

The Problem Related with Community Radio Concept & Restarting of Community Radio in Sri Lanka.

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Abstract

Community Radio can be considered as an appropriate media of developing the knowledge and attitudes of listeners by clearly identifying their ideas. Community Radio services aid to motivate the community participation in communication successfully, as well as to strength the cultural rights of community. It is a current necessity to use community radio services in the process of obtaining successful results through the currently activated developing projects in Sri Lanka. Many countries in the world use this system to succeed their development projects. In this background there is a necessity to explore the developmental competencies of community radio in Sri Lanka. Community interests for restarting the community radio in Kothmale, Mahaelluppallama and Giradurukotte were identified through field research.

This research proposed a new format of restarting & continuous implementation of community radio in Sri Lanka, with the help of the factors revealed. This project is activated under several steps as a combined project of Sri Lanka Broadcasting Corporation (SLBC), the Department of Mass Communication, University of Kelaniya and the Community. Proposed Community Radio will be controlled by a co-administrative system of University of Kelaniya and Community. Technical support and frequency will be taken from Sri Lanka Broadcasting Corporation (SLBC). The content of programmes in community radio will be selected by University of Kelaniya and the Community. Financial support will be given by the University of Kalaniya for period of one year and after that community radio should get the responsibility of sustainability. Funds will be obtained through various development projects, public services, state and non-governmental organization. Those organizations don't have a media to implement programmes which focuses on rural development. This new Radio format could be used for that purpose. This model named as Campus Community Radio (CCR).

It is important to discuss the restarting of community radio services in Sri Lanka, based on the facts such as the incapability of supplying the necessities of listeners in a hypermedia background. And failure of identifying the developmental expectations of listeners for the radio services in a national level and the usage of community radio services by many countries in the world such as Philippines and India for the success of their rural projects.

Key Words: *Community Radio, restarting, Community, Campus Community Radio*