A SET OF OBJECTIVES AND NEW MODEL FOR REGIONAL RADIO IN SRI LANKA: A STUDY OF "RAJARATA AND WAYAMBA HANDA" RADIO

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Abstract

The concept of regional Radio services has emerged as well as operates based on a variety of Socio/ Economic Geographical and cultural factors of different society in different countries. A discussion on regional Radio services varies from a general discussion on Radio and it differs in terms of the social background on which it operates. In the Sri Lankan context, the regional Radio services was initiated due to different socio-economic, Geographical and cultural factors as well as political factors. The Radio service of Sri Lanka Was decentralized at a time when the entire country could not be covered by the National Radio service.As a result of this, regional radio services were setup in remote areas of Sri Lanka. This services ware operated in accordance with the series of specific objectives such as to remove the monopoly of the national radio and take the microphone to the village and give priority to the regional specialties. At present theses regional radio services are at a risk practically and conceptually. The purpose of this research is to focus on the nature of implementation and timeliness of objectives and create a new model for regional radio services in Sri Lanka.

The first regional radio service "RajarataSewaya" and "Wayamba Handa"radio service which was setup last, have been used as the research area. In this research four methodologies were used in order to collect data. They are, giving questionnaires to hundred targeted listeners, conducting in-depth interviews with 20 prominent persons in the relevant field, participatory observations and content analysis.

Irregular objectives which were formulated when setting up regional radio services are inadequate by today. The researcher's recommendation is to operate the regional radio services in accordance with a series of new objectives and also suggest a set of new objectives and a new model that can be used to gradually attract the regional listeners.

***Keywords*:** Regional Radio, Model, Objectives, Listeners, Decentralize

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