



**Subject Curriculum  
For  
Bachelor of Arts (General) Degree Program  
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 Special) degree programs and B.A external (General) degree programme 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( MPill) and Doctor of Philosophy (PhD).

Additionally, The Department offers Diploma course in Mass Communication (one year course), which is an entry qualification for pursuing external Degree or grasping to a professional qualifications. And there is another professional higher diploma course in Public and Media 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. Media Centre 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. Provide Learners to research skills providing both practical and theoretical knowledge.
2. Develop an identity as a research Centre and teaching institution of the higher stand point.
3. Producing media and Communication personnel, who are courageous to face the present challenges

4. Enhancing media culture with qualitatively
5. Providing Communication strategies for the development programmes of Sri Lanka

<b>Graduate profile / Justification</b>
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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 of 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.

**Aims**

- Providing degree programmes 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 research in Mass Communication.
- Providing opportunities for students to develop their skills and talents through the teacher - student mutual knowledge exchange.
- Providing opportunities for academic staff of the department to develop their careers through research oriented projects.
- Seek opportunities to career links with the rest of the world in the academies of the university circles.

**Learning outcome**

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

## **List of Resource Persons**

### **Advisory panel**

Prof. A.H.M.H. Abhayarathna, Dean, Faculty of Social Sciences

Aruna Lokuliyana, Head, Department of Mass Communication, Senior Lec.

### **Internal Resource Persons**

1. Senior Prof. Ariyaratna Athugala
2. Prof. Mapa Thilakaratne
3. Senior Lecturer Wijayananda Rupasinghe
4. Senior Lecturer Chandima Nissanka
5. Senior Lecturer Manoj Pushpakumara Jinadasa
6. Senior Lecturer Saman Rajapaksha
7. Senior Lecturer Samanthika Priyadarshani
8. Senior Lecturer Dammika Bandara Herath
9. Senior Lecturer Darshana Somarathna
10. Senior Lecturer Dinithi Jayasekara
11. Lecturer Mangala Keerthi De Pasquel
12. Lecturer Amali Uthpala Nandasiri
13. Lecturer Dineesha Liyanage
14. Assistant Lecturer Gayan Madushanka
15. Assistant Lecturer Ileka Hansani

### **External Resource Persons**

1. Emeritus Prof. Sunanda Mahendra
2. Emeritus Prof. Chandrasiri Rajapaksha
3. Dr. Rohana Luxman Piyadasa

## Course Contents

Proposed Bachelor of Arts in mass communication (BA) Internal course constitutes of six course units and three optional Units.

<b>LEVEL</b>	<b>CODE</b>	<b>COURSE UNIT</b>	<b>TYPE</b>	<b>CREDITS</b>
One	MACO11215	<b>Principles of Communication</b>	C	5
	MACO 12225	<b>Communication and Media history</b>	C	5
	MACO 11033	<b>Communication, Media and Society</b>	O	3
Two	MACO 21215	<b>Language and creative communication</b>	C	5
	MACO 22225	<b>Communication For Development</b>	C	5
	MACO 21033	<b>Communication For Development</b>	O	3
Three	MACO 31215	<b>Public Relations and Media Management</b>	C	5
	MACO 32225	<b>New media and Communication trends</b>	C	5
	MACO 31033	<b>New media and Communication trends</b>	O	3

<b>Level 1</b>	<b>Semester 1</b>			
<b>Course Code:</b>		MACO 11215		
<b>Course Name:</b>		Principles of Communication		
<b>Credit Value:</b>		5		
<b>Core/Optional</b>		Core		
<b>Hourly Breakdown</b>		Theory	Practical	Independent Learning
		75	-	175
<b>Course Aim / Intended Learning Outcomes:</b>				
After the completion of this course unit the students will be able to :				
01. Define Communication and Mass Communication.				
02. Recognize Key principles of Mass Communication.				
03. Identify the basic elements and the types of Mass Communication process.				
04. Describe the role and function of Communication in various Communication strata.				
05. Grasp the basic features of the study of communication with an understanding of theoretical aspects of the subjects.				
06. Discuss various aspects and unique characteristics in the field of Communication.				
<b>Course Content: (Main topics, Sub topics)</b>				
Definitions of Communication, Communication Process, Communication Types, Classification of Communication, Communication Approaches, Roles of Communication, Communication Concepts, Communication Models, Communication Theories, Communication Perspectives.				
<b>Teaching /Learning Methods:</b>				
- Lectures, Discussions, Interactive contacts.				
<b>Assessment Strategy:</b>				
Continuous Assessment. %		Final Assessment 100%		
		Written Examination (100 %)	Practical (%) .....	Other .....

