

Effectiveness of Communicating Cultural Values of Folk Tales to Children

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The objective of this study is to identify the Effectiveness of communicating cultural values through folk tales to children (Storytelling). Folk tales content are rich on cultural values and good lessons. Therefore using Folk tales on storytelling to children can used as a media to communicate and inculcate our cultural value's and good lessons to children. In depth understanding of the the role played by folk tales in cultural communication and their symbolic communication methods will help to use folk tales in developing child hood. In order to achieve the objectives, a qualitative analysis was done on the communicating cultural values through telling folktales (storytelling) to children in Sri Lanka. The Primary data were collected and analyzed from the 5 selected Sri Lankan folktales and number of 50 children below 10 years old. After story telling done to them and folk tales listened by children questionnaire related to the cultural values taught in the folk tales asked and answers recorded. Further they were asked to create and present stories based on presented folk tales and evaluated the effectiveness of the outcome of storytelling. Further Qualitative data were gathered from 20 parents and educators by conducting focused interviews and discussions with them. Results from the first shows that folk tales does visual excitement in mind which cause to change the attitudes and develop the creativity with intrapersonal communication in children. Through the cultural communication, children acquired the cultural values and principles of the Sri Lankan society from storytelling of folk tales and it helps to have sound primary socialization within the child. Except above findings, parents participated on the focus interview revealed that they don't have enough time to tell stories to children and they are not entraining children with folktales and hence tend to give electronic devises(Tabs, Phones, Laptops and Etc.) to surf internet to animated fairy tales and cartoons to substitute with storytelling. Accordingly children watch and listen fairy tales and cartoons developed in other country with the values and beliefs of that country rather than watching or listening Sri Lankan folktales.

Keywords: *Cultural Communication, Symbolism, Culture, Storytelling, , Socialization*

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