A study on the utility of the media magazine for communicating sustainable regional development in Sri Lanka (with special reference to Peramaga magazine)

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Magazines describe branded and edited contents often supported by advertising or sponsorship and delivered in print or other forms. It is noted that magazines are printed periodically and commonly published weekly, monthly or quarterly. Western communication history defines publications appearing at regular intervals (weekly, monthly, and quarterly) other than newspapers, generally or smaller size with cover and binding periodicals and journals to general circulation as magazines. The Brundtland Commission report defines sustainable development as "development which meets the needs of current generations without compromising the ability of future generations to meet their own needs". This concept strongly supports economic and social development in particular, of regional people. At the same time, it underlines the importance of protecting the natural resource base and the environment. The magazine of 'Peramaga' was first published in March, 1979by the Ministry of Provincial Council and Local Government Bodies. The aim of this magazine is to communicate projects that were launched by the Ministry and to ensure accuracy, knowledge and better vision for government officers and the community. This study focuses on the utility of magazine media for communicating sustainable regional development and applies a mixed methodology with qualitative and quantitative data. Interviews, content analysis and observation of selected magazines are employed as tools for collecting data. "Peramaga" magazine basically bears the ideology of the Ministry and communicates projects of "Uda Gam", "Pooja bhoomi sanvardhane", "Gamudha" carried out by the Ministry in order to develop sustainable regional development.

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