### References/Reading Materials:

- රාජපක්‍ෂ, චන්ද්‍රසිරි, ටියුඩර් වීරසිංහ (2002) ජනමාධ්‍යවේදය
- රාජපක්‍ෂ, චන්ද්‍රසිරි, (2003) ජනසන්නිවේදන මූලධර්ම, ෆාස්ට් ප්‍රින්ට්ස්, කොළඹ
- ඇතුගල, ආර්යරත්න (1998) සන්නිවේදන සිද්ධාන්ත, එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- මහේන්ද්‍ර, සුනන්ද (1999) සන්නිවේදනයේ ස්වභාවය සහ අරමුණු, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ.
- දිසානායක, විමල් (1977) මානව සන්නිවේදනය, සීමාසහිත ලේක් හවුස්, කොළඹ 02.
- පියදාස, රෝහණ ලක්මන් (1998) සන්නිවේදන විමර්ශන, මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය, මහනුවර.
- කරුණානායක, නන්දන (2000) සන්නිවේදනයට පදනම, සඳීපා පොත්හල, බොරැල්ල
- Mequail, Denis (2005) Mequail's Mass Communication Theory, Vistas Publication, New Delhi.
- Mattalart, Armand & Michele Mattelard (1998) Theories of Communication, Sage Publication, London.
- Holmes, David (2005) Communication Theory, Sage Publication, London.
- Stevenson, Nick (2003) Understanding Media Cultures, Sage Publication, London.
- Hartley, John (2002) Communication, Cultural and Media Studies, Routledge, London.
- Mcluhan, Marshall (2004) Understanding Media, Routledge and Kegan Paul.

<b>Level 1</b>	<b>Semester 2</b>			
<b>Course Code:</b>		MACO 12225		
<b>Course Name:</b>		Communication and Media history		
<b>Credit Value:</b>		5		
<b>Core/Optional</b>		Core		
<b>Hourly Breakdown</b>		Theory	Practical	Independent Learning
		75	-	175
<p><b>Course Aim/Intended Learning Outcomes:</b></p> <p>After the completion of this course unit the students will be able to :</p> <ol style="list-style-type: none"> <li>01. Discuss the evolution of Communication and Mass Communication</li> <li>02. Explain characteristic features of various Communication methods</li> <li>03. Clarifying the basic landmarks of Media and Communication Development</li> <li>04. Evaluate various trends connected with the study of Media History and its application to the study of Communication.</li> </ol>				
<p><b>Course Content: (Main topics, Sub topics)</b></p> <p>Primitive Communication Methods, Traditional Communication Methods, Introduction to conventional Media, History of Print Media, History of Cinema, History of Radio Medium, History of Television Medium, History of New Media</p>				
<p><b>Teaching /Learning Methods:</b></p> <p>- Lectures, Discussions, Interactive contacts</p>				
<p><b>Assessment Strategy:</b></p>				
Continuous Assessment %		Final Assessment 100 %		
		Written Examination (100 %)	Practical (%) .....	Other (%) .....



