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## ABSTRACT

There is no such broad study to notice on the professionalization of television field in Sri Lanka even in the field of television itself. Recognizing the television as an important industrial sector with vast potentials and concerning its composites such as the organizational structure, extension, legal and policy manners and economic contribution are the key steps for the this fresh academic approach to the topic "Professionalization of the television industry of Sri Lanka".

The topic standing on the problem which was emphasized in the researcher's mind through the inductive arguments considering the diverse and non-formal ideas and discussions of different individuals and groups related to the television field of Sri Lanka and it has stated as,

"How to realize the concept of professionalization among the people belong to the occupational fields of contemporary Sri Lankan television by benchmarking global standards"

The research study towards concluding the stated problem is focused through fulfilling of four (04) objectives such as,

(i) Identifying the concept of professionalization and its values, (ii) Identifying professionalization as a parallel process to the growth of a certain field in to an industrial sector, (iii) Recognizing the factors based on the establishment of the organizational structure and the occupations of Sri Lankan Television field; (iv) Studying on tendencies of professionalization in Sri Lanka Television field through television occupations based on the technology.

The methodology used in this study is a mixed one of qualitative and quantitative methods and the study based on three (03) television occupational areas as Video Camera operations, Lighting and Post- Production. Research data were collected through two research tools as interviews made with experts of the industry and by a questionnaire focused on the convenient sample based on the stated population.

Data collected through the questionnaires was analyzed by benchmarking the theoretical background and the facts extracted from the expert interviews.

The study is concluded with the major conclusion as, there is no such prominent and clear concern among the people belong to the selected Television occupations on the positive changes could be happened due to the professionalization. Furthermore it has also concluded that there is no satisfactory guidance or encouragements on career advancements in a sustainable manner among the television organizations but concerning day to day work based improvements of the employees.

This study is a pioneer study and initiating a set of new and possible extensions to the area of study and also it has revealed the basic values of professionalization as a key to the mutuality between the people and the organizations in the field of television of Sri Lanka

**Key Words:** Professionalization, Professionalism, Occupation, Creative industry, Television Filed of Sri Lanka