

## **RESTRICTED**

### **ABSTRACT**

For nearly three decades Sri Lanka was fighting a war against the Liberation of Tigers of Tamil Eelam (LTTE). In 2009, the Sri Lankan Government managed to eradicate the LTTE from Sri Lankan soil. In the post conflict period international organizations alleged that the Sri Lankan armed forces committed war crimes during the humanitarian operation. There was substantial pressure towards Sri Lanka from the international community with regard to war crimes allegations and the Sri Lankan Government strongly refused these allegations. In this context, pro- LTTE Tamil Diaspora conducted large scale media campaigns to highlight allegations of war crimes against Sri Lanka Army during the humanitarian operation. As a result of this pro LTTE Tamil diaspora was able to convince the International community that Sri Lanka Army was guilty of these crimes. Accordingly, the United Nations Security Council had passed a resolution against Sri Lanka with regard to war crimes allegation. This highlighted the effectiveness of the media campaign conducted by the LTTE and the tamil diaspora. This research provides an analysis of media as a supporting element to encounter war crimes allegations levelled against Sri Lanka Army. It also analyses propaganda conducted by the LTTE with regard to allegations of war crimes. The research also analyses the counter measures taken by the government with regard to war crimes allegations. This is a qualitative research and followed depth interviews method to collect data. Some lapses were identified such as tamil diaspora conducted a powerful media propaganda campaign against Sri Lanka but GOSL could not address the issue due to unavailability with proper organization to counter war crimes allegations, due to lack of technical equipment used in the in the media field with having minimum knowledge with regard to counter allegations process were some significant findings which researcher identified during this research. Furthermore, this research suggested a suitable media campaign system in order to counter alleged war crimes. This research recommended to establish a proper organization with having technical knowledge media campaign, implementation of media rule wry will be beneficial future in the locally and internationally with regard to countering war crimes allegations process.

Key words: Media, Sri Lanka Army, War crimes, LTTE, Tamil Diaspora