



**Subject Revised Curriculum
for
Diploma in Mass Communication**

**Department of Mass Communication
Faculty of Social Sciences
University of Kelaniya
2019**

The Department

The Department of Mass Communication of the Faculty of Social Sciences of the University of Kelaniya is the pioneer in Mass Communication studies in Sri Lanka, which commenced in 1973.

The Department has been exploring various dimensions within past forty six years of both academic and professional contribution for the national development in Sri Lanka. The Department offers BA (General and Honors) degree programs and B.A external degree program and the postgraduate programs in the levels of Master of Arts (one year course work), Master of Social Sciences (Course work with research component two years), Master of Philosophy (Mphil) and Doctor of Philosophy (PhD).

Additionally, The Department offers diploma course in Mass Communication and diploma course in public and Media relations (one year course), which is an entry qualification for pursuing external degree or grasping to a professional qualifications. There is another professional higher diploma course in Communication and Public Relations. All courses are receiving with maximum professional and academic importance.

Moreover, Communication Research Unit (CRU) and Center for Study of Media and Human Rights (CSMHR) have been established for expanding these domains by the Department of Mass Communication. Communication and Media Unit of the University is also coordinated by the same Department. Department has fully-fledged audio-visual studio with laboratory opportunities covering new technological applications for media productions.

Academic staff of the Department includes two Professors, nine Senior Lecturers, three Permanent Lecturers and four Assistant Lecturers. In addition, there are nearly twenty five Visiting Lecturers, who contribute their service in broadening the capacities of the department. It is seen an accelerating escalating in the cadre positions in the recent years.

Vision

Our vision is to develop a new and better media culture by imparting all possible knowledge to the scholar and public an understanding on aspects of Mass Media and Mass Communication.

Mission

The Department of Mass Communication seeks to;

1. Develop research skills by providing both practical and theoretical knowledge.
2. Develop an identity as a standard research center and teaching institution.
3. Produce media and Communication personnel, who are courageous to face present challenges.
4. Enhancing media culture qualitatively.
5. Providing Communication strategies for development programs in Sri Lanka.

Justification

Mass Communication projects a perspective on a wide variety of disciplines, human activities and institutions. As a discipline Mass Communication leads,

- To gain an understanding on Communication process.
- To become aware of the effects of mass media upon society.
- To understand the theoretical underpinnings and ethical standards within the field of mass media.
- To enhance media literacy and media culture.
- To learn about the norms and practices within the field of mass media.
- To provide an opportunity to strengthen the career development of the personnel attached to Private and Government institutions and highly motivated students who pass the G.C.E.(A/L) examination but do not qualify to pursue University education

Aims

- Providing Diploma programs in Mass Communication that foster better understanding of this discipline with a view enabling students to develop their knowledge, skills and potential.
- Promoting learning, teaching, and researching in Mass Communication.
- Providing opportunities for students to develop their skills and talents through the teacher - student mutual knowledge exchange.

Learning outcome

- Develop their ability to understand concepts and fundamentals of Mass Communication.
- Gain knowledge on recent developments and trends in the discipline.
- Understand how the gained knowledge can be applied to their working life.

Target Groups

This course is designed for school leavers, Journalists, Media consultants, who wish to upgrade their career development in Mass Communication related employment.

Course duration;

12 months

Medium;

Sinhala and English

Eligibility Criteria

The applicants should **pass**;

- (a). at least three subjects at the General Certificate of Examination (Advanced Level)
or
- (b). General Certificate of Examination (Ordinary Level) with a minimum of six subjects and one year experience in the relevant fields
or
- (c). Equivalent qualification acceptable to the Senate of the University of Kelaniya, Sri Lanka.

Admission to Diploma in Mass Communication

a. Intake

The number of students admitted to the diploma programme will be determined annually by the department

b. Selection procedure

Suitable applicants will be selected by an interview

c. Attendance

80% attendance is compulsory for all course units

Course Fees

The following fees should be paid in full at the commencement of the diploma course. Fees paid will not be refunded.