### References/Reading Materials:

- ❖ මහේන්ද්‍ර, සුනන්ද (1997) ජනමාධ්‍යයේ නැගීම, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- ❖ මහේන්ද්‍ර, සුනන්ද (1992) සිංහල සඟරා ඉතිහාසයේ සන්නිවේදන දායාද
- ❖ පියදාස, රෝහණ ලක්මන් (1993) ප්‍රවෘත්ති පත්‍ර කලාව මතවාද හා විමර්ශන, වාමර මුද්‍රණ ශිල්පියෝ, මරදාන
- ❖ ඇතුගල, ආරියරත්න (1993) රූපවාහිනිය සහ සන්නිවේදනය, රත්න පොත් ප්‍රකාශකයෝ , මරදාන
- ❖ වර්ණසූරිය, නිසිත (1990) වලන විනයේ කතාව
- ❖ කරුණානායක, නන්දන (1990) හැටහය වසරක ගුවන් විදුලිය, සූරිය ප්‍රකාශකයෝ, කොළඹ
- ❖ ශ්‍රී ලංකා පුවත්පත් මණ්ඩල (1998) පුවත්පත් කලා සමීක්ෂා I,II
- ❖ ගාමිණී, විජේතුංග (2003) ශ්‍රී ලංකා වේ පුවත්පත් අයිතිය සහ දේශපාලන සන්නිවේදනය
- ❖ Hilmes, Michele (2003) Connections A broadcast History Reader, Thomson wardswath. USA
- ❖ Hilmes, Michele (2003) Connections A broadcast History Reader, Thomson wardswath. USA
- ❖ Diringer, Davis (1982) The book before printing, Dover Publication, Newyork

<b>Level 1</b>	<b>Semester 1</b>			
<b>Course Code:</b>		MACO 11033		
<b>Course Name:</b>		<b>Communication, Media and Society</b>		
<b>Credit Value:</b>				
<b>Core/Optional</b>		Optional		
<b>Hourly Breakdown</b>		Theory	Practical	Independent Learning
		45	-	105
<b>Course Aim/Intended Learning Outcomes:</b>				
<p>After the completion of this course unit the students will be able to :</p> <ol style="list-style-type: none"> <li>01. Define the Communication and Mass Communication.</li> <li>02. Recognize Key principles of Mass Communication.</li> <li>03. Describe the role and function of Communication in various Communication strata.</li> <li>04. Identify influence of media in various social changes.</li> <li>05. Develop a mature understanding of the relationship between the Media and Society.</li> </ol>				
<b>Course Content:</b>				
<p>Introduction to Communication and Mass Media, Understanding the information and society, Communication impact on Socialization, Media and Democracy, Media impact on social changes, Media Culture and social behavior, Media Literacy and society, Public Opinion and propaganda</p>				
<b>Teaching /Learning Methods:</b>				
<p>- Lectures, Discussions, Interactive contacts</p>				
<b>Assessment Strategy:</b>				
Continuous Assessment %			Final Assessment 100 %	

	Written Examination (100 %)	Practical (%) .....	Other (%) .....
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**References/Reading Materials:**

- ❖ රාජපක්‍ෂ, විජයදාස (2000) මාධ්‍ය නිදහස හා වගකීම
- ❖ රාජපක්‍ෂ, චන්ද්‍රසිරි, (2003) ජනසන්නිවේදන මූලධර්ම, ෆාස්ට් ප්‍රින්ටින්, කොළඹ
- ❖ ඇතුගල, ආරියරත්න (1998) සන්නිවේදන සිද්ධාන්ත, එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- ❖ මහේන්ද්‍ර, සුනන්ද (1999) සන්නිවේදනයේ ස්වභාවය සහ අරමුණු, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ.
- ❖ මහේන්ද්‍ර, සුනන්ද (1991) සන්නිවේදන ගවේශන, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ.
- ❖ ඇතුගල, ආරියරත්න (1995) සන්නිවේදකයා
- ❖ කරුණානායක, නන්දන (2000) සන්නිවේදනයට පදනම, සඳීපා පොත්හල, බොරැල්ල
- ❖ ජනසන්නිවේදන අධ්‍යයන අංශය (1993, 1996) මාධ්‍ය විමර්ශි I, II
- ❖ ජනසන්නිවේදන අධ්‍යයනාංශය (2003) මාධ්‍ය පර්යේෂණ
- ❖ Mcluhan, Marshall (2004) Understanding Media, Routledge, London
- ❖ Potter, W. James (1998) Media Literacy, Publication, Sage Publication, New Delhi
- ❖ Shramm, Wilbur (1974) The process and effects of Mass Communication, University of Illin Press Urbana, London

