

DISSERATION

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CRITICAL ANALYSIS OF BUSINESS INTERVENTION AND ECONOMIC
INTERFERENCE TO SRI LANKAN NEW MEDIA INDUSTRY.

Submitted by

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Abstract

Facebook as a social media component represents the new media. Also mobile phones as a communication tool in the modern world. And the businesses which use these two objects. When it comes to the media purposes, it has several purposes such as informational, business, political, economic etc.; but this research will mainly focus on how the new media behave with business purpose. And mobile phones as one of the new media devices. In modern world, the media has very strong effect on the entire society. Not only just human activities but human thoughts are working as an invisible control factor in modern media. In past society, the center of the thought process was the mythology. In middle stages it was the religion and in current world, it is science and philosophy. This study is conducted through qualitative research methodology. As the research need was to inquire about business intervention of small scale organizations, a descriptive survey method was employed in this study. The study was limited to the Sri Lankan Facebook users. The sample was limited to the owners of organizations from small scale and consumers of Facebook. Facebook audiences consisted of target Facebook consumers (1000 in number) were selected using satisfied target groups. The prevailing condition was analyzed by interviewing the owners of the business organizations that were taken into consideration. These interviews were conducted based on two sections with 07 key questions as a web-based survey. The SPSS data package was used as the main analytical tool to analyze the data gathered. These components they use to develop their business. Above information's revealed the current situation of using Facebook and mobile phone as a business tool. The analysis revealed that many businesses are still missing out on the huge potential benefits of using Facebook and mobile phones as a part of their business.

Key word – New Media, Business, SME, Facebook, Mobile phone