



**Revised Curriculum
for
Bachelor of Arts (Hons) Degree Program
in
Mass Communication**

Effect from 2021 (2018/2019) onward and Level III and IV of 2017/2018

**Department of Mass Communication
Faculty of Social Sciences
University of Kelaniya
2021**

The Department of Mass Communication

Established in 1973, the Department of Mass Communication (DMC) in the Faculty of Social Sciences at the University of Kelaniya is the pioneer Department in Journalism and Communication studies in Sri Lanka.

The Department has been exploring various dimensions in Mass Communication for the past forty-seven years including both academic and professional contribution to the national development in Sri Lanka. At present, the Department offers two BA degree programs - BA and BA (Hons) in Mass Communication, BA and BA (Hons) in Public Relations and Media Management. BA external degree program and the postgraduate programs in Mass Communication in the levels of Master of Arts (one year, by course work), Master of Social Sciences (two years, by course work with research component), Master of Philosophy (MPhil) and Doctor of Philosophy (PhD) degrees.

Additionally, the Department offers diploma course in Mass Communication and another diploma in Public Relations (one year course), which is an entry qualification for pursuing an external degree or grasping professional qualifications. There is another professional higher diploma course in Communication and Public Relations. All Diploma courses are received with pertinent professional and academic importance.

Moreover, the Communication Research Unit (CRU) and the Center for Study of Media and Human Rights (CSMHR) were established in broadening the media and communication research boundaries by the Department of Mass Communication. Further, the Department coordinates the Communication and Media Unit of the University, whilst we have an audio-visual studio to facilitate audio and video media productions of undergraduates.

The academic staff of the Department includes one Senior Professor, ten Senior Lecturers, three Lecturers, three probationary lecturers and three Assistant Lecturers. Additionally, nearly twenty-five visiting lecturers contribute to the Department in broadening its academic, professional and research capacities. , The number of cadre positions will be increased in upcoming years to further strengthen the Department's academic and professional sectors.

Vision

“To develop a new and better media culture by imparting all possible knowledge to the scholar in addition to develop public understanding on the aspects of Mass Communication”.

Mission

The Department of Mass Communication seeks to;

- develop research skills through providing practical and theoretical knowledge expansion.
- develop a center for excellence at the cutting-edge of media and communication research practices through teaching and learning .
- create media and communication practitioners , who can take contemporary challenges.
- enhance ethical and standard practices connected to media culture
- provide productive communication strategies for local development.

Needs Assessment

The Department of Mass Communication has revised the curriculum of the BA honors degree program adhering to the principle of the University. The Department has been offering study programs for more than forty seven (47) years period. At present, about over 750 undergraduates are engaged in their studies at the Department. Although the Bachelor of Arts program was revised in 2019, a comprehensive curriculum development has not been taken place since 2010. Thus, the curriculum of BA (Hons) degree program is revised to better serve the academic, research and professional requirements of the undergraduates.

Purpose and Scope

The major objective of this revision of the curriculum was “*To develop a job-oriented curriculum which signifies the current trends and changes in the field of communication and the media where it meets the future needs of the undergraduates of the Department of Mass Communication*”. This curriculum was developed based on the guideline of the SOABC (Skill Oriented Activity Based Curriculum) to produce an undergraduate who can face the academic and professional challenges related to the field of communication with the base of the K-SAM

(Knowledge, Skills, Attitudes, Mindset and paradigms) model. Besides, the following sub-objectives will be addressed through this curriculum development,

- To develop a new curriculum which suits the new teaching and learning process.
- To develop national and international academic collaborations.
- To design curricula according to the new standards.
- To produce a graduate who can support to achieve national development goals.
- To achieve the levels of subject benchmark related to the communication, media and journalism studies

Methodology

Three types of analysis were carried out before the curriculum revision of the Bachelor of Arts (Hons) degree in Mass Communication. They are,

- Situation Analysis
- Stakeholder Analysis
- Students' feedback analysis

The SA was conducted using the SWOT analysis method. The FGDs were carried out on several Stakeholders of public and the private sectors to understand their perspectives and expectations of DMC's graduates. At the same time, QA tool was conducted on fifty (50) newly graduated students from the DMC to learn about their views and suggestions to enhance this curriculum. In addition to the above analysis methods, *criteria of the subject benchmark in communication, media and journalism studies* (2013) was also used as a key document to advance this prospectus.

Desired Graduate Profile

Mass Communication projects a perspective on a wide array of disciplines, human activities and institutions. As a discipline Mass Communication leads undergraduates to;

- Gain an understanding on communication process.
- Aware of the effects of mass media upon society.
- Understand the theoretical underpinnings and ethical standards within the field of mass communication.

- Enhance media literacy and media culture.
- Nurturing and developing research skills.
- Gain knowledge in multidisciplinary and multitask performance in the field of mass communication reaching international standards and best practices.

Aims

- Providing degree 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.
- Providing opportunities for academic staff of the Department to develop their careers through research oriented projects.
- Seek opportunities for career links with the rest of the world within the academies of the university circles.

Learning Outcome

- Develop their ability to understand concepts and fundamentals of Mass Communication.
- Gain knowledge on recent developments and trends in the discipline.
- Apply the gained knowledge to their professional fields adhering to the sound ethical ground, standards, and international best practices.

Medium of Instruction

Sinhala / English

List of Resource Persons

Advisory Panel

Prof. M.M Gunathilake, Dean, Faculty of Social Sciences.

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

Internal Resource Persons

1. Senior Prof. Ariyaratna Athugala
2. Senior Lecturer Wijayananda Rupasinghe
3. Senior Lecturer Chandima Nissanka
4. Senior Lecturer Manoj Pushpakumara Jinadasa
5. Senior Lecturer Saman Rajapaksha
6. Senior Lecturer Samanthika Priyadarshani
7. Senior Lecturer Dammika Bandara Herath
8. Senior Lecturer Darshana Somarathna
9. Senior Lecturer Dinithi Jayasekara
10. Senior Lecturer Dr. Achala Abekoon
11. Lecturer Mangala Keerthi De Pasquel
12. Lecturer Amali Uthpala Nandasiri
13. Lecturer Dineesha Liyanage
14. Lecturer Dilini Gamage
15. Lecturer Ileka Ruwanpathirana
16. Lecturer Ayesh Wijayasinghe

External Resource Persons

1. Prof. Wimal Dissanayake
2. Emeritus Prof. Sunanda Mahendra
3. Emeritus Prof. Chandrasiri Rajapaksha
4. Emeritus Prof. Rohana Luxman Piyadasa
5. Dr. Tudor Weerasinghe
6. Dr. Mapa Thilakarathne

Credit Distribution

Year / Level	Semester	Types of Course units			Semester Total	Total Credits
		Core	Optional	Auxiliary		
1	I	5	-	-	5	10 + (20)
	II	5	-	-	5	
2	I	11	4	-	15	36
	II	21 *	-	-	21	
3	I	12	4	-	16	36
	II	20	-	2	20	
4	I	17	-	2	17	32
	II	15	-	-	15	
Total Credits		106	08	04		134

* Two course units (MACO 23463 & MACO 23472) are taught in both semesters

Course Code	Title of the Paper	Type	Credits	Remarks
LEVEL II - SEMESTER ONE				
MACO 21414	Principles of Communication	C	4	Minor revision to existing content
MACO 21423	Media Law and Ethics	C	3	Minor revision to existing content
MACO 21432	Evolution of Sri Lankan Media	C	2	Minor revision to existing content
MACO 21442	Appreciation of Literature and Communication	C	2	Minor revision to existing content
MACO 21452	Health Communication	O	2	Minor revision to existing content
MACO 21462	Media Literacy	O	2	Minor revision to existing content
LEVEL II - SEMESTER TWO				

