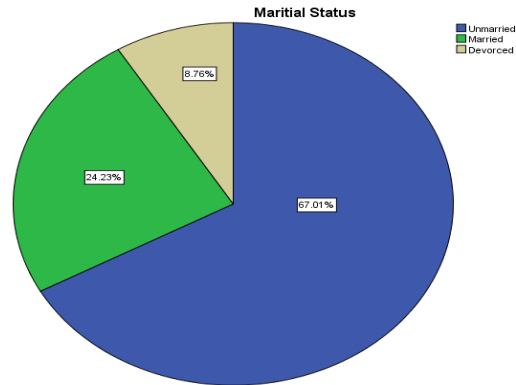


Figure 1: Age Percentage

The majority of participants fall within the age range of 30-50 years, with 53.6% falling between 30-40 years

and 85.1% between 40-50 years and above.

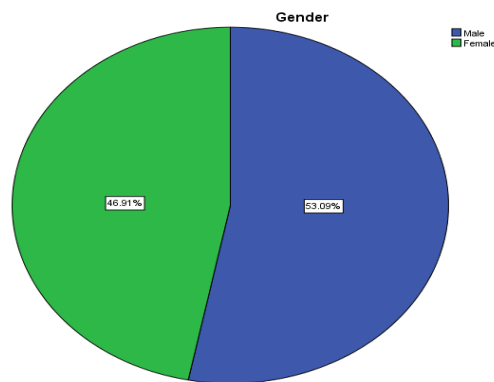
## Marital Status



**Figure 2: Marital Status percentage**

A significant proportion of participants are unmarried (67%), followed by married individuals (24.2%) and divorced individuals (8.8%).

## Gender Category



**Figure 3: Gender Percentage**

The sample is slightly skewed towards males, constituting 53.1% of the participants.

## Person Correlation Analysis

**Table 1: Media Consumption Habits and Perceptions of Intercultural Communication Quality**

### Correlations

		Media Consumption Habits	Perceptions of Intercultural Communication Quality
Media Consumption Habits	Pearson Correlation	1	.413**
	Sig. (2-tailed)		.000
	N	194	194
Perceptions of Intercultural Communication Quality	Pearson Correlation	.413**	1
	Sig. (2-tailed)	.000	
	N	194	194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

There is a significant positive correlation ( $r = 0.413$ ,  $p < 0.01$ ) between media consumption habits and perceptions of intercultural communication quality. As

media consumption habits increase, so do positive perceptions of intercultural communication quality

**Table 2:** Language Proficiency and perceptions of intercultural communication quality

#### Correlations

		Language Proficiency	Perceptions of Intercultural Communication Quality
Language Proficiency	Pearson Correlation	1	.501**
	Sig. (2-tailed)		.000
	N	194	194
Perceptions of Intercultural Communication Quality	Pearson Correlation	.501**	1
	Sig. (2-tailed)	.000	
	N	194	194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

There is a strong positive correlation ( $r = 0.501$ ,  $p < 0.01$ ) between language proficiency and perceptions of intercultural communication quality. Higher language

proficiency is associated with more positive perceptions of intercultural communication quality

**Table 3 -** Cultural Identity and Perceptions of intercultural communication quality

#### Correlations

		Cultural Identity	Perceptions of Intercultural Communication Quality
Cultural Identity	Pearson Correlation	1	.477**
	Sig. (2-tailed)		.000
	N	194	194
Perceptions of Intercultural Communication Quality	Pearson Correlation	.477**	1
	Sig. (2-tailed)	.000	
	N	194	194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

A significant positive correlation ( $r = 0.477$ ,  $p < 0.01$ ) is found between cultural identity and perceptions of intercultural communication quality. As cultural identity

strengthens, positive perceptions of intercultural communication quality increase.

#### Regression Analysis

**Table 4 -** Regression of Media Consumption Habits

#### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.743	.265	10.339	.000
	Media Consumption Habits	.253	.066	.265	.000

a. Dependent Variable: Perceptions of Intercultural Communication Quality

The regression model with media consumption habits as an independent variable explains 34.6% of the variance in perceptions of intercultural communication

quality ( $R^2 = 0.346$ ). Media consumption habits significantly contribute to predicting perceptions ( $F = 7.963$ ,  $p < 0.001$ ).

**Table 5:** Regression of Cultural Identity

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.800	.255		7.050	.000
	Cultural Identity	.497	.064	.488	7.749	.000

a. Dependent Variable: Perceptions of Intercultural Communication Quality

The model including cultural identity as an independent variable account for 34.6% of the variance in perceptions of intercultural communication quality.

