

## ABSTRACT

1. The Sri Lankan Army has been suffering from a plague of mal-recruitment due to certain reasons which are unaddressed to date. The poor recruitment process was amply experienced during the recently conducted military operations against the common enemy; so called Liberation Tigers of Tamil Eelam. There is an array of causes behind the disinclination of contemporary Sri Lankan youth in joining their own army at this hour of need.
2. Thus, one of the major possible causes was circumspectly selected to conduct a detailed analytical research within the given time slot and the available resources. Hence, the imperative consideration was drawn into the stance of the Sri Lankan Mass Media in handling the information susceptible to the reputation and the glamour of the Army and its impact on the mind set of the ordinary citizen. An urgent attention given by the authorities on the possible solutions recommended in this paper would probably avoid an unnecessary detour in solving this crisis of national interest.
3. Research was initially based upon a literature review on various publications written on Mass Media, Media Regulation, National Security and Military Recruitment. This review was further entailed with a study on certain publicity material used for the army recruitment and certain adverse news articles published on local news papers which are related to the Sri Lankan Army. Subsequently, an extensive survey was conducted to gather data on the realistic examples for the degree of damage incurred upon the credibility of the Sri Lankan Army in the mind set of the young generation (who are potential enough to become future patriots) due to the adverse publicity given in the course of the Sri Lankan mass media.
4. The review of supporting literature, various surveys conducted to test the environment and the data analysis was combined to support the hypothesis that an urgent transformation is

essential in the stance of the Sri Lankan mass media on military information, which shares a liability for the current reluctance among unemployed youth in joining the Army.

5. Much work had been done to trace the origins of the persistent tension between the military and the news media. Often the research strives to outline the history of the relationship and seek to identify similarities in institutional culture and purpose on which to base agreement to guide future contacts. Yet it seems inevitable that such schemes collapse in the first stressful stages of a crisis or conflict as they are inevitably artificial. This is because the military and the news media pursue very different objectives and often hold very different values.

6. There is no longer a question of whether the news media will cover military operations. Regardless of mission, they will inevitably be interested in the drama, uncertainty and emotion. The media personnel will transmit images of events as they happen, perhaps from both sides of any conflict. Thus the commander's operational task is to develop a well resourced and responsive infrastructure to conduct news media relations. Failure to do so will not affect the scale of news media coverage; it will, however, limit the command's ability to communicate effectively and risk distorting the public's perception of the military's effectiveness. In the face of such challenges, efforts of control are meaningless.

7. Finally, several possible solutions to the crisis were derived from this research as well as by the revision of situation relevant field in certain other countries such as Israel, United Kingdom and the United States of America.