

ABSTRACT

This study sought to find out the effectiveness of Radio drama as a development communication tool with special focus on YATV's production Kannagipura/m. The research was conducted in the district of Ampara which has a mixed population. The methodology used for this research was both qualitative and quantitative techniques to study the attitudinal and behavior changes of the listeners and production team, through knowledge and the impact it had on the reconciliation of communities. Purposive sampling was used to ensure the selection criteria were met such as age, gender, diversity, listener duration and ethnicity. Study findings show that there has been some change of perceptions which has occurred in the listeners after listening to the drama, but it was difficult to gauge how much of change has occurred as the information gathered was more on recall and reflective nature. If there was a group of youth selected before the drama was broadcast and their attitudes, behavior, perceptions recorded, and commitment from them to listen to the drama, and the opportunity given to interview them, it would have been easier to qualify and quantify the data as before and after effect which would have made the findings richer in quality. The Researcher in general sees the drama has had a positive effect on the listeners in helping them to find solutions to their problems, in form of employment and also it has helped them to become aware of other communities customs, culture and religious beliefs. Also in the production team, we see how fast the Tamil speaking writers learnt to speak the Sinhala language quickly through interaction though it was not the same with Sinhala speaking production team in learning the Tamil language. In terms of training the Colombo based production Team had got much more than the regional Focal leaders. If more training was given to the latter group and funding provided for them to conduct discussion groups among the listeners groups about the episodes broadcast, the feedback to the production team would have been more effective. Also noted that most of the feedback for the drama was received in form of letter, email and monthly feedback forms. The drama production has followed a systematic process which has resulted in the drama becoming popular not only among the targeted youth group but a secondary audience of elders, middle people and also among Sri Lankans living overseas listening to the drama through the internet. The drama also has had a positive impact on the non-targeted audience as well. There were very little negative comments of the drama reordered and only suggestion of improvements. The study recommends that there could be improvement of monitoring mechanism systems, more training to the focal leaders, following up the impact on the diaspora community, gathering of information data of the relationship between the youth and elders and methods of improving outreach and marketing. The SLBC point of contact rightly states that it is not possible for people to change their perceptions and attitudes overnight especially after the conclusion of a thirty year old brutal civil war.

Key Words: Radio Drama, Peace Building, Kannagipura/m, Youth, Reconciliation, Peace, Attitude, Knowledge, Behaviour, Perceptions, SLBC, YATV