MACO 22414	Communication and Media Research	C	4	Minor revision to existing content
MACO 22424	Language, Culture and Creative Communication	C	4	Minor revision to existing content
MACO 22432	Communication Skills	C	2	Minor revision to existing content
MACO 22442	Communication for Development	C	2	Minor revision to existing content
MACO 22452	Media and Gender Studies	C	2	Minor revision to existing content
MACO 23463	New Media and Information Communication Technology	C	3	Minor revision to existing content
MACO 23472	Contemporary Media Studies I	C	2	Newly introduced
DELT 22542	Effective Speaking	C	2	From DELT
LEVEL III - SEMESTER ONE				
MACO 31414	Print Media Studies	C	4	Minor revision to existing content
MACO 31424	Film and Television Media Studies- I	C	4	Minor revision to existing content
MACO 31432	Social Work Project	C	2	Newly Introduced
MACO 31442	Film Appreciation	O	2	Newly introduced
MACO 31452	Media Psychology	O	2	Minor revision to existing content
DELT 31512	Advanced Communication Skills for Professionals	C	2	From DELT
LEVEL III - SEMESTER TWO				
MACO 32414	Radio Media Studies	C	4	Minor revision to existing content
MACO 32424	Film and Television Media Studies- II	C	4	Minor revision to existing content

MACO 32433	Political Communication	C	3	Minor revision to existing content
MACO 32443	Research Seminar	C	3	Minor revision to existing content
MACO 33454	Marketing and Advertising	C	4	Minor revision to existing content
MACO 33462	Contemporary Media Studies II	C	2	Newly introduced
MACO 32472	Public speaking	A	2	Newly introduced
LEVEL IV - SEMESTER ONE				
MACO 41414	Social Media Studies	C	4	Newly introduced
MACO 41423	Philosophy of Communication	C	3	Newly introduced
MACO 41434	Translation Methods	C	4	Minor revision to existing content
MACO 41444	Public Relations and Media Management	C	4	Minor revision to existing content
DELT 41512	Research Writing Skills	C	2	From DELT
MACO 41452	Social Media Marketing	A	2	Newly introduced
LEVEL IV - SEMESTER TWO				
MACO 42413	Media Criticism	C	3	Minor revision to existing content
MACO 42424	Internship	C	4	Minor revision to existing content
MACO 43438	Dissertation	C	8	Minor revision to existing content

Level II	Semester 1			
Course Code:		MACO 21414		
Course Name:		Principles of Communication		
Credit Value:		4		
Core/Optional		Core		
Hourly Breakdown		Theory	Practical	Independent Learning
		60		140
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 1. Identify approaches and characteristics of communication 2. Explain communication theories and models 3. Classify types and forms of communication 4. Recognize impact of media and communication on society 5. Discuss the communication power and its future 				
Course Content:				
Approaches of communication, Types of communication, Communication theories, Communication models, Communication and society, Forms of communication, Characteristics of communication, Communication power				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning.				
Assessment Strategy:				
Continuous Assessment. 40 %		Final Assessment 60 %		
Individual or group Assignment 20%		Written Examination 60%	Presentation	Other
Presentation 20 %				
References/Reading Materials:				
<ul style="list-style-type: none"> • ඇතුගල, ආරියරත්න. (2018). සන්නිවේදන න්‍යායික ආකෘති. සුරස ප්‍රකාශකයෝ, මරදාන • රාජපක්‍ෂ, චන්ද්‍රසිරි. (2018). ජනසන්නිවේදන මූලධර්ම, ෆාස්ට් ප්‍රින්ටින්, කොළඹ • McQuail, D. (2010). <i>McQuail's Mass Communication Theory</i>. Vistas Publication, New Delhi • Steinberg, S.(2007). <i>An introduction to communication studies</i>. Juta & Co. 				

- Turner, L. H., & West, R. (2009). *An introduction to communication*. Cambridge University Press.

Level II	Semester I			
Course Code:	MACO 21423			
Course Name:	Media Law and Ethics			
Credit Value:	3			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	45		105	
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 1. Explain media law and its relation to the study of Mass Communication. 2. Discuss ethical issues in contemporary media. 3. Apply aspects pertaining to the relations between mass media and legal issues. 				
Course Content:				
Introduction to Law Ethics and Moral Values, Freedom of Expression, Right to Information Law, Constitutional Provisions, Acts and regulations related to media , Intellectual Property Law, Defamation Law, Violence, Obscenity, Media regulation bodies (Local and International) , Taboo, Censorship, Media Ethics, Current issues in media Law and Ethics.				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning.				
Assessment Strategy:				
Continuous Assessment. 40%		Final Assessment 60%		
Individual or group Assignment 20 %		Written Examination 60%	Presentation	Other
Presentation 20%				
References/Reading Materials:				

- රාජපක්ෂ, විජේදාස (2009) ජනසන්නිවේදන මූලධර්ම. ඇස්. ගොඩගේ සහ සනෝදරයෝ, කොළඹ 10.
- ලියනාරච්චි, ජගත් (2014) ජනමාධ්‍යවේදීන්ට බලපාන නීති. නිදහස් මාධ්‍ය ව්‍යාපාරය, කොළඹ 05.
- Bloy, D. (2007). *Media Law*. Sage, India.
- Crawley, W., Page, D., Pinto-J., Kishali. (Ed.) (2015). *Embattled Media; Democracy, Governance and Reform in Sri Lanka*. Sage, India.
- Jayadewa, C. (2019). *International Entertainment Law and New Media Law*. Stamford Lake(Pvt)Ltd, Sri Lanka.
- Moore, R.L. (2008). *Media Law and Ethics* (LEA's Communication Series). Taylor & Francis.

Level II		Semester I		
Course Code:	MACO 21432			
Course Name:	Evolution of Sri Lankan Media			
Credit Value:	2			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	30		70	
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 1. Identify evolution of media in Sri Lanka 2. Describe milestones of Sri Lankan Media 3. Recognize key profiles, events and locations in Sri Lankan Media industry 4. Discuss contemporary situations of Sri Lankan Media 				
Course Content:				
Printing and publishing industry in Sri Lanka, Newspapers and print media, Film and Film industry, Radio and broadcast media, Television and Electronic media, Digitalization and convergence media in Sri Lanka, Social media and social networks.				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning, Field Visit				
Assessment Strategy:				

Continuous Assessment. 40%		Final Assessment. 60 %		
Individual or group Assignment 20%		Written Examination 60%	Presentation	Other
Presentation 20%				
References/Reading Materials:				
<ul style="list-style-type: none"> • ගුවන්විදුලි සම්භාෂා .(2019). සංස්කෘතික දෙපාර්තුමේන්තුව • රූපවාහිනී සම්භාෂා .(2018). සංස්කෘතික දෙපාර්තුමේන්තුව • චේරගම, ගාමිණී. (2014). සිනමා වංශය I,II, • පුවත්පත් කලා සම්භාෂා I,II, (1993/ 1998). ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය. • Karunanayake, N. (1990). <i>Broadcasting in Sri Lanka: Potential and performance</i>. Centre for media and policy studies. 				

Level II	Semester I			
Course Code:	MACO 21442			
Course Name:	Appreciation of Literature and Communication			
Credit Value:	2			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	30		70	
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to :				
<ol style="list-style-type: none"> 1. Identify literature and its historical perspective 2. Explain theories, concepts and ideology of literature 3. Describe analytical approaches of literature 4. Recognize creative language characteristics and communication competencies of literature 5. Discuss selected literary works and profiles 				
Course Content:				
Introduction to literature, Theories concepts and ideology of literature, Evolution of Literature (Sri Lankan and World), The language and interpretational meanings of Literature (Sri Lankan and World), Communication competencies of literature (Pros and Poems), Post-colonial and				

postmodern studies in literature, Appreciation of Selected literature works, Profiles of Literates (Sri Lankan and World), Usage of literature for contemporary communication			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 20%	Written Examination	Presentation	Other
Presentation 20%	60%		
References/Reading Materials:			
<ul style="list-style-type: none"> • වික්‍රමසිංහ, මාර්ටින් (1945). <i>සිංහල සාහිත්‍යයේ නැඟීම</i>. සරස ප්‍රකාශකයෝ. රාජගිරිය • සන්නස්ගල, පුඤ්චිඛණ්ඩාර. (1961). <i>සිංහල සාහිත්‍ය වංශය</i>. ඇස්. ගොඩගේ සහ සහෝදරයෝ. කොළඹ • සුරවීර, ඒ. ඩී. (1991). <i>සාහිත්‍ය විචාර ප්‍රදීපිකා</i>. බොරැස්ගමුව, සීමාසහිත ප්‍රබුද්ධ ප්‍රකාශකයෝ. • සෝරත හිමි, චැලිවිටියේ. (1947). <i>සාහිත්‍ය සේවනය</i>. සීමාසහිත ඇම්. ඩී. ගුණසේන සහ සමාගම. කොළඹ • Williams, N., Callander, N. (2010). <i>Communication, Language and Literacy</i>. London, Continuum International Publication group. 			

