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ABSTRACT

This research is based on how to improve the image of the Sri Lanka Army by using all the modern Public Relation (PR) tools. Public Relations remains as a vital part of maintaining the organization's image and communication with the masses. An institution like the Army always relies on their honour and pride to uphold their positive public image. This image can be further enhanced by using both modern and traditional PR tools. Besides traditional tools, modern tools, such as, electronic media, social network, websites and blogs, have made PR very easy to reach the public. Since image or reputation is always related to people in terms of projection of work, the Army has not focused on this issue so far. Hence, its image has been deteriorated with passage of time due to many reasons. Immature media handling, lack of awareness of people, military intervention in national politics and deserters' activities, are few causes which have led to the declining of the Sri Lanka Army's image in the recent past. However, the Army is taking part in many nation building activities, humanitarian assistance in disaster relief programmes and in offering aid to civil power. Such hard works should be extensively publicized and projected to people to enhance a positive image. Hence, it requires integration of the military and media for better access to information and projection of work. A study on how much access should be given to the media on military information will help the Army to handle the media maturely. Further, this research will enable army personnel to clearly understand the importance of PR to enhance a positive public image. A detailed study on available publications, books and views of experienced Army officers and civilians revealed causes for the declined image of the Sri Lanka Army in the recent past and ways to improve it further.

Key words: Image Building, Public Relations, Electronic Media, Sri Lanka Army