Abstract

War is so common in the world today, and especially in the third world countries. Many countries in the world are engulfed by war. Civil war, ethnic war, cold war, identity wars have been the cause of ruining human civilizations. First and second world wars, ethnic war in Sri Lanka, Vietnam War etc are some of the examples of wars that have made damages the world is still recovering from. No one has forgotten 9/11. People still live in fear and terror in most of the Islamic countries. Freedom has been ditched and murdered by terrorism all over the world. Terrorism could make it impossible to imagine any free society. Our next generation might end up growing up surrounded by nuclear weapons, terrorism and human genocide. The Sri Lankan Civil War was an armed conflict fought on the island of Sri Lanka. Beginning on 23 July 1983, there was an intermittent insurgency against the government by the Liberation Tigers of Tamil Eelam, which fought to create an independent Tamil state called Tamil Eelam in the north and the east of the island. After a 26-year military campaign, the Sri Lankan military defeated the Tamil Tigers in May 2009, bringing the civil war to an end. The future for the island of Sri Lanka, however, offers three stark alternatives, kill all remaining Tamils, power-sharing package and partition. Hence, the first choice would not help ease the situation for better. The second alternative is to find a solution that provides guarantees for security, stability and ethnic peace, which can be materialized in ethnically divided societies through restructuring the state system with power sharing. There should be a political appetite among masses for broader peace agendas. Importantly, there needs to be a political regime to pursue peace. Propaganda and marketing not only need to launch war, but also to seek peace. Actually, more aggressive form of propaganda and marketing is needed to seek peace in a society where symbols are sold to pursue war.

Key words: War, Terrorism, Sri Lanka, Sinhala, Tamil

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