Level II	Semester I			
Course Code:		MACO 21452		
Course Name:		Health Communication		
Credit Value:		02		
Core/Optional		Optional		
Hourly Breakdown		Theory	Practical	Independent Learning
		30		70
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 01. Define the role of communication process in the field of health. 02. Examine the role that communication plays in a healthcare industry. 03. Evaluate the value and significance of traditional, social and digital media practice in the health communication field. 04. Apply communication strategy, methods and technology on health-related issues. 				
Course Content:				
Introduction of health communication, Health and Behavioral change Communication, Traditional health systems and communication, Government health organizations and local health clinics, Sexual knowledge and productivity, Health communication and new media, Activities of world health organizations, Health communication projects in Sri Lanka.				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning.				
Assessment Strategy:				
Continuous Assessment. 20 %		Final Assessment 80 %		
Individual or group Assignment 20%		Written Examination 80%	Presentation	Other
References/Reading Materials:				
<ul style="list-style-type: none"> • Bylund, C. L., & Koenig, C. J. (2015). Approaches to studying provider-patient communication. In N. G. Harrington (Ed.), <i>Health communication: an introduction to theory, method and application</i>. New York and London: Routledge 				

- Corcoran, Nova (ed) (2007) *Communicating Health: Strategies for Health Promotion*. Sage, UK
- Ho, E. Y. (2015). Socio-cultural factors in Health Communication. In N. G. Harrington (Ed.), *Health communication: Theory, method, and application*, New York and London: Routledge.
- Ndiaye, K., Krieger, J. L., Warren, J. R., & Hecht, M. L. (2011). Communication and health disparities. In T. L. Thompson, R. Parrott, & J. F. Nussbaum (Eds.), *The Routledge Handbook of Health Communication*, New York: Routledge.

Level II	Semester I		
Course Code:	MACO 21462		
Course Name:	Media Literacy		
Credit Value:	2		
Core/Optional	Optional		
Hourly Breakdown	Theory	Practical	Independent Learning
	30		70
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to :			
<ol style="list-style-type: none"> 1. Explain the primary conceptual meaning of literacy 2. Develop an understanding of the audio visual literacy. 3. Discuss the meaning behind media messages. 4. Examine ideology in the context of media system. 5. Use media skills to critique the media content. 			
Course Content:			
Introduction to media literacy, Meaning of the term literacy, Application of media literacy, Key concepts for media literacy, Media literacy games, Media platform and industries, Audience-media interaction, Media Manipulation, Application of literacy in other subject areas. The application of literacy with special reference to media studies.			
Teaching /Learning Methods:			
Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			

Continuous Assessment	20%	Final Assessment 80%		
Individual or group Assignment	20%	Written Examination	Presentation	Other
		80%		
References/Reading Materials:				
<ul style="list-style-type: none"> • Gans ,H.(1974)<i>Popular Culture and High Culture (An analysis and evaluation of Taste)</i> New York ,Basic Books. • Lenneberg ,E.H(1967),<i>Biological Foundation and Language</i> ,New York ,Wiley . • Potter, J.W. (2008) <i>Media Literacy</i> ,Sage USA • Potter , J.W.(2004) , <i>Theory of Media Literacy</i> , Sage USA 				

Level II	Semester II			
Course Code:	MACO 22414			
Course Name:	Communication and Media Research			
Credit Value:	4			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	60		140	
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to :				
01. Identify key features of Research				
02. Describe Research process				
03. Associate ethical framework of research process				
04. Investigate the society by using relevant research methodology				
05. Prepare research output in relevant format				
Course Content:				
Research design, Research types, Research methodology, Literature review, Research proposal Writing, Research ethics, Abstract writing, Research report Writing, Citation methods, Research paper presenting and publishing.				

Teaching /Learning Methods:			
Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment 40%		Final Assessment 60%	
Individual or group Assignment 20%	Written Examination	Presentation	Other
Presentation 20%	60%		
References/Reading Materials:			
<ul style="list-style-type: none"> • උයන්ගොඩ, ජයදේව. (2011). <i>සමාජීය විද්‍යා පර්යේෂණ යෝජනාවලියක් ලිවීම</i>. සමාජ විද්‍යාඥයින්ගේ සංගමය, කොළඹ 05. • Ahuja, Ram. (2007). <i>Research Methods</i>. Rawat Publications, New Delhi, India. • Denzin, N. K & Lincoln, Y. S. (2011). <i>The Sage hand book of Qualitative Research</i>. Sage Publication. • Weerakody, N. (2015). <i>Research Methods for Media and Communication</i>. Oxford University Press. • Wimmer R. D., Dominic, J. R. (2014). <i>Mass Communication Research, An introduction</i>. Wadsworth. 			

Level II	Semester II		
Course Code:	MACO 22424		
Course Name:	Language, Culture and Creative Communication		
Credit Value:	4		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	60		140

Course Aim / Intended Learning Outcomes:
After the completion of this course unit the students will be able to :
01. Apply various theories connected with the study of Language culture and Creativity
02. Recognize key Principles of Language, Culture and Creative Communication.
03. Describe the role and function of Language, Culture and Creativity in various Communication strata.

- 04. Develop a mature understanding of the relationship between the Creativity Language and Culture.
- 05. Evaluate various aspect of Language, Culture and Creative Communication.

Course Content:

Introduction to Language, Language as a Communication tool, Language and society, Language use in mass media/ strength and limits, Introduction to culture, Theories concepts and ideologies of culture, Introduction to creative communication, Communication context based on folklore, Creative communication characteristics in audio visual and written communication fields, Creative communication characteristics in classical literature, creative communication characteristics and trends in modern mass media.

Teaching /Learning Methods:

Lectures, Discussions, Interactive contacts, Blended Learning.

Assessment Strategy:

Continuous Assessment. 40%	Final Assessment 60%		
Individual or group Assignment 20%	Written Examination 60 %	Presentation	Other
Presentation 20%			

References/Reading Materials:

- ඇතුගල, ආරියරත්න. (2010). සංජානනය හා සන්නිවේදනය. සුරස ප්‍රකාශකයෝ, මරදාන.
- ධර්මදාස, කේ.එන්.ඕ. (1972). භාෂාව හා සමාජය. ලේක් හවුස්, කොළඹ.
- ධර්මදාස, කේ.එන්.ඕ. (1999). භාෂාවේ සම්භවය හා සමාජ මුහුණුවර. ලේක් හවුස්, කොළඹ.
- Mahendra, S. (1992). *Man, and Myth*. Udaya Publication, Kohuwala.
- Williams,N. Callander, N.(2010) *Communication, Language and Literacy*. London, Continuum

Level II	Semester II	
Course Code:	MACO 22432	
Course Name:	Communication Skills	
Credit Value:	2	
Core/Optional	Core	

Hourly Breakdown	Theory	Practical	Independent Learning
		15	45
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to :			
01. Define communication skills.			
02. Identify the basic elements of communication skills			
03. Apply skills for professional career.			
Course Content:			
Introduction to communication skills, Listening skills, Reading skills, Writing skills, Oral skills, Visual skills, Management skills, Leadership skills, Social etiquettes.			
Teaching /Learning Methods:			
Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 20%		Final Assessment 80%	
Individual or group Assignment 20%	Written Examination –	Presentation 80%	Other
References/Reading Materials:			
<ul style="list-style-type: none"> • Adair, J. (2010). <i>Develop your Leadership Skills</i>. Kogan page, London. • Hargie, O. (Ed).(2006). <i>The Handbook Of Communication Skills</i>. Routledge, London • Kandamuru, S. (2018). <i>Communication Skills</i>, Nation Press. India. • Oberg, Brent C., (2004). <i>An introduction Public Speaking</i>. Jaico Publishing House, Mumbai. 			

