

## **Utility of Public Relations in Promoting the Image of the National Library and Documentation Services Board, Sri Lanka**

**Rajapaksha, R. S., Pushpakanthi, K.S. and Nandasiri, A.U.**

saman.rajakpaksha@kln.ac.lk, kusalasajeewani@gmail.com, amali.nandasiri@kln.ac.lk

### **Abstract**

*Public relations is the process of building goodwill in a consumer about a product or service. Public relations is defined as the process of building a good image in the community of a product, service, the nature of a person's agency and their functioning. Public relations is a management process. This management process creates efficiency of an organization. One of the core objectives of an organization's services delivery efficiency is to create an effective service. It also helps the organization to have a good record of accomplishment in the service delivery and the community obtaining services. It also help to build a good image of the community as well as there are many implications in image building of the respective institution too. Therefore the public relations is a reciprocal function and activity. The purpose of the study is to identify what is public relations and to investigate the need for public relations processes in the building of image of the National Library as well as the sections of the institution.*

**Keywords:** *National libraries, Image building, Public relations, Reader services, Information services*

### **Introduction**

The field of public relations can be seen as an important and highly needed subject area for maintaining the affairs of modern society. Therefore, the public relations subjects are focused in various spheres such as economic, social and political. Edward L. Burney, has defined public relations as: Public relations is the profession that deals with the relationships of a unit or community or a large group of people. It must be emphasized that the profession or the community is based on the good will of the people. ” It is clear that public relations is a social relationship that is used by people of different professions with little or no regard for them. This article is a study of stressing the need for public relations in promoting the image of the National Library and Documentation Services Board Sri Lanka (NLDSB)

### **Objective**

To identify and explore the concept of public relations as a necessity in the process of upgrading the National Library and to investigate the need for public relations processes in the building of image of the National Library as well as the sections of the institution.