Digital platforms and their impact on TV drama

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Abstract

The importance of the study comes from the fact that it deals with a means brought about by the digital revolution in our contemporary world, which is the electronic platforms, which have become the winning pioneers in the field of watching drama on the silver screen. Economically and socially? Research variables: the independent variable (electronic platforms) and the dependent variable (the drama presented by television). The study seeks to achieve several goals by monitoring, analyzing and interpreting the status of digital platforms, their role in Egyptian society, and their impact on the drama industry presented by television. The study is imposed

The relationship of the use of electronic drama platforms to the motives of modernization and contemporaneity, and a reconsideration of what television drama offers. The researcher takes the quasi-experimental approach to test its hypotheses, find out each of the pros and cons of electronic platforms, and survey their technical and economic effects on the drama presented by television. One of the results of the study is that dramatic digital platforms have achieved a wide spread and diversity compared to television at the present time. Electronic platforms have their own audience, most of whom are young people. It is also characterized by its boldness in its dramatic themes and is an extension of social networking sites. The study recommends communicating with drama makers and qualifying them for the new labor market, Paying attention to comparative studies between the dramatic materials offered by television and digital platforms, while measuring viewership rates across the two means, and the state's continued support for television drama and increased interest and shed light on it.

keywords:

Digital Drama Platforms - Drama - TV Drama