Level II	Semester II	
Course Code:		MACO 22442
Course Name:		Communication for Development
Credit Value:		2
Core/Optional		Core

Hourly Breakdown	Theory	Practical	Independent Learning
		30	
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to :			
01. Define the concept of Communication for Development			
02. Apply various theories connected with the study of Communication for Development			
03. Describe the role and function of Communication for Development process			
04. Evaluate the nature, growth and trends in the field of Communication for Development			
Course Content:			
Introduction to Development and Communication, Community media concept and Development, Elements of communication for development, Democracy and participation, Sustainable Development and media, Traditional communication methods and rural development, Soft power and development, Organizations of communication for development(CBO, NGO, INGO), Disaster management and communication, New media for development, Media usage and development issues, Case studies on communication for development projects			
Teaching /Learning Methods:			
Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 20%		Written Examination	Presentation
Presentation 20%		60%	Other
References/Reading Materials:			
<ul style="list-style-type: none"> • ඇතුගල, ආරියරත්න. (2019). <i>සංවර්ධනය සඳහා සන්නිවේදනය</i>. සුරස ප්‍රකාශකයෝ, මරදාන. • Escobar, A. (2011). <i>Encountering Development: The Making and Unmaking of the Third World (Princeton Studies in Culture/Power/History)</i>. Princeton university press. • Melkote, R Srinivas., Steaves, H. Lesly. (2013). <i>Communication for Development for Development in third world</i>. 2nd edition, Sage publications. • Mody, B. (2003). <i>International and Development Communication: A 21st-Century Perspective</i>. Sage publications. 			

- Servaes , J.(2020). *Handbook of Communication for Development and Social Changes(ed)*. Springer.

Level II	Semester II		
Course Code:	MACO 22452		
Course Name:	Media and Gender Studies		
Credit Value:	02		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	30		70
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to:			
01. Define gender theories and concepts			
02. Discuss various aspects and unique characteristics in the field of media and gender			
03. Identify the basic elements of gender			
04. Apply gender sensitive approaches to media			
Course Content:			
Introduction to Gender, Gender theories, Gender equity and equality, Gender and media Gender and cinema, Women in art and literature, Gender and culture, Feminism, Women and law, Women’s rights, Nationalism, Colonialism and Gender perspective in the media industry			
Teaching /Learning Methods:			
Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment . 40%		Final Assessment 60%	
Individual or group Assignment 20%		Written Examination	Presentation
Presentation 20%		60%	Other

References/Reading Materials:

- Beauvoir, de S. (1997). *The second sex*. vintage classics, London.
- Carter, C. Steiner, L. (2004). *Media and Gender*, Open university press.
- Gill, R. (2007). *Gender and the media*, polity press, Cambridge.
- Thiruchandran, S. (2006). *Ideology, Caste, Class and Gender*. UBS Publishers & Distributors.
- Wckramasinghe, M. (2012). *Towards Gender Equity / Equality*. ILO, Sri Lanka.

Level II	Semester 1			
Course Code:		MACO 23463		
Course Name:		New Media and Information Communication Technology		
Credit Value:		3		
Core/Optional		Core		
Hourly Breakdown		Theory	Practical	Independent Learning
		15	90	45
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 1. Explain basic concepts and theories in new media 2. Describe the historical context of computer-based communication 3. Identify the role of new media 4. Create info graphics and emoticons 5. Apply photo editing, layout design, audio-video editing, motion graphics, and web design software and tools 				
Course Content:				
Overview and characteristics of new media, Role of new media, New media and marketing, New media in Sri Lankan context, Introduction to information technologies, IT tools used in multimedia, Photo editing and layout, Audio and video editing, Motion graphics and animation, Info graphics and emoticons, web and blog design, Color Grading techniques for visual media				
Teaching /Learning Methods:				
- Lectures, Computer lab activities, Blended learning, Tutorials, Workshops.				

Assessment Strategy:			
Continuous Assessment.	40 %	Final Assessment 60 %	
Individual or group Assignment	40%	Practical Exam 60%	Presentation Other
References/Reading Materials:			
<ul style="list-style-type: none"> • Castells, M. (2009). <i>Communication power</i>. Oxford, Oxford University Press. • Livingstone, S., Lievrouw, L. A., & Leah L. (2005). <i>Handbook of New Media: Student Edition</i>. Sage Publications. • Manovich, L. (2001). <i>The language of new media</i>. Cambridge, Mass, MIT Press. • Razdan A. (2008). <i>New Media Techniques and Trends</i>. New Delhi, Vistaar Publishing. • Wilson B. (2000). <i>Information Technology: The Basic</i>. Thomson Learning. 			

Level II	Semester I		
Course Code:	MACO 23472		
Course Name:	Contemporary Media Studies I		
Credit Value:	1		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	15	45	40
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. Identify special trends and issues in the field of Media and Communication. 02. Analyze contemporary media related issues 03. Discuss the media impact on society 			
Course Content:			
<p>Media literacy and contemporary issues related to the media industry both local and global contexts. Impact of media regulations imposed by the international organizations, Advancement of media technology, Media behavior, Study of media coverage on special events, Media impact.</p>			

Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 40%	Written Examination	Practical work and presentations	Other
		60%	
References/Reading Materials:			
<ul style="list-style-type: none"> ජනමාධ්‍ය ප්‍රතිව්‍යුහගතකරණය සඳහා වන ලේකම් කාර්යාලය, 2016, ජනතාවට වග කියන මාධ්‍ය කර්මාන්තයක් උදෙසා ශ්‍රී ලංකාවේ ජනමාධ්‍ය ක්ෂේත්‍රය හා වෘත්තීය නගා සිටුවීමට සැලැස්ම. http://creativecommons.org/licenses/by-sa/3.0/igo/ Crawley, W., Page, D., Pinto-J., Kishali (Ed.),2015, <i>Embattled Media, Democracy, Governance and Reform in Sri Lanka</i>. Sage, India. Free Media Movement. (2017). <i>Blueprint for Media Reforms</i>. 			

Level:	Level II		
Course Code:	DELT 22542		
Course Title:	Effective Speaking		
Credit Value:	2		
Pre requisite:	None		
Type:	Compulsory		
Hourly Breakdown:	Theory	Practical	Independent Learning
	30hrs (2 lecture hours X 15 weeks)	20hrs (Activities related to Speaking skills development and assignments 1 hour X 15 weeks)	40hrs (reading, listening & viewing peer collaborative learning, LMS Forums 2-3 hours X 15 weeks)

Course Intended Learning Outcomes

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

- ILO 1: practice elevator pitch and personal branding
- ILO 2: demonstrate the ability to warm up before speaking
- ILO 3: apply speech models to impromptu/prepared speeches
- ILO 4: practice informative presentations
- ILO 5: practice interview skills
- ILO 6: practice reading aloud for clear communication
- ILO 7: discuss a literary text
- ILO 8: identify and correct common issues in pronunciation in Sri Lanka

Course Content

Introductions

- Identify the skills of elevator pitch
- Use the skills of elevator pitch in making introductions
- Practice elevator pitch and personal branding techniques
- Practice exercises for posture
- **Create a video on personal branding**

10% Reading Aloud

- Practice reading aloud and chunking
- Use articulation and enunciation exercises to improve pronunciation
- Practice relaxation techniques for voice projection
- **Read a selected text aloud for performance**

20% Vocal Skills

- Identify common errors in pronunciation in Sri Lanka
- Practice articulation and enunciation
- **Correcting common issues in pronunciation**

10% Interview Techniques

- Conduct a SWOT analysis on one self
- Prepare for interviews
- Use persuasive techniques at interviews
- Use warm up games
- Learning about companies and their profiles
- **Mock interview**

20% Text Based

Discussion

- Discuss the characters, plot, themes and setting
- Discuss sociopolitical backdrop of the text
- **Discussion on plot, themes, setting and characters**

20% Impromptu and prepared speeches

- Identify speech models and use rhetorical strategies
- Analyse speeches on TED Talks
- Practice persuasive speeches

<ul style="list-style-type: none"> - Deliver a persuasive speech 20% - 				
Teaching/ Learning Methods: Interactive classroom sessions, videos, guest lectures, workshops, video upload				
Assessment Strategy: speeches and mock interviews, reading for performance, error correction, viva				
Continuous Assessment 100%		Final Assessment		
Details: A persuasive speech 20% Correcting pronunciation issues 10% Mock interview 20% Discussion on literary text 20% Reading Aloud 20% Video on personal branding 10%		Theory	Practical	Other
Recommended Reading: O’Hair, D, Stewart, R. & Rubenstein, H. (2007). <i>Speaker’s guidebook: Text and reference</i> (3rd ed.). New York: Bedford/St. Martin’s. Osborn, M. & Osborn, S. (2009). <i>Public speaking (8th ed.)</i> . US: Allyn & Bacon. Port, M. (2015). <i>From speeches to job interviews to deal closing pitches</i> . US: Houghton Mifflin Harcourt. Spiropoulos, M. (2006). <i>Interview skills that win the job: Simple techniques for answering the tough questions</i> . US: Allen Unwin. Swale, J. (2009). <i>Drama games for classrooms and workshops</i> . UK: Nick Hern Books. Wilding, E. (2015). <i>Presentations: Students’ book</i> . Reading: Garnet Education.				

