

ABSTRACT

As at now, Sri Lanka has militarily defeated the prolonged war with LTTE. Almost three decades old conflict has been ended. Thus it is important to evaluate the media and outcome of its' relations with military, which is important to analyze how far that has contributed to ending of this prolonged war and ethnic issue.

Though the media coverage itself has been considered a great importance in counter insurgency, print or audio – visual or internet media outlet had no special bureau for war coverage until very recently in Sri Lanka.

The first notable factor is that almost half (49%) of the adults males were regular readers of news papers. more than 75% of the population in Sri Lanka is Sinhala Buddhist. The Buddhist philosophy is based on non violence. It is questionable that conflict situation is sensitively addressed by the media taking to account on the majority of the populations. There was no strategies to counter or to suppress likely possibilities of escalation of violence in media.

It is important to note that media was biased and orientated to achieve short term political goals after independence, to date. There was no foresight and strategic plans with regard to media, to resolve the ethnic crisis from the beginning. In a multi cultural and multi dimensional ethnic situations like in Sri Lanka, it is very important to address the hearts and minds of multi ethnic groups in languages that they can feel in their hearts. This has to be done in macro level. The hierarchy of political arena who rule the country and military who brings political thinking in to action.

Having stated the problem “*Did the Sri Lankan media campaign contributed effectively towards the success of the Humanitarian Operation?*” the primary objective of the research is to identify whether the media has significantly contributed to the military effort to defeat the ruthless LTTE terrorists. Provisions of recommendation to remedy the shortcomings are the secondary objective.

For the convenience of the research study the sample was drawn from the total population. The stratified sample method was used to select the sample of three professional, groups mainly designated as military, media and other professions. Survey was carried out using

self developed questionnaire to gather data. The sample size is hundred and two. In addition to the questionnaire survey, monitoring of news papers for three month were carried out. The secondary data were gathered from available publications, and web sites. Discussions with media scholars and other professionals helped to enhance the knowledge on the subject. The graphical presentations and various types of charts used to present the data. Comparing and contrasting the data obtained from questionnaire, whilst complementing them with the data gathered from the interviews, data analysis was carried out.