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Public Relations and Communication Management Strategies in Sri Lankan Sinhalese Culture.

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Public Relations and Communication Management strategies can be identified in any culture. This study explores the features of Public Relations and Communication Management in Sri Lankan culture. This research was conducted based on 16 geographical locations, which consist of Sinhalese customs, and ethics. The data was gathered by survey and ethnography. 60 interviews were conducted representing those areas in the survey. Moreover, primary data was collected by observing social incidents which happened in the field of study. Secondary data was gathered by exploring literary sources.

Public Relations and Communication Management strategies depicted in Sri Lankan culture reflect a deep philosophical thought based on Buddhist philosophy. Public Relations and Communication Management features such as human feelings, behavior, phraseologies, stuff and places which are unique to Sinhalese folk-tradition could be identified. There is a network of inter-related connections with Public Relations strategies, which are shown in these cultural features, customs, and ethics. Respect, worshipping, gratefulness, cooperation, and beliefs are the spiritual base, which influenced on Public Relations and Communication Management strategies in Sinhalese folk-tradition. Behaviors of individuals are designed according to this spiritual basis. Thus, it is revealed that the established theories of the modern Public Relations could be more shaped by the use of the 'Human Relations' and Management strategies which is highly appreciated in Sri Lankan Sinhalese folk-tradition.

Key words: *Public Relations, Culture, Sinhala Folk-tradition, Communication Management, Customs and ethics*

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