

An Exploratory Study of Communicative Strategies Used by ‘Sharddha TV’ YouTube Channel to Promote Buddhist Education in Sri Lanka

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Abstract

Social networks facilitate simultaneous communication among a large number of people. YouTube is one of such major social media platforms. The existence of Buddhist education in modern times is determined by the nature of the relationship created between the Buddhist education process and the public. Accordingly, Buddhist monks and institutions use YouTube channel popularize Buddhist education. Shradhdha TV is one such YouTube channel that broadcasts educational programs with religious spiritual content focusing on sermons to promote Sri Lankan Buddhist education in a creative manner. The research problem of this study was created to investigate the strategies used by Shradhdha TV to promote Sri Lankan Buddhist education. The research conclusions were drawn based on an in-depth analysis of data collected through an examination of the communicative strategies and approaches used by the Shradhdha TV YouTube channel. According to the findings, a comprehensive and colloquial language, sermon preaching style, simplified versions of sermons with practical examples, preaching that can be related to the daily life of the public, specific themes that attracts the youth, pleasant looking preachers, eye-catching backdrops and settings with fine edition have been used effectively to attract the audience effortlessly. Additionally, the main poster which was designed with different font shapes and colour combinations complements with the, theme, and a pleasant photograph of the preacher was used. The theme was creatively formulated with short but meaningful diction. Hence can be identified as the the channel uses for el the promotion purposes. Therefore, it can be concluded that Shradhdha TV YouTube channel excels in strategizing effective communicative tactics and approaches for the successful content delivery and it makes a great contribution to promote Sri Lankan Buddhist education.

Keywords: Shradhdha TV, Buddhist Education, YouTube, Promotion

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