<b>Level 2</b>	<b>Semester 1</b>			
<b>Course Code:</b>		MACO 21215		
<b>Course Name:</b>		<b>Language and Creative Communication</b>		
<b>Credit Value:</b>		5		
<b>Core/Optional</b>		Core		
<b>Hourly Breakdown</b>		Theory	Practical	Independent Learning
		75	-	175
<b>Course Aim/Intended Learning Outcomes:</b>				
<p>After the completion of this course unit the students will be able to :</p> <ol style="list-style-type: none"> <li>01. Define Language and Creativity.</li> <li>02. Recognize Key principles of language, Creativity and Creative Communication.</li> <li>03. Apply various theories connected with the study of Language Creativity and Communication.</li> <li>04. Describe the role and function of language and Creativity in various communication strata.</li> <li>05. Develop a mature understanding of the relationship between the Creative language and Creativity.</li> <li>06. Illustrate various aspect of creative communication.</li> </ol>				
<b>Course Content:</b>				
<p>The basic aspect of the origins of human Language, Language and Social strata, Creative Communication in Classical Literature, Language and Culture, Elements of Creativity, Language and Creative Communication, Creative writing for media., Entertainment Technology and Creative Industries.</p>				
<b>Teaching /Learning Methods:</b>				
<ul style="list-style-type: none"> <li>- Lectures, Discussions, Interactive contacts</li> </ul>				

Assessment Strategy:

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

References/Reading Materials:

- සිල්වා, සුගතපාල (1972) භාෂා විෂයක ලිපි, ලේක් හවුස්, කොළඹ
- ධර්මදාස, කේ.එන්.ඕ. (1972) භාෂාව හා සමාජය, ලේක් හවුස්, කොළඹ
- ධර්මදාස, කේ.එන්.ඕ. (1999) භාෂාවේ සම්භවය හා සමාජ මුහුණුවර
- ද සිල්වා, සුගතපාල (1963) භාෂා විමර්ශනය
- දිසානායක, ජේ.බී. (1976) සිංහල ජනවහර, ලේක් හවුස් ඉනිටෙස්ටන්ට්, කොළඹ
- දිසානායක, ජේ.බී. (1996) සිංහල භාෂාවේ නව මුහුණු
- දිසානායක ජේ.බී. (1969) භාෂාවක රටා සමුදාය, ලේක් හවුස්, කොළඹ
- දිසානායක ජේ.බී. (1970) භාෂාවක භාවිතය හා විග්‍රහය, ලේක් හවුස්, කොළඹ
- දිසානායක ජේ.බී. (2005) මානව භාෂා ප්‍රවේශය
- ජයසේකර, ආනන්ද, විත්‍රා ජයසේකර (1970) තුලනාත්මක වාග් විද්‍යාව
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- පියසේන කහඳගමගේ (1995) කෙතක මහිම
- පියසේන කහඳගමගේ (1997) හේනේ විත්ති
- පියසේන කහඳගමගේ (1994) ප්‍රාදේශීය ව්‍යවහාර
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- Mshendra, Sunanda (1992) Man and Myth, Udaya Publication, Kohuwala
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- Akmajjan,A. (2001)Linguistics: An Introduction to Language and Communication ( Edition).USA, MIT
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<b>Level 2</b>	<b>Semester 2</b>			
<b>Course Code:</b>		MACO 22225		
<b>Course Name:</b>		<b>Communication for Development</b>		
<b>Credit Value:</b>		5		
<b>Core/Optional</b>		Core		
<b>Hourly Breakdown</b>	Theory	Practical	Independent Learning	
	75		175	
<b>Course Aim/Intended Learning Outcomes:</b>				
<p>After the completion of this course unit the students will be able to :</p> <ol style="list-style-type: none"> <li>01. Define the concept of Development.</li> <li>02. Apply various theories connected with the study of development communication.</li> <li>03. Describe the role and function of Communication in development process.</li> <li>04. Evaluate the nature, growth and trends in the field of development communication.</li> </ol>				
<b>Course Content:</b>				
<p>Definition on Communication for Development, Development objectives, Development concepts, Development Communication models, Development plans and projects, Development research, Disaster Communication and management, Rural development and traditional communication Patterns, Community based communication, Indigenous development units, Development Organizations.</p>				
<b>Teaching /Learning Methods:</b>				
Lectures, Discussions, Interactive contacts				
<b>Assessment Strategy:</b>				
Continuous Assessment 20 %			Final Assessment 80 %	

