

Abstract

The role of a newspaper in political analysis deserves a notable consideration with its task in establishing opinions among the common public who are in want of independent opinion, perspective and theoretical concepts. The neutrality of the political analysts remains critical with their initiatives on political characters those which are fabricated by establishing and dismantling their individual facsimiles that are capable of determining the destiny of the common public for a considerable period of time. This research was mainly in the vision of exploring the political behavior of a political analyst who biases social accountability on individual opinions at special political conditions like presidential elections; of studying the structural nature that the Sri Lankan political analysts examine and of probing the influence of individual attributions on political analysis.

To examine the role played by the analysts in Sri Lankan newspapers in the process of electing the Sri Lankan president who is considered as the world's most authoritative; the 'Guruda Vighraya' written by Upul Joseph Fernando to 'Lankadeepa' and 'Mawbima' newspapers is identified as one of the most criticized political analysis continuously since 1993 to the present, mainly focusing on initializing opinions in five presidential elections that were conducted in between 1994 to 2015.

The research was composed upon the research problem whether, 'the 'Guruda Vighraya' has been or has not been tendentious in establishing pre-political assumptions regarding the presidential elections'. Accordingly with the research problem above, the hypothesis of the research may, 'the 'Guruda Vighraya' has been been tendentious in establishing pre-political assumptions' and in order to demonstrate the hypothesis, 'the contextual analysis' was applied upon, as the core research methodology.

Accordingly with the standard models, theories and concepts of political analysis, the formation of the 'Guruda Vighraya' was examined in detail by probing its texts in the times of presidential elections. The 'Guruda Vighraya' has been identified as a political analysis which can be placed under the category of 'Non-formal model' in initializing political assumptions. The aspects of those political assumptions that were initiated in between 1994 to 2015 have been contextually analyzed. The fact that in demonstrating political opinions, the 'Guruda Vighraya' has been partially relied upon contemporary political conditions, was taken into consideration and in order to affirm the above in various perspectives, the political opinions of present-day political analysts were also reflected in studying both equivalent and opposing incidents to the 'Guruda Vighraya'. As the key methodologies in analyzing, the contextual analysis and the interview method were applied.

This research was mainly in the vision of exploring the contextual political analysis done by the 'Guruda Vighraya' in five main Sri Lankan presidential elections in a detailed ideological approach far more towards fabricating the political image of the political candidates in every presidential election both establishing and dismantling their individual facsimiles and of examining the influence of the newspaper ownership, political authority and subjective attributions on the above discussed element.

Key Words: Politics, Analysis, Presidential elections, 'Guruda Vighraya', Assumptions