

Curriculum

Master of Social Sciences (MSSc.) in Mass Communication

2015

Master of Social Sciences in Mass Communication (MSSc.)

Department of Mass Communication

Faculty of Social Sciences

University of Kelaniya

1. 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 two 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 (MPhil) 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. Communication and Media Unit of the University is also coordinated by the same Department. Department has fully-fledged audio-visual studio with laboratory opportunities covering new technological applications for media productions.

Academic staff of the Department includes four Professors, seven Senior Lecturers, three Permanent Lecturers and three Assistant Lecturers. In addition, there are nearly fifteen 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.

2.Target Groups: Those who have passed special degree in Mass Communication, Mass Media Studies and Communication Studies with a minimum second class lower division

3.Course duration: Two Years (02)

4.Medium: Sinhala and English

5. Course Contents:

Proposed Master of Social Sciences in Mass Communication (MSSc) course constitutes of eight course units with 60 credit values as illustrated below.

YEAR	CODE	COURSE UNIT	TYPE	CREDITS	TOTAL CREDITS
1	MACO 53085	Communication theory and Concepts	C	5	30
	MACO 53095	Language , Creative Communication and Criticism	C	5	
	MACO 53105	Study of Sri Lankan media	C	5	
	MACO 53115	International and Political Communication	C	5	
	MACO 53125	Public Relations and Media Management	C	5	
	MACO 53135	Mass Co mmunication Research	C	5	
2	MACO 63015	Research Seminar	C	5	30
	MACO 6302R	Thesis	C	25	
					60

Curriculum

Year	: 1
Type	: Core
Course Code	: MACO 53085
Title	: Communication theory and Concepts
Learning Outcomes	<p>: After the completion of this course unit the students will be able to demonstrate knowledge in,</p> <ul style="list-style-type: none">• clarifying the basic definitions of Communication theory.• discussing various aspects and unique characteristics in the field of communication.• evaluating the use of the theory and concepts in the context of a field of study.
Course Contents	<p>: Basics of Communication, Theory and Concepts, Socio cultural trends, New media and social impact, Historical trends in Communication, Global Journalism, Media Literacy, Public opinion and Ideology</p>
Methodology	<p>: Lectures, Discussions, Interactive contacts,</p>
Scheme of Evaluation	<p>: Assignments, presentations and examination.</p>
Recommended Readings	<p>: McQuail, Denis, (2010) Mass Communication theory, Sage, Baran , Stanley J. and Davis , Deansk , Thomson , (2007) Mass Communication Theory , Foundation Ferment and Future , Words worth , India Edition Fiske , J, (1982) , Introduction to Communication Studies , London , Methuen. Schramm, W.(1963). The Science of Human Communication, New York, Basic Books</p>

Year : 1
Type : Core
Course Code : MACO 53095
Title : Language , Creative Communication and Criticism

Learning Outcomes : After the completion of this course unit the student should be able to demonstrate knowledge in;

- clarifying the basic definitions of Language.
- discussing various aspects and unique characteristics in the field of Creative Communication.
- Critical evaluation on various art forms.

Course Contents : Language and society,Types of language usage in Mass Media,Media content and Structures of Messages,Study of classical literature Creative language,Types of Criticism ,Issues of Media criticism,Role of criticism,New trends of Criticism

Method of teaching & Learning : Lectures, Discussions, Active Learning

Scheme of Assessment : Assignments, Viva presentations and end of semester examination.

Recommended Readings : Schramm,W. (1988).The Story of Human Communication: Cave Painting to Microchip, New York: Harper & Row Pub
Akmajjan,A. (2001)Linguistics: An Introduction to Language and Communication (Edition).USA, MIT
Hoffmann,C.(1996)Language, Culture and Communication in Contemporary Europe9 Edition).UK,WBC.
Williams,N;Callander, N.(2010)Communication, Language and Literacy. London, Continuum International Publication group.
Carey,J.W.(1989). Communication as Culture: Essays on Media and Society. New York, Unwin Hyman Publishers.
O’Sullivan,T. (1994)Key Concepts in Communication and Cultural Studies.UK,Routledge.
Gronbeck,B,E;Sillars,M.O.(2001).Communication Criticism: Rhetoric, Social Codes, Cultural Studies.UK,Waveland Press.
Hartley,J.(2011).Communication, Cultural and Media Studies: The Key Concepts. Canada,Routledge.

Year	: 1
Type	: Core
Course Code	: MACO 53105
Course Title	: Study of Sri Lankan media
Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in the issues of contemporary media in Sri Lanka,
Course Contents	: Traditional communication Patterns, Buddhism and Communication ,Sri Lankan Media Industry, Media policy ,regulations, law and ethics .Contemporary media issues,Current trends in Media,
Methodology	: Lectures, Discussions, Interactive contacts,
Scheme of Evaluation	: Assignments, presentations and examination.
Recommended Readings	: Crawley,William,Page,David,Jayawardena,Kishali Pinto (2015)Embattled Media .Democracy ,Governance and reform in Sri Lanka, Sage. Rajapaksha,Wijedasa,(2000) Media Freedom and responsibility Pieris,G.H (1997) Studies on the Press in Sri Lanka and South Asia.ICES,Kandy Senaddhira,S.P,(1996) Under Siege: Mass Media in Sri Lanka

Semester : 1
Type : Core
Course Code : MACO 53115
Course Title : **International and Political Communication**

Learning Outcomes : After the completion of this course unit the students will be able to demonstrate knowledge in,

- clarifying the basic definitions ,Concepts and Theories in International and political communication
- applying Various political communication strategies used in the international and local context
- Contextualizing the applicability of theories related to political communication.