Level III	Semester I			
Course Code:	MACO 31414			
Course Name:	Print Media Studies			
Credit Value:	4			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical based Teaching	Independent Learning	
	30	90	80	
Course Aim / Intended Learning Outcomes:				

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

01. Identify the key elements of print media
02. Produce News reports and features
03. Discuss readership patterns and new trends in print media
04. Design a lab Newspaper or Magazine.

Course Content:

Introduction to print media, Newspapers Magazines and Periodicals, Newspaper contents, News reporting and writing, Feature writing, Photojournalism, Print media law/ ethics and social responsibility, Marketing and advertising, Desktop publishing, Printing and distribution, Print media and readership, Layout and designing, Print media industry and new trends.

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts, Blended Learning, Industrial tour

Assessment Strategy:

Continuous Assessment. 40%		Final Assessment 60%		
Individual or group Assignment 20%		Written Examination 60%	Practical	Other
Project 20%				

References/Reading Materials:

- පියදාස, රෝහණ ලක්ෂ්මන්, (2009). පන්නර සහිවන සටහන්. පින්ට් ඇන්ඩ් පින්ට් ග්‍රැෆික් ප්‍රයිවට් ලිමිටඩ්, කොළඹ 10
- ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය. (1998). පුවත්පත් කලා සමීක්ෂා I,II
- Harcup ,Tony ,(2004) *Journalism Principles and Practice*. Vistaar , India
- Kipphen, H. (2001). *Handbook of Print media, Technologies and production methods*, Springer.
- The Missouri Group, (2021). *News Reporting and Writing*

Level III	Semester I	
Course Code:		MACO 31424
Course Name:		Film and Television Media studies- I
Credit Value:		4

Core/Optional	Core		
Hourly Breakdown	Theory	Practical based Teaching	Independent Learning
	30	90	80
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. Identify the theoretical foundation of film and television media 02. Describe the key terms and concepts of film and television productions 03. Understand the process of Audio- Visual production. 04. Develop a script for film and television. 			
Course Content:			
Introduction to Film and Television media, Art of Storytelling, Film Theory and Concepts, Elements of Visual Arts, Types of Audio- Visual Productions, Arts and Commerce in Film and Television Industry, Stages of Audio- Visual Production, Script Writing, Film Directing, Audio- Visual Production Technics, Film Marketing.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning, Workshops, Film Screening.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment		Written Examination	Practical
Script Writing	20 %	60%	Other
Presentation	20 %		
References/Reading Materials:			
<ul style="list-style-type: none"> • ඇතුගල, ආරියරත්න. (2016). <i>රූපවාහිනී විවාර ප්‍රතිවාර</i>. සුරස ප්‍රකාශකයෝ. මරදාන • වේරගම,ගාමිණී (2019). <i>දේශීය සිනමා වංශය පළවන කාණ්ඩය සහ දෙවන කාණ්ඩය</i> • Bakker, G. (2008). <i>Entertainment Industrialised The Emergence of the International Film</i> • Brindle, M. (2013). <i>The Digital Filmmaking Handbook</i>. China • Rushto, R. (2010). <i>What is Film Theory?An Introduction to Contemporary Debates</i>, McGraw-Hill Education Industry, Cambridge University Press. 			

Level III	Semester I			
Course Code:	MACO 31432			
Course Name:	Social Work Project			
Credit Value:	02			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	15	45	40	
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 01. Examine the scope and complexity of corporate social work 02. Demonstrate a multi-stakeholder perspective in viewing social issues 03. Analyze the corporate strategy in Social work 04. Compare and contrast the multiple viewpoints and tradeoffs that exist in the area of CSR 05. Analyze the impact of CSR implementation on corporate culture, particularly as it relates to social issues 06. Create media contents to promote social work project 				
Course Content:				
Planning, Implementing, promoting and evaluating a social project				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts.				
Assessment Strategy:				
Continuous Assessment. 20%		Final Assessment 80%		
Individual or group Assignment Project Plan 20 %		Written Examination	Practical Implementing the project 60% Report presentation 20%	Other

Level III	Semester I			
Course Code:	MACO 31442			
Course Name:	Film Appreciation			
Credit Value:	02			
Core/Optional	Optional			
Hourly Breakdown	Theory	Practical based Teaching	Independent Learning	
	15	45	40	
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. Describe the key terms and concepts of film productions 03. Identify filmmakers, film aesthetics, and film industries locally and globally 04. Use structures and narratives of film 05. Criticize film 				
Course Content:				
Nature of film Appreciation , Evolution of cinema, Aspect of film making, Cinematography Lighting, Editing, Composition, Sound / Music, Film Directing, Mise- en Scene, Montage Film Script, Semiotics, Film Genres.				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning, Film Screening.				
Assessment Strategy:				
Continuous Assessment. 40%		Final Assessment 60%		
Individual or group Assignment 20%		Written Examination	Practical	Other
Presentations 20%			Film Criticism 60%	
References/Reading Materials:				
<ul style="list-style-type: none"> • වේරගම,ගාමිණී. (2014/2019). දේශීය සිනමා වංශය පළවන කාණ්ඩය සහ දෙවන කාණ්ඩය • Bakker, G. (2008). <i>Entertainment Industrialised The Emergence of the International Film</i> • Brindle, M. (2013). <i>The Digital Filmmaking Handbook</i>. China • Field, S. (2005). <i>Screenplay: the foundations of screenwriting</i>, Bantam Dell, USA 				

- Rushto, R. (2010). *What is Film Theory? An Introduction to Contemporary Debates*, McGraw-Hill Education Industry, Cambridge University Press.

Level III	Semester I		
Course Code:	MACO 31452		
Course Name:	Media Psychology		
Credit Value:	02		
Core/Optional	Optional		
Hourly Breakdown	Theory	Practical	Independent Learning
	30		70
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to:			
01. Define the fundamentals of Media Psychology			
02. Identify the key psychological aspects reference to media and communication technologies and their practices.			
03. Describe the interplay between technology and human behavior with special reference to media productions and consumptions.			
04. Evaluate effects of media and communication regarding how human being is operated in media culture and society.			
Course Content:			
Media Psychology as an intersection of psychology, Media communication technology and human behavior, Media effects and Ill effects towards human behavior, Media violence and aggression, Media based persuasion, Media and Communication use in emotional conflict, Virtual space and sexual liberation, Addiction and social media in desire, sex and culture, Information Environments, Imagination and fantasy, Psychology, messaging and story, Role of constructive psychology in media psychology, Clinical practices in Media Psychology, Future directions and challenges in Media Psychology.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	

Individual or group Assignment 20%	Written Examination 60%	Practical work and presentations	Other
Clinical Practices 20%			

References/Reading Materials:

- Dill, K. E. (Ed.). (2013). *The Oxford handbook of media psychology*. Oxford University Press.
- Giles, D. (2003). *Media psychology*. USA; Routledge.
- Jinadasa, M.P.K. (2011). Introduction to Media Psychology (In Sinhala). *Principles of Communication and Critical Studies*, 68-82. Kadawatha; Sri Lanka; Author.
- Sanborn, F. W., & Harris, R. J. (2013). *A cognitive psychology of mass communication*. USA; Routledge.

