



***CRITICAL ANALYSIS OF BUSINESS INTERVENTION AND
ECONOMIC INTERFERENCE TO SRI LANKAN NEW MEDIA
INDUSTRY
(SPECIAL REFERENCE TO MOBILE PHONE AND FACEBOOK)***

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The media has transformed itself into an influential factor within the contemporary world. It has embraced the entire society rather than remaining as a specific sector within the social fabric. Human thought processes as well as human behavior patterns have been dominated by the modern media culture. Commercialization of media has widely been studied and analyzed by the various trends of media studies during the last few decades. But, the commercial use of social media remains as an unexplored area within the Sri Lankan media studies research. This paper contributes to fill that gap. Using Facebook and mobile phones for promoting commercial industries is an emerging trend in the country. This study mainly focuses on the way in which that new media functions as an important tool in promoting business purposes. It evaluates the efficiency of mobile communication and social media in terms of functioning across boundaries of space and time. This study is conducted through qualitative research methodology. The descriptive survey method also is employed, since the research aims to inquire about business interventions in small scale organizations as well. The study limits to the mobile marketing and social media within Sri Lankan context only. The sample contains the owners of small scale businesses and Facebook consumers. The prevailing condition is to be analyzed by interviewing the owners of the business organizations and consumers. These interviews are to be conducted in two sections with 07 key questions as a web-based survey. The SPSS data package is to be used as the main analytical tool to analyze the data. The analysis reveals as to what extent the businesses gains benefits of using Facebook and mobile marketing.

Keywords: *New Media, Business, Facebook, Mobile phone*