Registration Fee	Rs 750.00
Examination Fee	Rs 2,500.00
Tuition Fee	Rs 46,750.00 **
Total	Rs 50,000.00
Re- Sit Examination Fee per course unit	Rs. 750.00

** Course fee of Rs 49,250.00 can be paid in three installments. The first installment of Rs 25,250.00 should be paid at the commencement of the course and the balance of Rs 24,000.00 should be paid prior to registration for final examination

Evaluation Criteria;

All courses will be evaluated according to the criteria given in the syllabus and a grade will be assigned for each course unit.

Evaluation of students' performance will be done through;

- Assignments
- Projects
- Assessment of skills through practice workshops
- Written Examination

Students are evaluated through continuous assessments and end semester examinations in respects of each course unit within the framework of rules and regulations approved by the university.

Grading System;

Marks obtained in respect of a course unit will be graded as follows;

Range of Marks	Grade	Grade Point Value
85-100	A+	4.0
70-84	A	4.0
65-69	A-	3.7
60-64	B+	3.3
55-59	B	3.0
50-54	B-	2.7
45-49	C+	2.3
40-44	C	2.0
35-39	C-	1.7
30-34	D+	1.3
25-29	D	1.0
00-24	E	0.0

In order to be eligible for the award of Diploma in Mass Communication students are required to complete all course units successfully. Those who fail to produce valid reasons for not completing a particular course unit will be given grade of ‘E’.

Grade Point Average

The overall performance of the students is assessed by calculating the grade point average. Grade point Average (GPA) is the credit- weighted arithmetic mean of the grade point values, i.e., the GPA is determined by dividing the total credit weighted grade point value by the total Number of credits. GPA shall be computed to the first decimal place.

Eligibility for the award of the Diploma in Mass Communication.

To be eligible for the award of the Diploma in Mass Communication, a student must:

- I. Obtains grade C or higher in each of the course units,
- II. Obtains cumulative GPA of 2.0 from all course units, and
- III. Complete the relevant requirements within a period of three years.

Merit Pass

A student registered for the Diploma in Mass Communication will be awarded the Diploma in Mass Communication with merit if he/she satisfies all the following conditions.

- I. Obtains grade B or higher in each of the course units,
- II. Obtains a minimum cumulative GPA of 3.0 from all course units, 4. Fulfills the relevant requirements at first attempt of the examination.

Re-sit examination

A student who obtained a grade below C in a particular course unit may re-sit the examination in respect of that course unit for the purpose of improving the grade; however, the best grade obtainable in this instance is ‘C’.

Course Contents

Proposed Diploma in Mass Communication course constitutes of six course units.

CODE	COURSE UNIT	TYPE	CREDITS
DIMC 13015	Communication and Creative Writing	C	5
DIMC 13025	Print Media Studies	C	5
DIMC 13035	Radio Media Studies	C	5
DIMC 13045	Film Studies	C	5
DIMC 13055	Television Media Studies	C	5
DIMC 13065	New Media Studies	C	5

Syllabus

Course Code:	DIMC 13015
Course Name:	Communication and Creative Writing
Credit Value:	5
Core/Optional	Core
Hourly Breakdown	Theory
	32
Course Aim / Intended Learning Outcomes:	
After the completion of this course unit the students will be able to :	

01. Define Communication.
02. Recognize Key Principles of Communication.
03. Identify the basic elements and the types of Mass Communication Process.
04. Grasp the basic features of the study of Communication with an understanding of theoretical aspects of the subjects.
05. Discuss various aspects and unique characteristics in the field of Communication.

Course Content:

Introduction to Communication, Communication and Sensory Perception, Introduction to Media and Mass Media, Information sources and knowledge acquisition, Types of Creative Writing, Communication Skills.

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts.

