

## **Ethical Quandaries in Automated Communication Strategies in the Digital Public Relations Industry of Sri Lanka**

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### **ABSTRACT**

As the Public Relations Industry increasingly integrates AI-driven tools and automated communication mechanisms, concerns surrounding the ethical use of these technologies have gained significance. This study investigates the nuanced ethical challenges arising from the deployment of automated strategies, particularly focusing on issues related to transparency, authenticity, and the potential for misinformation dissemination. Through a comprehensive exploration of industry practices, regulations, and stakeholders' perspectives, this research provides insights into navigating and mitigating ethical quandaries within the context of Sri Lanka's digital public relations landscape. This study employs a qualitative methodology, specifically utilizing in-depth interviews conducted with renowned professionals within the Public Relations industry. It was revealed that implementing ethical automated communication strategies in Sri Lanka's digital public relations industry involves prioritizing transparency by clearly disclosing AI involvement, ensuring data privacy aligns with local laws, and guaranteeing the accuracy of automated messages. Moreover, fostering respectful engagement through culturally sensitive language and implementing human oversight for complex situations is crucial. Equally important is ensuring equitable access to information while considering the long-term societal impact to create sustainable, community-centric communication strategies.

**Keywords: Communication Strategies, Ethical Quandaries, Digital Public Relations**