Level	Level III		
Course Code:	DELT 31512		
Course Title:	Advanced Communication Skills for Professionals		
Credit Value	2		
Pre requisite	None		
Type:	Compulsory		
Hourly Breakdown	Theory	Practical	Independent Learning
	30hrs (2 lecture hours X 15 weeks)	15hrs (Activities related to language skills development and assignments 1 hour X 15 weeks)	55hrs (Reading, listening & viewing, peer collaborative learning, LMS Forums 3-4 hours X 15 weeks)

Course Intended Learning Outcomes:

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

ILO1 : apply theories of business communication in real life situations

ILO 2: demonstrate knowledge on etiquette regarding language used in professional contexts

ILO 3: use strategies for active listening

ILO 4: use problem solving skills and critical thinking

ILO 4: formulate business correspondence in English and media correspondence

ILO 5: practice different types of presentations

Course Content

Communication Strategies

- Identify models of communication
- Analyze a situation according to a model

Handling the Media

- Formulating press releases
- Formulate good will and bad news messages
- Write a press release (20%) Business Correspondence
- Editing of sentences and paragraphs
- Tone in writing
- Identify the structure of letters/memos/ emails
- Sentence types and transitions

Presentation Skills

- Recognize strategies of non-verbal communication
- Practice pronunciation
- Discuss organization of slides
- Group presentation verbal and non-verbal communication at work (20%) Negotiation Skills
- Discuss problem analysis
- Demonstrate ability to solve problems

Communicating across cultures

- Discuss dimensions of culture
- Dining and Telephone etiquette

Level III	Semester II		
Course Code:	MACO 32414		
Course Name:	Radio Media Studies		
Credit Value:	4		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical based Teaching	Independent Learning
	30	90	80
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 and characteristics of radio media
03. Demonstrate specialized knowledge in program production process
04. Use technology to improve performance in radio media
05. Produce relevant meaningful and effective radio contents

Course Content:

Understanding radio medium, Role of radio, Radio concepts, Radio journalism, Role of communicator in radio, Radio program formats, Radio industry, Trends of radio, Sri Lankan society and radio, Ethics in field of radio, Radio journalism in digital environment, Understanding audio, Microphone techniques, Studio presentation techniques, Voice acting, Writing for radio, Recording and editing by using software, Studio technology, Sound Balancing.

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts, Blended Learning. Workshops, Industrial visit.

Assessment Strategy:

Continuous Assessment. 40 %	Final Assessment 60 %		
	Written Examination 60%	Practical	Other
Individual or group Assignment 20%			
Production 20%			

References/Reading Materials:.

- නානායකකාර, එස්. (2012). *ගුවන්විදුලි මාධ්‍ය විවරණ*. මරදාන : ගොඩගේ ප්‍රකාශන.
- සිල්වා, සුගතපාල ද. (1993) *හඬ නළුව හෙවත් ගුවන්විදුලි නාට්‍ය*. කොළඹ 10 : ගොඩගේ ප්‍රකාශකයෝ.
- Alten. Stanly R. (2005). *Audio in Media. Principles, Technology and Production* New Delhi: Wads Warth,
- Banerjee, I., Senavirathne, K. (eds) (2006). *Public Service Broadcasting in the Age of Globalization*. Singapore: AMIC.
- Maeseneer, Paul De. (1982). *Here's the news: A Radio News Manual*. Malaysia: Asia Pacific Institute for Broadcasting Development.

Level III	Semester II			
Course Code:	MACO 32424			
Course Name:	Film and Television Media studies- II			
Credit Value:	4			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical based Teaching	Independent Learning	
	15	135	50	
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. Use camera, lighting, dubbing, editing and CGI techniques. 02. Demonstrate art, make up and prosthetic applications. 03. Organize media platforms to promote the production. 04. Create short film / Documentary/ Multi-camera Production. 				
Course Content:				
Cinematography and Lighting, Makeup and Prosthetics, Art Directing, Sound Designing and Film Score, Audio- Visual Editing, Computer generated imagery (CGI), Dubbing and Subtitles, Film and Television Productions, Distribution, Exhibition and promotion.				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning, Workshops, Field Production, Industrial visits.				
Assessment Strategy:				
Continuous Assessment. 40%		Final Assessment 60%		
Script Writing 20%	Project 20%	Written Examination	Practical Final Production 60%	Other
References/Reading Materials:				
<ul style="list-style-type: none"> • හෙට්ටිආරච්චි, ස්ටැන්ලි. (2014). <i>ඩිජිටල් ටෙලිවිෂන් සම්ප්‍රාප්තිය</i>. විජේසූරිය ග්‍රන්ථ කේන්ද්‍රය මුල්ලේරියාව • Marriott, S. (2007). <i>Live Television: Time, Space & the Broadcast event</i>. Sage, UK 				

- McDonald, K. (2016). *The Netflix Effects technology and entertainment in 21st century*, Bloomsbury.
- Zettl, H. (2014). *Television Production Handbook*. 12th Edition, Cengage Learning.

Level III	Semester II		
Course Code:	MACO 32432		
Course Name:	Political Communication		
Credit Value:	2		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	30		70
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to:			
<ol style="list-style-type: none"> 01. Analyze various theories connected with the study of Political Communication and its application 02. Interpret the concepts connected with the theories and the practice of Political Communication 03. Plan and Design election campaigns 			
Course Content:			
Theory of political communication, Concepts of political communication, New media and politics, Election and voter behavior, Propaganda, Public opinion, Sri Lankan media and elections, Political marketing , Political advertising, Political PR, International communication and diplomacy, Political campaign analysis			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 20%		Written Examination 60%	Practical
Presentation 20 %			Other
References/Reading Materials:			

- අයිවන්, වික්ටර්. (2011). *දේශපාලනයේ පවුල හා කුලය*, රාවය ප්‍රකාශකයෝ, මහරගම
- බන්ධුකිලක,මලල්ගොඩ.(2002). *ශ්‍රී ලංකාවේ මැතිවරණ පුරාණය*. ගෞරව චන්ට්ප්‍රයිසස් ප්‍රකාශකයෝ, කොළඹ
- Oates. S. (2008). *Introduction to Media and Politics*. London, Sage.
- Lilleker. Darren G. (2006). *Key Concept in Political Communication*, London Sage.
- McNair,B.(2017). 6th Edition. *Introduction to Political Communication*, Routledge.
- Lynda, L.K. (2004), *Handbook of Political Communication Research* (1st ed), Routledge.

Level III	Semester II		
Course Code:	MACO 32442		
Course Name:	Research Seminar		
Credit Value:	02		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	15	45	40
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to:			
01. Apply various theories connected with the study of Communication			
02. Analyze the contemporary concepts and issues connected with Communication			
03. Apply research knowledge for research process			
04. Organize research symposium			
05. Generalize research findings			
Course Content:			
Research Process, Abstract writing, Scientific Paper Writing, Academic Language, Under Graduate Symposium, Research presentation.			
Teaching /Learning Methods:			
Assessment Strategy:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Continuous Assessment. 20%		Final Assessment 80%	
Individual or group Assignment	Written Examination	Research Article 50 %	Other
Research proposal 20%	-		

		Organize Symposium 10%	
		Presentation 20%	
References/Reading Materials:			
<ul style="list-style-type: none"> • උයන්ගොඩ, ජයදේව. (2011). <i>සමාජීය විද්‍යා පර්යේෂණ යෝජනාවලියක් ලිවීම</i>, සමාජ විද්‍යාඥයින්ගේ සංගමය, කොළඹ 05 • Ahuja, R. (2007). <i>Research Methods</i>. Rawat Publications, New Delhi, India • Karunananda, A. S. (2006). <i>How to do research</i>. Tharanjee Printers, Maharagama. • Wimmer R. D., Dominic J. R. (2011). <i>Mass Communication Research, An introduction</i>, Wadsworth. 			

Level III	Semester I			
Course Code:	MACO 33454			
Course Name:	Marketing and Advertising			
Credit Value:	04			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical Based Teaching	Independent Learning	
	45	45	110	

Course Aim / Intended Learning Outcomes:

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

01. Explain marketing and advertising theories and models
02. Identify approaches and characteristics of marketing and advertising
03. Recognize socio communication impact of marketing and advertising
04. Understand marketing and advertising strategies and its aim of creativity
05. Apply theoretical and practical knowledge of marketing and advertising

Course Content:

Definition of Marketing and Advertising, Marketing process, Segmenting and positioning productions and brands, Understanding marketing and consumer behavior, Marketing in digital platform, Integrated marketing communication, Evolution of advertising, Role of advertising in brand promotion, Structure and role of advertising agency, Creative strategy and process in

advertising, Creative copywriting, Advertising in print media, Advertising in electronic media, Advertising in digital Media

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts, Blended Learning, Field Visits, Workshops

Assessment Strategy:

Continuous Assessment.	40%	Final Assessment 60%		
Individual or group Assignment	20%	Written Examination 60%	Practical	Other
Creative Project	20%			

References/Reading Materials:

- Kelso, T. (2019). *The Social Impact of Advertising*. Rowman & Littlefield.
- Kotler, P., Gary A. (2005). *Principles of Marketing*. Upper Saddle River, NJ: Pearson/Prentice-Hall, 11th edition.
- Rodgers, S. (2019). *Advertising Theory*, Routledge
- Solomon, R. (2016). *The Art of Client Service: The Classic Guide*. Kaplan Publishing
- Young, M. (2017). *Ogilvy on Advertising in the Digital Age*, Bloomsbury.

