# Types and Forms of Media Texts in Sri Lankan Newspaper Media: With Special Reference to Selected Newspapers

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**Abstract**

Newspapers have traditionally played a significant role in informing the public and shaping social discourse. Despite the rapid growth of digital media, print newspapers continue to contribute to public communication through diverse content types and textual forms. This study aimed to identify the types and forms of media texts published in selected Sri Lankan newspapers and examine the factors influencing their development and presentation. The study employed a mixed-methods approach, combining quantitative and qualitative content analysis. Ten daily newspapers representing state-owned and privately owned media organizations were selected. Five weekday issues of each newspaper were examined, resulting in a sample of 10 newspaper issues. Quantitative data relating to content types, textual forms, and structural features were analyzed using the Statistical Package for the Social Sciences (SPSS). Qualitative data were analyzed using NVivo to explore the characteristics, patterns, and contextual meanings of the identified media texts. Additionally, interviews were conducted with five resource persons associated with the selected newspapers to obtain further insights into newspaper content and presentation practices. The findings revealed considerable diversity in the types and forms of media texts published in Sri Lankan newspapers, including news texts, feature articles, advertisements, and other specialized content. The analysis indicated that commercialization and the need to attract and retain readers significantly influenced the selection, organization, and presentation of media texts. Furthermore, the findings highlighted the influence of limited public awareness, the growing presence of online newspapers, and the use of visual and textual formatting as strategies for attracting readers. This study contributes empirical evidence to understanding media-text diversity and structural characteristics in Sri Lankan newspaper media. It highlights the relationship between commercial pressures, audience engagement, and transformations in the digital media environment. The findings may support future research on newspaper content, media practices, and the evolving role of print journalism in contemporary Sri Lankan society. Moreover, the study provides a foundation for examining how newspaper organizations adapt content and presentation strategies to changing audience expectations and the expanding digital communication landscape.

***Keywords:*** *Media text, Newspapers, Media genres, Textual forms, Online newspapers*