

A BUDDHIST PHILOSOPHICAL PERSPECTIVE OF THE CONCEPT OF MODERN PUBLIC RELATIONS; 'PARAPATIBADDHA ME JEEWIKA'.

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The existence of a particular good service, organization or person depends on the facts such as the interest generated, appreciation, good-will, trust and public image. All communicative programs which persuade to build up such a mentality on its stakeholders are technically called Public Relations. The modern concept of public relations has been developed through the analysis and perspectives of western scholars'; e.g. Ivy Lee and Edward Bernays. But the scholarship of the public relations on eastern perspective is not given much attention. One significant feature of the concept of public relations in the modern western perspective is the management of industries and corporate business opportunities. Buddhist philosophical approach of communication and public relations is practical and realistic. These research objectives identify the Buddhist philosophical perspective of the public relations in communication. And also the study of the Buddhist philosophical perspective used for the nourishment of the modern public relation concept. Research problem is how the Buddhist philosophical perspective can be used for the nourishment of the modern public relations concept. This research hypothesis is whether the Buddhist philosophical perspective of the public relations can be used for nourishment of the modern public relations in related to marketing and propaganda.

'*Buddha Deshana*'. Specifically, based on '*Dassadamma Sutta in Akkosa Wagga, of Anguththara Nikaya*'. Randomly collected data and comparative information's were analyzed in using the manual techniques of analyses. In this study comparatively collected information is interpreted and analyzed in qualitative research methodology. Therefore, Buddhist philosophical approach of communication and public relations can be discussed in two ways the first one is that the relationship which fulfills various human needs and the relationship in a secular setting. The second one is that is the achievement of the noble path of purification.

The modern western concept of public relations studies is for maximizing sales and profit. But this study reveals that the concept of public relations shaped according to the Buddhist teaching is concerned with individual's (personal) management. Thus, the essence of public relations is to manage organizations by managing the individual's physical, mental and moral discipline.

One of the fundamental features of the Buddhist concept of public relations is the analysis of a broad social, scientific and anthropological background. It is entirely based on the science of human, which is "everything depends on others." Lord Buddha has preached the monks that they should always remember that lives of all living beings are interconnected (*Parapatibaddha Me Jeewika*). It is important for the modern man to keep this in mind. This is the most important feature of human relationships. It is a philosophical insight that ties all human beings together. No one can live alone in the world. Every human being keeps relationships with other human beings, animals and surroundings. It is also based on the good-will and public image. It has been established on biological, sociological and psychological foundations. Therefore, studying the concept of public relations in the Buddhist philosophical approach can have a significant importance in the present scenario of the dominant western academic domain.