Individual or group Assignment 20%	Written Examination (80 %)	Practical (%) .....	Other (%) .....
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**References/Reading Materials:**

- ❖ රාජපක්‍ෂ, චන්ද්‍රසිරි (1998) කුඩා කණ්ඩායම් සන්නිවේදනය, රත්න පොත් ප්‍රකාශකයෝ , කොළඹ
- ❖ දිසානායක, විමල් (1979) සංවර්ධනය හා සන්නිවේදනය, ප්‍රදීප ප්‍රකාශකයෝ, කොළඹ
- ❖ පියදාස, රෝහණ ලක්මන් (2000) පුරාණ ගම, මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය, මහනුවර
- ❖ කරුණානායක, නන්දන (2001) සන්නිවේදනය හා සංවර්ධනය, සරස්වතී ප්‍රකාශන, දිවුලපිටිය
- ❖ කේ. ජයකොඩි, සරත් (2000) තිරසර සංවර්ධනය
- ❖ නානායක්කාර, සේන (1995) සංවර්ධන සන්නිවේදනය සහ ගුවන් විදුලි නාට්‍යය, කතා ප්‍රකාශකයෝ , කොළඹ
- ❖ දිසානායක, මුදියන්සේ (1997) වන්නියේ සමාජ සංවිධානය හා නවීකරණය , කතා ප්‍රකාශකයෝ , කොළඹ
- ❖ කරුණාදාස, ඩබ්.එම්. (2002) ජාත්‍යන්තර සංවිධාන, ඉමේජ් ලංකා ප්‍රකාශකයෝ , දෙහිවල
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- ❖ Sillitoe, paul, Alan Bicker & John Pottier (2002) participating in Development, Routledge, London
- ❖ Kumar, Somesh (2002) Methods for community participation, Sage Publication, London
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- ❖ Schramm, Wilbur (1964) Mass media and National Development, Stanford University Press, California, USA
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- ❖ JayaMeera, N and S Amunugama (EDS) (1987) Re thinking Development Communication, AMIC, Singapore

<b>Level 2</b>	<b>Semester 1</b>		
<b>Course Code:</b>	MACO 21033		
<b>Course Name:</b>	<b>Communication for Development</b>		
<b>Credit Value:</b>	3		
<b>Core/Optional</b>	Optional		
<b>Hourly Breakdown</b>	Theory	Practical	Independent Learning
	45		105
<b>Course Aim/Intended Learning Outcomes:</b>			
After the completion of this course unit the students will be able to :			
05. Define the concept of Development.			
06. Apply various theories connected with the study of development communication.			
07. Describe the role and function of Communication in development process.			
08. Evaluate the nature, growth and trends in the field of development communication.			
<b>Course Content:</b>			
Definition on Communication for Development, Development objectives, Development concepts, Development Communication models, Development plans and projects, Development research, Disaster Communication and management, Rural development and traditional communication Patterns, Community based communication, Development Organizations.			



**Teaching /Learning Methods:**

Lectures, Discussions, Interactive contacts

**Assessment Strategy:**

Continuous Assessment %	Final Assessment 100 %		
	Written Examination (100 %)	Practical (%)	Other (%)
	.....	.....	.....

