

In this respect, the new media is a positive element in maintaining public relations.

Research Objective(s)

The main objective of this study is to investigate the use of new media for the management of corporate internal and external public relations. In addition, the role of the new media in the management of internal and external public relations is to determine whether the intended use of the new media has been affected to reach the desired target and to study the communication strategies used by the new media. The research problem of the study was to determine how new media is used for corporate internal and external public relations management.

Methodology

Use of sources for data collection and information is very important in research. Information can be obtained from both primary and secondary sources. Theoretical and concept based on secondary sources for data collection. Information sources related to the issue of study, such as Books, magazine, Article, Internet sources, Web sites, Research reports, Dictionary, Encyclopedia and Census reports were used. The sample of the study was selected from the Telecom Institute of the Kurunegala Divisional Secretariat in the North Western Province. A sample of 60 external customers and 40 internal employees were selected for the study. The research focused on the use of new media for the management of corporate internal and external public relations, with a focus on their different age, Educational levels, and gender categories.

Results and discussion

Forty employees and sixty customers in the rural, urban, semi-urban, residential area were used for this research. The random sample was used in the analysis of the use of telecoms by gender. Women represent 53 percent of the random sample, while the other 47 percent represents male. This figure represents the number of employees using the telecom network. It is clear that the majority of people who use this network are the state. It is 34% as a percentage & the private sector is about 20%. That is, there were ten percent of the self-employed

The majority of people who chose the telecom network were informed about the telecom network through leaflets and others said they were good. It is 23.7% According to this sample, fifteen percent chose the telecom network because there are many benefits 29% were motivated by advertisement. That The overall result was 4.6 percent. The use of technology within the organization has greatly influenced the service delivery process of the company. It represents 45.3percent of the total frequency. The efficiency of the corporate workforce was five, which is 7.8% of the total sample. When asked about the new media use response to the PR process, 29% of those who died were quoted as saying they were