

**22****An Attempt to Build a Sri Lankan Identity by Using Culture-Centered Soft Power in International Public Relations: with Special Reference to Sri Lanka and South Korea**

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**Abstract**

International public relations are about practicing public relations strategies in foreign nations, with the objective of building good relationships with the public in that particular nation. Soft Power can be recognized as a power that is produced by cultural resources, political values, and foreign policies of a country. It is the power that countries use to get the attraction of foreign public without coercion or payments. In the globalized world, soft power strategies are heavily used in international public relations. Especially in Asian countries, culture-centered soft power is used in building relationships with other Asian countries. Therefore, this research was conducted with the main objective of identifying the possibility of using culture-centered soft power in Sri Lankan international public relations. The data collection process was conducted according to qualitative methodology and data were obtained through interviewing South Koreans working in Sri

Lanka. The findings showed that a majority of the participants have a positive opinion on Sri Lankan culture, especially on the Buddhist culture, proving the possibility of using culture-centered soft power in building international public relations between Sri Lanka and South Korea.

**Key words:** International Public Relations, Soft Power, Culture, South Korea, Sri Lanka.