**References/Reading Materials:**

- ❖ රාජපක්‍ෂ, චන්ද්‍රසිරි (1998) කුඩා කණ්ඩායම් සන්නිවේදනය, රත්න පොත් ප්‍රකාශකයෝ , කොළඹ
- ❖ දිසානායක, විමල් (1979) සංවර්ධනය හා සන්නිවේදනය, ප්‍රදීප ප්‍රකාශකයෝ, කොළඹ
- ❖ පියදාස, රෝහණ ලක්‍ෂ්මන් (2000) පුරාණ ගම, මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය, මහනුවර
- ❖ කරුණානායක, නන්දන (2001) සන්නිවේදනය හා සංවර්ධනය, සරස්වතී ප්‍රකාශන, දිවුලපිටිය
- ❖ කේ. ජයකොඩි, සරත් (2000) තිරසර සංවර්ධනය
- ❖ නානායක්කාර, සේන (1995) සංවර්ධන සන්නිවේදනය සහ ගුවන් විදුලි නාට්‍යය, කතා ප්‍රකාශකයෝ , කොළඹ
- ❖ දිසානායක, මුදියන්සේ (1997) වන්නියේ සමාජ සංවිධානය හා නවීකරණය , කතා ප්‍රකාශකයෝ , කොළඹ
- ❖ කරුණාදාස, ඩබ්.එම්. (2002) ජාත්‍යන්තර සංවිධාන, ඉමේජ් ලංකා ප්‍රකාශකයෝ , දෙහිවල
- ❖ Kumar, Somesh (2002) Methods for community participation, Sage Publication, London
- ❖ Schramm, Wilbur (1964) Mass media and National Development, Stanford University Press, California, USA
- ❖ Melkote, Srinivas (1991) Communication for Development in the third world: theory and practices, Sage Publication , London
- ❖ Macbride, s (1980) Many Voices one World
- ❖ Laes, Sophie (2003) Research for development, Vistaar Publications, New Delhi
- ❖ JayaMeera, N and S Amunugama (EDS) (1987) Re thinking Development Communication, AMIC, Singapore

<b>Level 3</b>	<b>Semester1</b>			
<b>Course Code:</b>	MACO 31215			
<b>Course Name:</b>	<b>Public Relations and Media Management</b>			
<b>Credit Value:</b>	5			
<b>Core/Optional</b>	Core			
<b>Hourly Breakdown</b>	Theory	Practical	Independent Learning	
	75		175	
<b>Course Aim/Intended Learning Outcomes:</b>				
After the completion of this course unit the students will be able to :				
01. Define Core concept of Public Relation and Media Management				
02. Discuss various aspects and unique characteristics in the field of Communication and Public Relation				
03. Clarifying the necessity of the Management in both Media and Communication Planning				
04. Apply the general Public Relation Concepts in the context of a Media and Communication professions.				
05. Contextualizing the applicability of media & Communication management concepts with the Public Relation.				
<b>Course Content:</b>				
Definition on Public Relation, History of Public Relation, Types of Public Relation, PR strategies, Role of Public Relation Officer, Introduction to Media Management, Media planning and production, Advertising and marketing for PR, Event Management, Global media management, Social Marketing, Media industry and regulations & policies, Cooperate Social Responsibility, Management 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:**

