

The Role of Traditional Forms of Communication for empowering Agricultural Related Livelihood in Rural Sri Lanka

This research study illustrates how traditional forms of communication such as folk songs, folk tales, folk dramas, rituals, ceremonies play a vital role in empowering agricultural labor force and the agricultural-related livelihood in rural Sri Lanka by adapting the development communication theoretical framework. This qualitative study was conducted in Pelwatta in Buttala Divisional Secretariat in Monaragala district, Uva Province and data was gathered through FGDs and in-depth interviews. The key findings show that majority of people from this area involved in agricultural related professions such as cane farming, banana cultivation, dairy farming, chena cultivation, paddy cultivation and working for Pelwatta Sugar Company and Dairy company. Further, people use various traditional forms of communication such as folk songs, folk tales, folk dramas, rituals, ceremonies etc. to fulfill their socio-cultural, economics needs and issues in the day to day lives. Moreover, these traditional forms of communication are used to get rid of diseases and epidemics, for the protection of agricultural crops, maintain the uniqueness of their food culture, protect the cultural and religious values, heritages etc. Finally, the findings recommend that the responsible authorities should support these communities to protect and promote the cultural and socio-economic values, traditions, communications, believes, heritages and resources that are unique to this area.



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