

## **A Development Communication Model which can be made of Folk- Media for the Rural Community Development Programme in Sri Lanka**

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It is necessary to study special cultural characteristics of a given region before we could plan or organize a suitable model of development Communication, in order to conscientious, active, mobilize, inculcate attitudes, develop the skills and talents as well as eliminate superstition of a specific rural community. Traditional performing arts can be a good instrument can be utilized as a useful instrument in this process. Rural culture is full of communicational features, which can be utilized in this respect.

Rural society has developed a pattern of communication over many centuries. For instance in folk songs, balled (KAVIKOLAYA), folk-drama (SOKARI, KOLAM), opera (GEETENATAKA, JAHUTA), Traditional-rituals (BALIYA), devil-dance (DAHAATASANNIYA), satirical sketches, group singing, and traditional drumming. These forms are rich in communication traits because of the closeness to rural life, credibility, Utilization of familiar sings and symbols, participation of the same group, collective presentation, Utilization of past experience, plot and the subjects form their own life.

This study was carried out in 24 stages across 24 villages in the Rasnayakapura divisional secretariat division of Nikaweratiya over the period of one year from 1st August 2004 to 31st August 2005 communicating a message through entertainments was the practices of this model. Folk-songs, ritual performances drumming and all of folk communication were used creatively. Interactive communication took place between performances and the audience at the crucial moments

Finally an Impact Analyses was conducted after the overall 24 stages of Experiment to evaluate the depth of communication and the Influence on the targeted audience.