- ❖ තිලකරත්න, මාපා (1996) මහජන සම්බන්ධතා ප්‍රභවය ව්‍යාප්තිය භාවිතය
- ❖ රාජපක්‍ෂ, විජයදාස (2000) මාධ්‍ය නිදහස හා වගකීම
- ❖ විමලධම්ම හිමි, කන්දේගොඩ (2003) ආචාර ධර්ම, විජයදේව ප්‍රින්ටර්ස්, කොළඹ
- ❖ රූපනාව, මහින්ද (1988) ශ්‍රී ලංකාවේ තීරණය කරන ලද ප්‍රකාශන හිමිකම් නඩු, සමන් සහ මදාර ප්‍රකාශකයෝ, රාජගිරිය
- ❖ රූපනාව, මහින්ද (1989) ප්‍රකාශන හිමිකම්, ආසන්න හිමිකම් හා හිමිකම් පරිපාලනය, සමන් සහ මදාර ප්‍රකාශකයෝ, රාගිරිය
- ❖ ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය (1998) පුවත්පත් කලා සමීක්‍ෂා II, කොළඹ
- ❖ ජනදාස, මනෝජී පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මුද්‍රාමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- ❖ නිශ්ශංක, චන්දිමා (2004) දැන්වීම්කරණය
- ❖ අන්තර්ජාලය, භාග්‍යා (2003) ප්‍රචාරණය
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<b>Level 3</b>	<b>Semester 2</b>			
<b>Course Code:</b>		MACO 32225		
<b>Course Name:</b>		<b>New media and Communication trends</b>		
<b>Credit Value:</b>				
<b>Core/Optional</b>		Core		
<b>Hourly Breakdown</b>		Theory	Practical	Independent Learning
		75		175
<b>Course Aim/Intended Learning Outcomes:</b>				
After the completion of this course unit the students will be able to :				
01. Work competently in a variety of digital media environments.				
02. Conceptualize, implement and evaluate substantial, meaningful, and purposeful projects using digital media techniques.				
03. Self-train in new media and Social media fields.				
04 Use written, oral, and visual communication skills to communicate information and ideas in new media.				
06. Evaluate ethical and legal considerations in working with digital media.				
07. Develop, implement, and distribute self-directed new media contents that synthesize creative, technical, and critical approaches.				
<b>Course Content:</b>				
Definitions on New media, Social media and social networks, New media Content, Blogging and citizen journalism, Info graphics, Digital marketing, New media and Advertising, New media and Social responsibility, Ethics and regulations in new media, Social impact of new media				
<b>Teaching /Learning Methods:</b>				
Lectures, Discussions, Interactive contacts				

Assessment Strategy:			
Continuous Assessment 20 %		Final Assessment 80 %	
Individual or group Assignment 20%	Written Examination (80 %)	Practical (%) .....	Other (%) .....
<b>References/Reading Materials:</b> <ul style="list-style-type: none"> <li>❖ ජනදාස, මනෝජ් ජුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.</li> <li>❖ Razdan Ashnin ,(2008) New Media Techniques and Trends , New Delhi , Vistaar Publishing</li> <li>❖ Wilson Barbara (2000)Information Technology : The Basic, India, Thomson Learning .</li> <li>❖ Visnovsky, jan (2018) Social Media and Journalism.</li> <li>❖ Allan, Stuart. Thorsen Einar (2009) Citizen Journalism: New york YPeter Lang Publishing</li> </ul>			

<b>Level 3</b>	<b>Semester 2</b>		
<b>Course Code:</b>	MACO 32033		
<b>Course Name:</b>	<b>New media and Communication trends</b>		
<b>Credit Value:</b>	3		
<b>Core/Optional</b>	Optional		
<b>Hourly Breakdown</b>	Theory	Practical	Independent Learning
	45		105
<b>Course Aim/Intended Learning Outcomes:</b>			
After the completion of this course unit the students will be able to :			
01. Work competently in a variety of digital media environments.			
02. Conceptualize, implement and evaluate substantial, meaningful, and purposeful projects using digital media techniques.			

03. Self-train in new media and Social media fields.

04 Use written, oral, and visual communication skills to communicate information and ideas in New Media.

**Course Content:**

Definitions on New media, Social media and social networks, New media Content, Blogging and citizen journalism, Info graphics, Digital marketing, New media and Advertising, New media and Social responsibility, Ethics and regulations in new media, Social impact of new media

**Teaching /Learning Methods:**

Lectures, Discussions, Interactive contacts

**Assessment Strategy:**

Continuous Assessment %	Final Assessment 100 %		
	Written Examination (100 %)	Practical (%)	Other (%)
Individual or group Assignment 20%		.....	.....

**References/Reading Materials:**

- ❖ ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- ❖ Razdan Ashnin ,(2008) New Media Techniques and Trends , New Delhi , Vistaar Publishing
- ❖ Wilson Barbara (2000)Information Technology : The Basic, India, Thomson Learning .
- ❖ Visnovsky, jan (2018) Social Media and Journalism.
- ❖ Allan, Stuart. Thorsen Einar (2009) Citizen Journalism: New york YPeter Lang Publishing