

2.20 The Study of the potentials of Folk-Media performance as a form of effective communication in community mobilization

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ABSTRACT

The major function of the community development programme is to build up awareness and empower the community in order to achieve the objective. So far the most common methodology has been discussion, dialogue and lecture programme with the system of small-group communication. This type of communication is known as *Praja Sabha*, *Sanwardhana Sabha*, *Grammiya Sabha*.... Within development programmes. The historical origin of this system is also interesting. In the past in Sri Lanka we hear of the systematic use of *Wel Sabha*, *Wariga Sabha*, *Wau Sabha*... as a method of small group communication. This method has been in use in Sri Lanka over long period of time and today it seems appropriate that we should move in to a more effective alternative media of communication.

It seems appropriate that we make use of features of Performance Arts which are available in the Traditional Folk- Media such as Vocalization, Instrumentalization, Dancing, and Dramatization which are prevalent in rituals and folk-lore. Development messages can be communicated effectively through the use of *Kavikolaya*, *Adaberaya* (*Drumming*), *ritual forms of chanting*, *Panchaturya Vadanaya*, Mask dancing and Devil Dancing. This type of presentation is more attractive as well as emotionally touches the audience. It also embodies variety of *Rasa* such as humor, Heroism, Erotic and Fantasy and variety of feelings.

A broad change can be effected by the activization of Performance Arts in case of mobilization programmes. This could be made use of as a new methodology and a systematic approach in community participation. Such programmes can be organized with the participation of Traditional Folk-artists as well as enthusiastic youth of the areas.

This pilot test was done covering 28 villages in the Rasnayakapura Divisional Secretary area. It was tested on 24 instances by *Intermediate Technology Development Group* (I.T.D.G) in the Community Governance Programme as a tool of Community Mobilization from 31st July 2004 to 1st July 2005.

Key Words:

Small-group communication, Community Mobilization, Effective communication, Folk-Media Performance, Folk-lore,