

A study of the application of the Community Radio in the Sri Lankan Perspective; Based on *Kothmale* Community Radio

W.W Manoj Pushpa Kumara Jinadasa, Saman Rajapaksha, Dammika BandaraHerath.
Dharshana Somorathne, Dinithi Jayasekara
Department of Mass Communication, University of Kelaniya

ABSTRACT

The objective of this study is to analysis of the impact of the *Kothmale* Community Radio towards its community. Problem is that why does community radio not function properly and what are the consequences that lead to collapse the Community radio. The Hypothesis The principle of the community radio has not been appropriately established.

This study was carried out during the period of in 2010. Methodology has consisted both quantitative and qualitative approaches. In this, it was used survey study consisting 250 questionnaires, for *Kothmale* and villages which are closely situated behind the community radio. Participatory observation and interviewing were used as the qualitative tools.

Findings reveal that at the early stage there was a great impact upon its community. In comparison to its beginning there is no consequential participation of the rural community for the radio and in return no greater advantage upon the rural mass at present. Nowadays, the impact of the national radio channels has been a wide practice rather community radio. No community participation as emphasized in its principle for the development of the community while, bigger political interferences which are channeled through the top to down political higherachy.

Key words; Community Radio, impact, Rural Community, participation, political interferences