



The Use of Human Relations in Conflict Management

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Abstract

Man is a social animal. He cannot live alone in a crowd. Conflicts are also a reality of life. Conflict is a social phenomenon with a long historical basis. Conceptual study of conflict as well as conflict goes back to the beginning of human history. Conflict is a common social problem that can be identified at every point of society. Sometimes conflict harms the human society and the individual, while at other times it provides the energy necessary for social existence and survival. The contradiction between two or more opinions that arise in the mind of one person can also be interpreted as a conflict. Conflicts are natural in a pluralistic society. It is justified to say that it is a factor that has been inherited by man since human evolution. However, the study of conflict can be shown as a topic that should be widely discussed about the occurrence, management and resolution of conflicts in every step forward in the human evolutionary process. Through that, conflicts can be managed positively. Conflict management is a very important factor to live in the society as an individual as well as to maintain the quality of inter-relationships in a society. Public relations can be pointed out as the most scientific, systematic and most practical measures that can be used for conflict management. Distinctive characteristics of public relations can be seen according to different temporal and spatial factors. In public relations work, the public does not mean the general public but only a select group of them. A broad consideration of public relations shows that it can be called an important communication process. Accordingly, maintaining effective public relations will pave the way for an individual, organization or state to manage and resolve potential conflicts.

Key words: Conflict management, Public relations, Society

