

Application of development communication for rural development; A study of North-Western Province of Sri Lanka since 1985 - 2000

Mapa Tilakaratna¹

The objective of this study is to provide an analysis on the North-western province of Sri Lanka since 1985-2000 in order to create an application of development communication for rural development. The extend of NWP is 12% of the whole Island. Population of the province is 21, 57000. The extend of the area is 7826.2sqm. The research was conducted completely covering the rural society of NWP of Sri Lanka.

Some of the prevailing development problems in Sri Lanka are the absence of a communication pattern regarding the rural development. Illiteracy, Political Interference, clash between traditionalism and modernization, ethnic problem and the unstable of rural society.

The research methodology is covered with household composition (200), availability of land and other resources, economic levels and education levels, employment, unemployment and under employment levels and the impact of modern mass media and other communication systems. In addition to that ten case studies were carried out.

The research revealed us on the basis of the samples employed, that the use of mass media was not in a satisfactory state. In the sample it was found that the same members of that society did not use any mass media. About 22.9% of the household subjected to the study did not have even a radio. On the whole it must be said that the mass media in Sri Lanka do not make any substantial contribution towards to the development of the country. Under this study, we found that the interpersonal communication, group communication, traditional communication methods are very familiar with this society. Our thorough learning is that the traditional communication methods could be utilized to transmit the development messages.

Key words: Development communication, Rural development, Traditional media, Mass media, Sri Lanka

¹ Department of Mass Communication, University of Kelaniya, Sri Lanka