Assessment Strategy:

Continuous Assessment. 20 %	Final Assessment 80%		
Individual or group Assignment 20%	Written Examination (80 %)	Practical (%)	Other

References/Reading Materials:

- ඇතුගල, ආරියරත්න. (2018). සන්නිවේදන න්‍යායික ආකෘති, මරදාන: සුරස ප්‍රකාශකයෝ.
- ඇතුගල, ආරියරත්න. (2018). සන්නිවේදන ප්‍රවර්ග, මරදාන: සුරස ප්‍රකාශකයෝ.
- කරුණානායක, නන්දන.(2000). සන්නිවේදනයට පදනම, බොරැල්ල : සදීපා පොත්හල.
- දිසානායක, විමල් . (1977). මානව සන්නිවේදනය, කොළඹ 02: සීමාසහිත ලේක් හවුස්.
- රාජපක්‍ෂ, චන්ද්‍රසිරි. (2003). ජනසන්නිවේදන මූලධර්ම, කොළඹ: ෆාස්ට් ප්‍රින්ටින්,
- මහේන්ද්‍ර, සුනන්ද. (1999). සන්නිවේදනයේ ස්වභාවය සහ අරමුණු කොළඹ: එස් ගොඩගේ සහ සහෝදරයෝ.
- Bittner, John R. (1977). Mass Communication an Introduction, USA.
- McQuail, Denis. (2010). McQuail’s Mass Communication Theory :New Delhi Vistas Publication.

Course Code:	DIMC 13025		
Course Name:	Print Media Studies		
Credit Value:	5		
Core/Optional	Core		
Hourly Breakdown	Theory and Practical		
	32		
Course Aim/Intended Learning Outcomes:			
After the completion of this course unit the students will be able to :			
<ul style="list-style-type: none"> 01. Define Print Media 02. Explain characteristic features of Print Media. 03. Recognize the ethical responsibility of the journalist. 04. Demonstrate specialized knowledge of the editorial processes involved in publishing Newspaper. 			
Course Content:			
Introduction to Print Media, Newspapers Magazines and Periodicals, Newspaper Contents, News Reporting and Writing, Feature Writing, Photo Journalism, Print Media law/ ethics and Social Responsibility, Marketing and Advertising, Print Media Industry and New Trends, Publishing and Distribution, Print Media and Readership, Layout and Designing.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts			
Assessment Strategy:			
Continuous Assessment 20 %		Final Assessment 80 %	
Individual or group Assignment 20%	Written Examination (80 %)	Practical (%)	Other (%)

References/Reading Materials:

- පුවත්පත් කලා සමීක්ෂා I,II(1998) කොළඹ: ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය.
- මාධ්‍ය සමීක්ෂා II (2013). කොළඹ: ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය.
- මහේන්ද්‍ර, සුනන්ද (1997). ජනමාධ්‍යයේ නැඟීම. කොළඹ: එස්. ගොඩගේ සහ සහෝදරයෝ.
- පියදාස, රෝහණ ලක්මන් (1993). ප්‍රවෘත්ති කලාව මතවාද හා විමර්ශන, මරදාන: වාමර මුද්‍රණ ශිල්පියෝ.
- පියදාස, රෝහණ ලක්මන් (1993). පත්තර සිහිවටන සටහන්. මහනුවර: මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය.
- දොඩන්ගොඩ, වන්දසිරි. (2009). පුවත්පත් කලාවේ විශේෂාංග රචනය, කොළඹ 10: ගොඩගේ ප්‍රකාශකයෝ.
- තෙන්නකෝන්, උපාලි. (2008). පත්තර පහක තීරු ලිපි හතක්. කොළඹ 10: පහන් ප්‍රකාශන.
- Harcup ,Tony .(2004) Journalism Principles and Practice , India :Vistaar .

Course Code:	DIMC 13035
Course Name:	Radio Media Studies
Credit Value:	5
Core/Optional	Core
Hourly Breakdown	Theory and Practical
	32

Course Aim/Intended Learning Outcomes:

After the completion of this course unit the students will be able to :

01. Define Sound Media.
02. Recognize Key Concepts of Radio Media.
03. Explain characteristic features of Radio.

- 04. Demonstrate specialized knowledge in program production process.
- 05. Apply techniques to create original productions.
- 06. Evaluate the effectiveness of of Radio.

Course Content:

Understanding Sound, Types of Radio, Radio as a Sound Medium, Creative Radio program formats, Role of Broadcaster as a Presenter, Uses and abuses of Radio, New trends of Radio, Audio Recording, Place of Radio in Entertainment.

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts.

