



An Exploratory Study of Television Media Program Culture to Develop Public Relations in Pandemic Situations.

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Abstract

Due to the corona epidemic, the current world is in a state of crisis. It can be recognized that the situation has also strongly affected the media sector. The public relations methods used by the media channels before cannot be used in the same way in the face of the epidemic situation. Therefore, public relations methods should be developed to suit this situation. What are the methods used by electronic media channels in the development of public relations in the face of the corona epidemic situation? Was investigated and, the content analysis method and Interviews which comes under the qualitative research method was used. The first 05 television channels were selected in the LMRB survey report related to the year 2022. Given the Corona epidemic situation, the main public relations programs of *Hiru*, *Sirasa*, *Derana*, *ITN* and *Siyatha* television channels were studied in depth. Under this, to maintain and strengthen the public relations between the people, community care programs were implemented for the affected people such as the distribution of dry food items, the distribution of dry food items for sacred places, the distribution of essential health equipment and the disinfection of public places. Moreover, creating theme songs and holding contests have also been used as public relations methods to uplift the people affected by the Corona epidemic. Overall, it was concluded that television channels implemented social care programs to develop their public relations in the face of the Corona epidemic. It was also confirmed that apart from providing relief to the people affected by the crisis, more efforts have been made to promote their media channels. But as a developing country, it should be emphasized that media organizations should continuously implement community care programs for their subscribers throughout the country, not only in times of crisis.

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