Course Contents : Theories of Communication and political process,Media systems and democratic process, Global media and ownership issues, International communication, Media policy and regulations, New media and online politics, News production, Political parties and election campaign, Public relations, Political marketing, Public opinion interest groups, Social movements and protest campaigns, Media sociology, Political Economy of Mass Media Political power, Culture and communication.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :Garber,Doris A (2011) On media:Making Sense of Politics
McNair,Brian,(2007) Introduction to Political Communication
Norris,Pippa,(2004) Electoral Engineering,Cambridge university press,Oates,Sarah.(2008)introduction to politics and media,Sage,Lees Marshment,Jennifer (2014) Political Marketing:Principles and applications,Routledge

Semester	: 1
Type	: Core
Course Code	: MACO 53125
Course Title	: Public Relations and Media Management
Learning Outcomes	: After the completion of this course unit the student should be able to : <ul style="list-style-type: none">• clarify the basic definitions and analysis of Public Relations and Media Management• discuss various aspects and unique characteristics in the field of Strategic Public Relations• apply the general management concepts in the context of Media & Communication• Create applicable models and programs of Public Relations and Media Management
Course Contents	: Introduction to Public Relations, Perspectives of Strategic Public Relations, Basic components of Public Relations, Definitions of Public Relations, Classifications and types of Public Relations, Theories and concepts of Public Relation and its social applicability in various professions, Introduction to Media Management & Entrepreneurship, communication planning, cooperate communication, organizational communication, public relations event management, project management and organizational management ,fund raising and philanthropy, financial communication, financial PR, behavior in organizations, trans-cultural leadership, Media Management Research ,Public Relation Research
Method of teaching & Learning	: Lectures, Discussions.
Scheme of Assessment	: Assignments, Presentations and end of semester examination
Recommended Readings	: <ul style="list-style-type: none">• Theaker, A. (2006). The Public Relation Hand Book. U.K: Routledge.• Dilenschneider, R. L. (1990). Power and Influence; Mastering the Art of Persuasion. New York: Prentice Hall Press.• Bernays, E. L. (1986). The Later Years: Public Relations Insights. New York: H & M Publishers.• Sylvie, G. (2004) Media Management: A casebook Approach (Lea's Communication). New York: Sage.• Vizjak, A. and Ringlastetter, M. J. (2005) Media Management. NewDelhi, Routledge.

Semester	: 1
Type	: Core
Course Code	: MACO 53135
Course Title	: Mass Communication Research
Learning Outcomes	: After the completion of this course unit, the students should be able to demonstrate knowledge in various research methodologies.and add to the new knowledge to the field of mass communication
Course Contents	: Introduction to research methods,Types of Mass Communication research,Research ethics,Sampling Qualitative and quantitative research,Content Analysis,Media research,Research plan
Method of Teaching and Learning	: Lectures, Discussions.
Scheme of Assessment	: Assignments, Presentations and end of semester examination
Recommended Readings	:Dominick R Joseph,Wimmer D. Roger (2003)Mass Media Research: An Introduction,Thomson. Jensen, K. B. (2006). A Handbook of Media and Communication research; Qualitative and Quantitative Methodologies. London and New York, Rutledge.

Semester	: 1
Type	:core
Course Code	: MACO 63015
Course Title	: Research Seminar
Learning Outcomes	: After completion this unit student should be able to conduct a self- proposed research in any given field.
Course contents	: Selection a topic, .conduct a basic research, and presented it in the department research conference for MSSc students.
Method and teaching	: Guidance and Class Room Works
Scheme of Assessment	: Assessment based on the Research report and Oral Presentation (viva)

Semester	: 1
Type	: core
Course Code	: MACO 6302R
Course Title	: Thesis
Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none">• applying theoretical aspects of Mass Communication in understanding a particular issue.• researching pertinent aspects of Mass Communication with reference to special fields of practice• producing a serious research study leading to the practice of Mass Communication
Course contents	: For this unit, it is essential to complete an original study from a research work.

The thesis must include minimum 30,000 words. It should be properly conducted through a scientific method of research with supervision, which is recommended by the Department of Mass Communication.

Method and teaching	: Guidance and Class Room Works
Scheme of Assessment	: Assessment based on the thesis and Oral Presentation (viva)

Master of Arts (Mass Communication) Present Units

YEAR	CODE	COURSE UNIT	TYPE	CREDITS	TOTAL CREDITS
1	MACO 53015	Principles of Communication	C	5	
	MACO 53025	History of Media	C	5	
	MACO 53035	Language and creative Communication	C	5	
	MACO 53045	Development Communication and Media Usage	C	5	
	MACO 53055	Political Communication	C	5	
	MACO 53065	Mass Communication Research	E	5	
	MACO 53075	Dissertation	E	5	