Assessment Strategy:

Continuous Assessment 20 %	Final Assessment 80 %		
	Written Examination (80 %)	Practical (%)	Other (%)

References/Reading Materials:

- කරුණානායක, නන්දන. (1990). හැටහය වසරක ගුවන් විදුලිය, කොළඹ: සුරිය ප්‍රකාශකයෝ .
- කොළඹගේ, ඩී. එම්. (1980). ගුවන් විදුලි වංශය. කොළඹ : එම්. ඩී. ගුණසේන සමාගම.
- ගුවන්විදුලි සමීක්ෂා I, II (2018/2019) බත්තරමුල්ල : සංස්කෘතික කටයුතු දෙපාර්තමේන්තුව, .
- නානායක්කාර, එස්. (2012). ගුවන් විදුලි මාධ්‍ය විවරණ. මරදාන : ගොඩගේ ප්‍රකාශන.
- රාජපක්ෂ, සමන්; නන්දසිරි, අමාලි උත්පලා (2017). ඉරගල වැටෙන යාමය (ගුවන්විදුලි පිටපත් රචනා). නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- ලියනගේ, සී. (2010). කෘෂිකාර්මික සංවර්ධනය සහ ප්‍රදේශීය ගුවන් විදුලිය. වැලිවේරිය: සඳකඩ පහන ප්‍රකාශන.

- සිල්වා, සුගතපාල ද. (1993) හඬ නළුව හෙවත් ගුවන්විදුලි නාට්‍ය. කොළඹ 10 : ගොඩගේ ප්‍රකාශකයෝ.
- සෙනරත් සුගත් මහින්ද. (2003). ලෝක ගුවන්විදුලි සේවා. මරදාන: රත්න ප්‍රකාශකයෝ.
- Alten. Stanly R. (2005). Audio in Media. *Principles, Technology and Production* New Delhi: Wads Warth,
- Banerjee ,Indrajit , Senawirathne ,Kalinga (eds) (2006) , Public Service Broadcasting in the Age of Globalization .Singapore: AMIC.

Course Code:	DIMC 13045
Course Name:	Film Studies
Credit Value:	5
Core/Optional	Core
Hourly Breakdown	Theory and Practical
	32
Course Aim/Intended Learning Outcomes:	
After the completion of this course unit the students will be able to :	
01. Define Film Media.	
02. Recognize Key Concepts of Film.	
03. Explain characteristic features of Film.	
04. Demonstrate specialized knowledge in Film production process.	
05. Apply techniques to create original productions.	
Course Content:	
Introduction to Cinema, Script writing, Introduction to Film production, Film scheduling and Production Planning, Camera and Lighting, Production Designing, Makeup and Costume	

Designing, Introduction to Video Editing, Film Aesthetics and Criticism, Film Industry and its new Trends.

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts

Assessment Strategy:

Continuous Assessment 20 %	Final Assessment 80 %		
Individual or group Assignment 20%	Written Examination (80 %)	Practical (%)	Other (%)

References/Reading Materials:

- මහින්දපාල, එම්.ඩී. (2006). (රොජර් මැන්ඩෙල්) සිනමාව හා ජන සමාජය. නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- මහින්දපාල, එම්.ඩී. (2011). සිනමාව මාධ්‍ය හා කලාව. නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- නිහාල්සිංහ, ඩී.බී. (2007). ලාංකික සිනමාවේ ස්වර්ණමය යුගය බිඳ වැටීම. නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- චේරගම, ගාමිණී. (2014). දේශීය සිනමා වංශය. නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- Mascelli, V. Joseph Silman, (1998) The Five C's of Cinematography, Jams Press.
- Malkiewicz Kris, Mullen M. David, (2005) Cinematography, A Fireside Book.
- Monaco, James (2005) How to read a Film, Oxford University Book.