Cultural identity significantly predicts perceptions ( $F = 7.749$ ,  $p < 0.001$ ).

**Table 6:** Regression of Language Proficiency

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.307	.282		8.171	.000
	Language Proficiency	.350	.068	.348	5.149	.000

a. Dependent Variable: Perceptions of Intercultural Communication Quality

The regression model with language proficiency explains 34.6% of the variance in perceptions of

intercultural communication quality. Language proficiency significantly predicts perceptions ( $F = 5.149$ ,  $p < 0.001$ ).

**Table 7 -Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 <sup>a</sup>	.346	.302	.804

The overall regression model (combining media consumption habits, cultural identity, and language

proficiency) explains 34.6% of the variance in perceptions of intercultural communication quality ( $R^2 = 0.346$ ).

**Table 8 - Analysis of variance**

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.838	12	5.153	7.963	.000 <sup>b</sup>
	Residual	117.131	181	.647		
	Total	178.969	193			

The ANOVA results show that the regression model is statistically significant ( $F = 7.963$ ,  $p < 0.001$ ), indicating

that the model as a whole is a good fit for predicting perceptions of intercultural communication quality.



## Hypothesis Summary

Hypothesis	Correlation/Regression Result	Statistical Significance
Media consumption habits positively impact perceptions of intercultural communication quality.	Positive correlation ( $r = 0.413$ , $p < 0.01$ )	Significant ( $F = 7.963$ , $p < 0.001$ )
Language proficiency positively influences perceptions of intercultural communication quality.	Positive correlation ( $r = 0.501$ , $p < 0.01$ )	Significant ( $F = 5.149$ , $p < 0.001$ )
Cultural identity positively correlates with perceptions of intercultural communication quality.	Positive correlation ( $r = 0.477$ , $p < 0.01$ )	Significant ( $F = 7.749$ , $p < 0.001$ )
The combined effect of media consumption habits, language proficiency, and cultural identity significantly predicts perceptions of intercultural communication quality.	Overall regression model explains 34.6% of the variance ( $R^2 = 0.346$ )	Significant ( $F = 7.963$ , $p < 0.001$ )

## CONCLUSION AND RECOMMENDATION

The purpose of this study was to find out how different cultural groups view the quality and efficiency of intercultural communication in Sri Lankan media during the media convergence age. The study looked at how individuals' judgements of intercultural communication quality are influenced by their media consumption patterns, language proficiency, and cultural identification.

### Findings Summary

The outcomes of the study show that there are substantial correlations and predictive associations between the independent factors and judgements of intercultural communication quality. Media consumption patterns, language competency, and cultural identity identified as critical elements impacting how Sri Lankans interpret and assess intercultural media material. The interaction of these variables explained a significant percentage of the variance in perceptions.

### Intercultural Communication Implications in Sri Lankan Media

The positive relationship between media consumption habits and favorable perceptions shows that consuming a broad media diet helps to a more positive assessment of intercultural communication. This emphasizes the significance of fostering diverse and inclusive media content to improve cross-cultural understanding. The high positive link between language proficiency and positive perceptions emphasizes the importance of language proficiency in developing intercultural communication experiences. Efforts to increase audience and content creators' language abilities can help to more successful intercultural communication.

The positive relationship between media consumption habits and favorable perceptions shows that consuming a broad media diet helps to a more positive assessment of intercultural communication. This emphasizes the

significance of fostering diverse and inclusive media content in order to improve cross-cultural understanding.

### Recommendations

This study, in light of the current media convergence era, adds to our understanding of intercultural communication within the particular context of Sri Lankan media. The study offers information that media professionals, decision-makers, and educators can use to build plans for raising the calibre and efficacy of cross-cultural communication. Future research can expand on these findings by examining additional variables such as regional variances, socioeconomic factors, and specific media platforms that may influence intercultural communication perceptions. Longitudinal studies can also track changes in perceptions over time as media landscapes continue to evolve.

### Conclusion

In the context of media convergence, the study's conclusion highlights how dynamic intercultural communication is in Sri Lankan media. Language skills, cultural identity, and media consumption patterns greatly influence perceptions. By being aware of and taking action against these factors, stakeholders can help create a media environment that fosters positive intercultural communication, harmony, and coexistence in Sri Lanka's diverse cultural landscape.

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