Level III	Semester I			
Course Code:	MACO 33462			
Course Name:	Contemporary Media Studies II			
Credit Value:	02			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	15	45	40	

Course Aim / Intended Learning Outcomes:

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

01. Identify special trends and issues in the field of Media and Communication
02. Analyze contemporary media related issues
03. Discuss the media impact on society

Course Content:			
Create an awareness on contemporary issues related to the media industry both local and global contexts. Impact of media regulations imposed by the international organizations, Advancement of media technology, Media behavior, study of media coverage on special events, Media impact.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment.	40%	Final Assessment 60%	
Individual or group Assignment 40%		Written Examination	Practical work and presentations 60%
			Other
References/Reading Materials:			
<ul style="list-style-type: none"> • අයිවන්, වික්ටර්. (2009). <i>පැන අනියකද. රාවය ප්‍රකාශකයෝ, මහරගම</i> • අයිවන්, වික්ටර්. (2014). <i>අයාලේ යන ජනමාධ්‍ය. රාවය ප්‍රකාශකයෝ, මහරගම</i> • ජනමාධ්‍ය ප්‍රතිව්‍යුහගතකරණය සඳහා වන ලේකම් කාර්යාලය. (2016). <i>ජනතාවට වග කියන මාධ්‍ය ක්‍රමාන්තයක් උදෙසා ශ්‍රී ලංකාවේ ජනමාධ්‍ය ක්ෂේත්‍රය හා වෘත්තීය නගා සිටුවීමට සැලැස්ම.</i> • Crawley, W., Page, D., Pinto-J., Kishali (Ed.).(2015). <i>Embattled Media Democracy, Governance and Reform in Sri Lanka.</i> Sage, India. • Free Media Movement, (2017), <i>Blueprint for Media Reforms.</i>http://creativecommons.org/licenses/by-sa/3.0/igo/ 			

Level III	Semester II		
Course Code:	MACO 32472		
Course Name:	Public Speaking		
Credit Value:	02		
Core/Optional	Auxiliary		
Hourly Breakdown	Theory	Practical	Independent Learning
	15	45	40
Course Aim / Intended Learning Outcomes:			

After the completion of this course unit the students will be able to :			
01. Identify types and key features of public speaking. 02. Develop the content and preparation of audio-visual aids. 03. Organize the speech in logical and effective manner. 04. Deliver the persuasive and informative speech to the public.			
Course Content:			
Characteristics of Effective Communication, Choosing the Topic and Structure of a Speech Techniques of Delivery, Knowing Your Audience, Persuasive and Motivational Speech Principles Different Modes of Speaking, How and When to Use Visual Aids, Controlling Your Voice, Rehearsing Your Speech, Body Language and International Customs.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 40%	Written Examination -	Practical work and presentations 60%	Other (Attendance)
References/Reading Materials:			
<ul style="list-style-type: none"> • Jaffe, C. I. (2004). <i>Public speaking concepts and skills</i>. Cengage Learning. • Lucas, S. (2016). <i>The Art of Public Speaking</i>. McGraw -Hill. • Rice, T.S (2017). <i>Fundamentals of Public Speaking</i>. College of Canyons. 			

Level IV	Semester I		
Course Code:	MACO 41414		
Course Name:	Social Media Studies		
Credit Value:	04		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	30	90	80

Course Aim / Intended Learning Outcomes:

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

1. Define social media
2. Identify different types of social media and their usage and application
3. Critically evaluate social media content
4. Create effective social media contents

Course Content:

Overview of social media, Theory and concepts of social media, creating content for various social media platforms, Social media policies and freedom of speech, Personal branding, social media and activism, Social Media marketing and entrepreneurship. Impact of social media. Research on social media

Teaching /Learning Methods:

- Lectures, Discussions, Interactive contacts, Blended Learning.

Assessment Strategy:

Continuous Assessment. 20%	Final Assessment 80%		
Individual or group Assignment	Written Examination	Practical	Other
Creating an individual social media platform 20 %	40%	40%	

References/Reading Materials:

- Jackson,S. J Bailey,M & Welles, B F.(2020). *#hashtag activism: networks of race and gender justice*, MIT press.
- Jeremy, H. L. (2018). *Social media communication: concepts, practices, data, law and ethics*. New York, Routledge.
- Quesenberry, k.a. (2020). *Social media strategy: marketing, advertising, and public relations in the consumer revolution*. S.l.: rowman & littlefield.
- Al-Deen,H.S.N & Hendricks,JA. (2013). *Social media: usage and impact*, Lexington books.

Level IV	Semester I	
Course Code:	MACO 41423	
Course Name:	Philosophy of Communication	
Credit Value:	03	
Core/Optional	Core	

Hourly Breakdown	Theory	Practical	Independent Learning
	45		105
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to :			
<ol style="list-style-type: none"> 01. Acquire basic knowledge on philosophy of communication 02. Recognize the evolution of the concept 03. Discuss various fields related to the philosophy of communication 04. Compare different philosophical approaches of communication 05. Apply the concepts in the practical scenarios the field of media 			
Course Content:			
Introduction to Philosophy of Communication, History of philosophy of communication, Communicology and Metaphysics, Social communication and public dialogue, Marxist philosophy of communication, Philosophy of psychoanalysis of communication, Philosophy of structuralism, Poststructuralism of communication, Phenomenology of communication, Communication and postmodernism, Communication and semiotics, Communication and feminism, Constructivism in communication, Philosophy of reality.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 20%		Final Assessment 80%	
Individual or group Assignment 20%	Written Examination 80%	Practical	Other
References/Reading Materials:			
<ul style="list-style-type: none"> • Briankle, G. C., Garnet C. Bt.,_(2012). <i>Philosophy of Communication</i>. The MIT Press. • Fromm, E. (1976). <i>To Have or to Be</i>. Harper and Raw. • Fromm, E. (1941). <i>Escape from Freedom</i>. Farrar & Rinehart. • Hassan, R., Sutherland, T. (2017). <i>Philosophy of Media. A Short History of Ideas and Innovations from Socrates to Social Media</i>, Routledge. • Marcuse, H. (1964). <i>One Dimensional Man</i>. Beacon Press. 			

Level IV	Semester I	
Course Code:		MACO 41434

Course Name:	Translation Methods		
Credit Value:	04		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	45	45	110
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to :			
<ol style="list-style-type: none"> 01. Identify the nature of the translation process 02. Identify the function of translation in mass communication 03. Translate texts pertaining to various types from English to Sinhalese and vice versa 04. Apply procedures and principles of translation in practical contexts 05. Revise translation output by correcting translation and language errors 			
Course Content:			
Definitions of translation, Translation procedures and principles, Practical translation of texts pertaining to literary and non-literary categories, Linguistic aspects essential in translation, Practical Translation of Media Contents.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 20%	Written Examination	Practical	Other
Practical 20%	60%		
References/Reading Materials:			
<ul style="list-style-type: none"> • Munday, J. (2001/2008). <i>Introducing translation studies</i>. second edition. London: Routledge. • Newmark, P. (1988). <i>A textbook of translation</i>. London: Prentice Hall. • Robinson, D. (1997/2003). <i>Becoming a translator</i>. second edition. London: Routledge. • Shuttleworth, M., Cowie, M. (eds.). (1997). <i>Dictionary of translation studies</i>. London: Routledge. 			