Course Code:	DIMC 13055
Course Name:	Television Media Studies
Credit Value:	5

Core/Optional	Core		
Hourly Breakdown	Theory and Practical		
	32		
Course Aim/Intended Learning Outcomes:			
<p>After the completion of this course unit the students will be able to :</p> <ol style="list-style-type: none"> 01. Define Television Media. 02. Recognize Key Concepts of Visual Media. 03. Explain characteristic features of Television. 04. Demonstrate specialized knowledge in program production process. 05. Apply techniques to create original productions. 06. Evaluate the effectiveness of Television. 			
Course Content:			
<p>Introduction to Television, Electronic News Gathering, Electronic Field Production, Studio Production and Planning, Outdoor Broadcasting Production, Writing for Television Multi Camera Productions, Dubbing, Motion Graphics and Animation, Television Editing, Marketing and Advertising, News Reading and Program Presenting, The impact of Television, Television Law and Ethics.</p>			
Teaching /Learning Methods:			
Lectures, Discussions, Interactive contacts			
Assessment Strategy:			
Continuous Assessment 20 %		Final Assessment 80 %	
Individual or group Assignment 20%	Written Examination (80 %)	Practical (%)	Other (%)
References/Reading Materials:			

- බෝගමුව, චන්ද්‍රසිරි. (2007). රූපවාහිනී විද්‍යාව සහ කලාව, විජේසූරිය මුල්ලේරියාව: ග්‍රන්ථ කේන්ද්‍රය.
- හෙට්ටිආරච්චි, ස්ටැන්ලි. (2001). සංස්කරණයේ ක්‍රම සෙවීම විජේසූරිය මුල්ලේරියාව: ග්‍රන්ථ කේන්ද්‍රය.
- හෙට්ටිආරච්චි, ස්ටැන්ලි. (2014). ඩිජිටල් ටෙලිවිෂන් සම්ප්‍රාප්තිය, විජේසූරිය මුල්ලේරියාව: ග්‍රන්ථ කේන්ද්‍රය.
- විතානගේ, නිමාලි තක්ෂිලා. (2006). තිර රචනය පිළිබඳ සිද්ධාන්ත, වැල්ලම්පිටිය : චතුර මුද්‍රණාලය.
- රූපවාහිනී සමීක්ෂා (2018) බත්තරමුල්ල : සංස්කෘතික කටයුතු දෙපාර්තමේන්තුව.
- Zettl Herbert. (2005). Television Production Handbook - Ninth Edition, San Francisco State University.
- Marriott, Stephanie, (2007) Live Television: Time, Space & the Broadcast event, Sage, UK.

Course Code:	DIMC 13065
Course Name:	New Media Studies
Credit Value:	5
Core/Optional	Core
Hourly Breakdown	Theory and Practical
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Course Aim/Intended Learning Outcomes:

After the completion of this course unit the students will be able to :

01. Define New Media
02. Work competently in a variety of Digital Media environments.
02. Self-train in New Media and Social Media fields.
03. Use written, oral, and visual Communication Skills to Communicate information and ideas in New Media.
04. Evaluate ethical and legal considerations in working with Digital Media.

Course Content:

Introduction to New Media, Types and roles of New Media, Dissemination of Message in New Media, New Media and Society, Trends of Social Media, Blog Designing, New Media Trends, New Media Ethics and Social Responsibilities.

Teaching /Learning Methods:

Lectures, Discussions, Interactive contacts

Assessment Strategy:

Continuous Assessment 20 %	Final Assessment 80 %		
Individual or group Assignment 20%	Written Examination (80 %)	Practical (%)	Other (%)

References/Reading Materials:

- ඇතුගල, ආරියරත්න. (2015). සන්නිවේදන ප්‍රවණතා, මරදාන: සුරස ප්‍රකාශකයෝ .
- ජීනදාස, මනෝජී පුෂ්ප කුමාර. (2017). නව සංස්. මාධ්‍ය හා නව මාධ්‍ය ඉතිහාසය මැදමහනුවර: සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- පැස්කුවල් මංගල. (2019), නව මාධ්‍ය ප්‍රවේශය. නුගේගොඩ: සරසවි ප්‍රකාශන.
- එරන්දි, කසුන්. (2012), පුරවැසි මාධ්‍යවේදය. කර්තෘ ප්‍රකාශන.
- Lievrouw,A (2006). The Handbook of New Media, Sage Publicaions, London.
- Allan, Stuart, Thorsen Einar. (2009). Citizen Journalism: New York Y Peter Lang Publishing.
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