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FGS/03/Mphil/06/2014/01

ඒ.ජී.ඒ.යූ. නන්දසිරි

ප්‍රවේශ අංකය:	1169
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මෙම අධ්‍යයනය කැලණිය විශ්වවිද්‍යාලයේ සමාජීය විද්‍යා පීඨයේ ජනසන්නිවේදන අධ්‍යයන
අංශයේ දර්ශනපති පශ්චාත් උපාධි පාඨමාලාවේ පාර්ශවීය අවශ්‍යතාවක් සඳහා ඉදිරිපත්
කරන ලදී.

2016 අප්‍රේල්

Abstract

Present research was conducted in order to analyse the communicative meanings in public relationships and management strategies depicted in Sri Lankan culture. Accordingly, the questions arose whether the customs and ethics in Sri Lankan culture have got the features of public relation and management strategies? and How? There, this study was done while having the hypothesis that the public relations and management strategies could be identified in Sri Lankan culture and very deep philosophical and social-psychological features are revealed here. There, the main objective of this study is to analyse the principles of public relations and management strategies depicted in Sri Lankan culture. The other objectives of this research are, analyzing the features of social, political, economical, cultural, environmental relationships and management strategies depicted through the customs and ethics of Sri Lankan, Sinhalese folk-tradition, identifying the inter-cultural facts that influence on nourishing the public relationships and management concepts in Sinhalese folk – tradition, and establishing new concepts of public relationships and management, while using the Sri Lankan Sinhalese folk-tradition. This research was done based on sixteen areas that are consisting of Sinhalese customs and ethics. The data was gathered by survey and ethnographic research methodology. Sixty interviews were done representing those areas under survey methodology. Moreover, primary data was collected by observing social incidents in the areas that are included in the sample of this research. Secondary data was gathered by exploring Sources. Public relationships and management strategies depicted in Sri Lankan culture reflect a deep philosophical thinking based on Buddhist philosophy. Public relations and management features such as, human feelings, behavior, wordings, things and places which are unique to Sinhalese folk-tradition could be identified. There is a net work of inter-related connections with public relationship strategies which are shown through these cultural features, customs and ethics. Respect, worshipfulness, gratefulness, cooperation and beliefs are the spiritual base which influenced on Public relations and management strategies in Sinhalese folk -tradition. Behaviors of individuals are designed according to this spiritual basis. Thus, it is revealed that establishing theories of the field of modern public relations could be done, with the use of the human relations and management strategies depicted in Sri Lankan, Sinhalese tradition.

Key words: Public relations, Culture, Management, Communicative meanings,
Customs and ethics