Level IV	Semester I			
Course Code:	MACO 41444			
Course Name:	Public Relations and Media Management			
Credit Value:	04			
Core/Optional	Core			
Hourly Breakdown	Theory	Practical	Independent Learning	
	60		140	
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 01. Understand Concepts of Public Relations and Media Management 02. Examine interaction of culture and Public Relations 03. Investigate use of communication for Public Relations in contemporary society 04. Design Strategic Public Relations Planning 				
Course Content:				
Principles of Public Relations, Evolution of public relations, Types of public relations, Public relations Officer, Culture and public relations, Applied communication for public relations, Strategic public relations and planning, Event management, Principles of media management, Structures of media management, Role of media manager, Organizational communication, Media enterprises and media market, Media management business models.				
Teaching /Learning Methods				
Lectures, Discussions, Interactive contacts, Blended Learning, Observation.				
Assessment Strategy:				
Continuous Assessment. 40%		Final Assessment 60%		
Individual or group Assignment 20%		Written Examination 60%	Presentation	Other
Presentation 20%				
References/Reading Materials:				
<ul style="list-style-type: none"> • කරුණානායක, නන්දන. (1996). මහජන සම්බන්ධතා මාධ්‍ය ප්‍රකාශකයෝ, නුගේගොඩ. 				

- තිලකරත්න, මාපා. (1998). *මහජන සම්බන්ධතා: ප්‍රභවය, ව්‍යාප්තිය හා විකාශනය*. රත්න පොත් ප්‍රකාශන, කොළඹ.
- Bernays, Edward L. (1961). *Crystallizing Public Opinion*. Liveright Publishing Corporation, New York.
- Sriramesh, K., Zerfass, A, and Kim, J. N. (2013). *Public Relations and Communication Management (Current Trends and Emerging Topics)*. Routledge, New York.
- Theaker, A. (2016). *The Public Relations Handbook, 5th edition*. Routledge, New York.

Level:	Level IV		
Course Code:	41512		
Course Name:	Research Writing Skills		
Credit Value:	2		
Prerequisite:	None		
Type:	Compulsory		
Hourly Breakdown	Theory	Practical	Independent Learning
	30hrs (2 lecture hours X 15 weeks)	15hrs (Activities related to language skills development and assignments 1 hour X 15 weeks)	55hrs (Reading, listening & viewing, peer collaborative learning, LMS Forums 3-4 hours X 15 weeks)
Course Intended Learning Outcomes:			
At the completion of this course unit, student will be able to:			
ILO 1: demonstrate the knowledge of the components of a dissertation			
ILO 2: develop an annotated bibliography			
ILO 3: formulate academic texts without issues in plagiarism			
ILO 4: identify moves in an abstract and plan and write an abstract			
ILO 5: distinguish between ethical and unethical research studies and formulate a consent form/parental ascent and participant information sheet			
ILO 6: develop appropriate research designs for specific research topics			
Course Content:			
Annotated bibliography/ Literature Review			
- Discuss the features of an annotated bibliography			
- Compare and contrast list of references, bibliography and annotated bibliography			
- Develop an annotated bibliography			
- Annotated bibliography/Literature Review (20%)			
Plagiarism			
- Identify different aspects of plagiarism			
- Recognize ways to avoid plagiarism (paraphrasing, using appropriate referencing)			
Referencing			
- Identify the features of appropriate referencing styles			

- Use appropriate referencing styles in developing research articles
- **In class test (using correct referencing, paraphrasing - 20%)**

Abstract writing

- Recognize the moves of an abstract
- Formulate and abstract

Research ethics

- Identify the features of ethics in research
- **Compile documents for ethical clearance (20%)**

Writing an effective introduction and a conclusion

- Use CARS model in writing introductions in RP
- Identify components of a conclusion

Research Design

- Identify the types of research designs (Qualitative/Quantitative)
- Develop research designs applicable to different research areas or topics
- **Research design presentation (20%)**

Level IV	Semester I			
Course Code:		MACO 41452		
Course Name:		Social Media Marketing		
Credit Value:		02		
Core/Optional		Auxiliary		
Hourly Breakdown		Theory	Practical	Independent Learning
		15	45	40
Course Aim / Intended Learning Outcomes:				
After the completion of this course unit the students will be able to:				
<ol style="list-style-type: none"> 1. Understand different types of social media and their functions and audience 2. Recognize the influence of social media on marketing and branding 3. Create engaging and effective content for different social media platforms 				
Course Content:				
Types of social media, Functions of different social media platforms, Social media content strategy, Organizing and planning content for Facebook, Instagram, Twitter, YouTube, LinkedIn, Boosting content, Dealing with feedback				
Teaching /Learning Methods:				
- Lectures, Discussions, Interactive contacts, Blended Learning.				
Assessment Strategy:				
Continuous Assessment. 40 %		Final Assessment 60 %		
Individual or group Assignment 20%		Written and practical Examination 60%	Presentation	Other
Content Creation 20%				
References/Reading Materials:				
<ul style="list-style-type: none"> • Anthony Adornato, A. (2017). <i>Mobile and Social Media Journalism: A Practical Guide</i>. Sage Publications • Champion, J. (2018). <i>Inbound content: A step-by-step guide to doing content marketing the inbound way</i>. Wiley Publications. • Kawasaki, G. & Fitzpatrick, P. (2014). <i>The art of social media: Power tips for power users</i>. Portfolio. 				

Level IV	Semester II		
Course Code:	MACO 42413		
Course Name:	Media Criticism		
Credit Value:	03		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	45		105
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to:			
<ol style="list-style-type: none"> 01. Analyze critical media theories 02. Synthesize the concepts of theories and practice 03. Criticize the media contents with the use of the theories 04. Evaluate the reality of the media in practical situations 			
Course Content:			
What is media criticism, Origin and evolution of criticism in the holistic perspective, Key media critics and their role, Functions of media criticism, Social role of media criticism, Media criticism and audience of mass media, Democratic potential of media criticism, Media criticism and civil society, Levels of media criticism, Various approaches to media criticism, Genres of media criticism.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 40%		Final Assessment 60%	
Individual or group Assignment 20%	Written Examination	Practical	
Presentation 20 %	60%		
References/Reading Materials:			
<ul style="list-style-type: none"> • Cohen, F.R. (1998). <i>Communication Criticism</i>. London, Sage • Lodge, D. (1998). <i>Modern Criticism and Theory</i>, India, Pearson. • O' Donnell, V. (2007). <i>Television Criticism</i>. London, Sage • Waugh, P. (2006). <i>Literary theory and Criticism</i>. New Delhi, Oxford 			

- Zitner, S. P. (1966). *The Practice of Criticism*. Illinois Glenview wood, Neighed

Level IV	Semester II		
Course Code:	MACO 42424		
Course Name:	Internship		
Credit Value:	04		
Core/Optional	Core		
Hourly Breakdown	Theory	Practical	Independent Learning
	15	300	85
Course Aim / Intended Learning Outcomes:			
After the completion of this course unit the students will be able to:			
<ol style="list-style-type: none"> 01. Apply various theories and practices connected with the study of Mass communication. 02. Engage in a period of internship in a media institution/ Organization 03. Gaining experience in a particular area of the discipline 			
Course Content:			
Selection of a particular media unit, engage methodically as an intern, Awareness on the selected area of study, Observation and participation, Learning through action, Practicing the media environment, Submission of a report based on the internship practice.			
Teaching /Learning Methods:			
- Lectures, Discussions, Interactive contacts, Blended Learning.			
Assessment Strategy:			
Continuous Assessment. 20%		Final Assessment 80%	
Report of the Institute Profile 20%	Written Examination	Practical Presentation 60 % Portfolio 20%	Other

Level IV	Semester I			
Course Code:	MACO 43428			
Course Name:	Dissertation			
Credit Value:	8			
Core/Optional	Core			
Hourly Breakdown	Theory	Research Work	Independent Learning	
	60	740		
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. Analyze various theories connected with the study of communication 02. Generate new knowledge according to the scientific research process 03. Disseminate new findings through scientific procedure 				
Course Content:				
Thesis formats, Academic writing, Paraphrasing, Plagiarism, Supervisor-Researcher relationship, Writing skills, Proof reading.				
<i>The candidates should consent to compile and present a research dissertation containing approximately 8000 -10,000 words on a selected topic in mass communication in consultation with supervisor nominated by the Department of Mass Communication.</i>				
Teaching /Learning Methods:				
- Discussions, Interactive contacts.				
Assessment Strategy:				
Continuous Assessment.20%		Final Assessment 80%		
Individual or group Assignment Proposal presentation 20%	Written Examination	Thesis 80 %	Other	