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රූපවාහිනී ටෙලිනාට්‍ය ප්‍රවර්ධනය සඳහා යුටියුබී මාධ්‍ය භාවිතය

සී.ජේ. ගඟේවත්ත

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සමාජීය විද්‍යාපති ජන සන්නිවේදනය උපාධියෙහි අවශ්‍යතාවක් පූර්ණය කරනු පිණිස  
කැලණිය විශ්වවිද්‍යාලයේ පශ්චාත් උපාධි අධ්‍යයන පීඨය වෙත ඉදිරිපත් කෙරෙන  
පර්යේෂණ නිබන්ධයකි.



නොවැම්බර් 2023

## Abstract

YouTube media works as promotional media, convergence media, flexible media, instant and user-friendly media. The main research problem of this study was to find the feasibility of using YouTube media as a promotional tool for teledramas. A mixed method research approach was used for the research. There, mixed research approaches were used for data collection, data analysis and presentation of results under both qualitative and quantitative approaches. Research results under the mixed approach were integrated to compare the interrelated valid results, and both qualitative and quantitative data approaches were given a similar approach in data analysis. Under the judgment sampling method, this study was conducted specifically on the *Deweni Inima*, *Paradige*, *Manikkavata* and *Sakarma* dramas, which were the best and most popular teledramas of the years 2021 and 2022 and also used YouTube media as promotional media. 120 respondents were selected who watched both Television and YouTube media. The main objective of this research was to study the feasibility of using YouTube media as a promotional tool for television dramas. Teaser and Trailer, Behind the Scenes, Fan generated content, Live streams and premieres, Sharing Option, Subscriber Interaction, Analytics and Engagement Metrics were identified as new trends in using YouTube media as a promotional tool for television dramas. Also, it was realized through the study that the strategies and approaches used by the Teledrama producers and promotion officers in using YouTube media as a promotional medium use all kinds of new trends based on their possibilities, and through that a successful promotional process is maintained. Accordingly, it is clear that the potential of this promotion is high due to the fact that the YouTube medium is a convergent medium, a flexible medium, an immediate and user - friendly medium as well as an attractive medium.

Keywords: convergence media, YouTube media, Promotion, Teledrama