

EXECUTIVE SUMMARY

INTEGRATION OF FOLK MEDIA WITH MASS MEDIA;
A STUDY ON MAHAWELI COMMUNITY RADIO FOLK
MEDIA ADOPTIONS, SRI LANKA (RG/88/SS/7)

This study focussed on three Folk media adoptions of the Mahaweli Community Radio (MCR). They are the "Kavikolaya" which was broadcast over the Girandurukotte Community Radio (GCR), the "Sokari" adoption which was broadcast over GCR, specially produced for the purpose of this study, and the "Kankariya" which was an adoption of "Thovil" and broadcast over the regional station of Kandy.

The overall objective of the study was to find out how Sri Lankan folk media could be adopted to radio. It specifically attempted to study the impact of MCR folk media adoptions and to develop folk media formats for Community Radio.

A multi-method research design was used.

All three programmes were effective and efficient. The level of listenership and the impact made by these programmes were satisfactory.

The folk media formats had significantly contributed towards facilitating a two way communication approach which is promoted by Community Radio. These programmes have the potential

of generating a lively dialogue among its listeners.

It is recommended that using Folk media for Development Communication purposes should be sustained, further explored and developed in order to build a national communication programme that would adequately reach the rural mass.