

Syllabus

Higher Diploma in Communication and Public Relations

Department of Mass Communication

University of Kelaniya

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1. Background to the Programme

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 with academic contribution of Professor Ediriweera Sarachchandra, Professor M.B Ariyapala, Professor Wimal Dissanayala, Professor Sunanda Mahendra, Edwin Ariyadasa, W.D Amaradewa, D.B Nihalsinghe.

The Department has been exploring various dimensions within past thirty years of both academic and professional contribution for the national development in Sri Lanka. The Department offers BA (General and Special) degree programmes and B.A external (General) degree programme and the postgraduate programmes 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 and Doctor of Philosophy.

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. All those courses are receiving with maximum professional and academic importance.

Moreover, Unit of Human Rights and Unit for Media research 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 four Professors, four Senior Lecturers, five 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.

At present, the Department of Mass Communication is introducing new curricula in considering with contemporary national requirements. Diploma in Media and Public Relation studies has received a maximum applicability in this venture.

2. Justification

The Higher Diploma course in Communication and Public Relations is designed to provide a platform to gain knowledge, skills, and experience in public and media relations and related fields. It is understood that there are several social necessities which cater to this field in both private and government sectors. Public Relation is a tool of promoting one's (institutional) personality in terms of drawing an interest towards itself. In this sense, media plays a major role. On the other hand, it is hard to find a particular University course in Sri Lanka in this field to fill this social need. The curriculum of the diploma course has been developed to provide students with knowledge and skills that are required in providing services as public and media relation officers and professionals in related fields efficiently and effectively. The course would also facilitate trainees to gain insights and investigate into emerging and escalating social and professional objectives and issues.

Public Relation aspects, components and issues have been taken into serious consideration in this curriculum within the professional milieu. A substantial advanced course in Public Relation has not so far been offered by any other higher education institution either government or private sectors. Therefore this course undertakes to fill up the pervasive vacuum. Our mission in this venture is to make pertinent arrangements in the capacity of bringing upon the Public Relation education in terms of the local and international development goals. On the other hand, this fee levying course will also provide an opportunity to obtain additional funds to strengthen the existing facilities of the Department of Mass Communication.

3. Course output

This is the first Higher diploma course, consisting both practical and theoretical insights of Public and Media Relations that will be offered within the Sri Lankan University system. Participants from both private and government services would be enabled to expand and reach a standard of academic and professional training on the discipline.

4. Objectives

The Objectives of this Higher diploma programme are;

- to provide an opportunity to strengthen the career development of the personnel attached to Private and Government institutions and highly motivated students who pass the G.C.E.(A/L) examination but do not qualify to pursue University education.
- to strengthen the theoretical knowledge of Communication and Public Relations process to whom employed at both private and government industries.

- to provide scientific perspective of communication skills in terms of public relation discipline to uplift the effectivity of using communication and media to contribute to national development.

5. Learning Outcomes of the Higher Diploma programme.

Upon successful completion of the Higher Diploma programme, students will be able to

- Explain basic principles of Public Relation and media in its interrelationship with other disciplines
- Apply basic concepts of Public Relation for solving communication and management problems related to the industries.
- Use appropriate methods to identify organizational problems in the institutions
- Eradicate existing communication barriers and constraints in the industries
- Design and carry out Public Relation systems and analyze results

6. Target groups

This course is designed for school leavers, Public Relation officers, Public Relation consultants, who wish to upgrade their career development in Public Relation and media related employment.

7. Course duration; 12 months

8. Medium; Sinhala

9. Eligibility Criteria

The applicants should **pass**;

(a). Degree Certificate (General/Special)

or

(b). Diploma in Public and Media Relations/Diploma in Mass Communication/Diploma in Marketing Management of the University of Kelaniya

or

(c). A recognized Diploma from the University Grants Commission

or

(d). Equivalent qualification approved by the Senate of the University of Kelaniya, Sri Lanka.

10. Admission to Higher Diploma in Communication and Public Relations

a. Intake

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

b. Selection procedure

Suitable applicants will be selected by an interview

c. Attendance

80% attendance is compulsory for all course units

11. Evaluation Criteria;

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

Evaluation of students' performance will be done through;

- Assignments
- Projects
- Placements/Internships
- Assessment of skills through practice workshops
- Viva
- Written Examination
- 80% of participation to lectures

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

11. (1) Grading System;

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

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

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

Grade Point Average

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

13.1 Eligibility for the award of the Higher Diploma in Public Relations

13.1.1 To be eligible for the award of the Higher Diploma in Public Relations, a student must:

1. Obtains grade C or higher in each of the course units,
2. Obtains a minimum cumulative GPA of 2.00 from all course units, and
3. Complete the relevant requirements within three consecutive examinations

13.2.1 Merit Pass

A student registered for the **Higher Diploma in Communication and Public Relations** will be awarded the **Higher Diploma in Communication and Public Relations** with merit if he/she satisfies all the following conditions.

1. Obtain grade B or higher in each of the course units,
2. Obtain grade A or higher for the Public Relations Campaigning HDCPR 23065,
3. Obtain a minimum cumulative GPA of 3.30 from all course units,

4. A GPA of 4.00 along with "A" passes for all course units should be obtained in order to receive a Distinction.
5. Fulfills the relevant requirements at first attempt of the examination.

14. Re-sit examination

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

15. Course Contents;

Proposed higher diploma course constitutes of six course units with 30 credit values as illustrated below.

Code	Course Units	Status	Credits	Hours		
				Lecture Hours	Practical Hours	Independence Practical Hours
HDCPR 23015	Principals of Communication and Public Relations	Core	5	75	90	128
HDCPR 23025	Public Relations and Media Management	Core	5	75	90	128
HDCPR 23035	Advertising, Marketing and Communication	Core	5	75	90	128
HDCPR 23045	Corporate Communication	Core	5	75	90	128
HDCPR 23055	Media Entrepreneurship	Core	5	75	90	128
HDCPR 23065	Communication and Public Relation Campaigns	Core	5	75	90	128
	Total Credits		30	192	540	768
	Total			1500		

Curriculum

Type : Core
Course Code : HDCPR 23015
Title : **Principals of Communication and Public Relations**

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

- Using Core concepts of communication, Levels of communication and Public Relations
- Clarifying the basic definitions and analysis of media and communication in terms of Communication and Public Relation
- Discussing various aspects and unique characteristics in the field of Communication and Public Relation
- Contextualizing the applicability of general Public Relation concepts in the context of a media and communication professions.

Course Contents :

Introduction to Communication, and Public Relations
Professionalism, Communication and Public Relation
Use of Media in Public Relation
Use of Communication and media models in PR
Types of Communication and Public Relations
Public Relation Techniques.
Media Literacy
Cultural aspects of Mass Communication and PR
Public opinion and Media Advocacy.
Law and Ethics for Communication and Public Relations

Methodology : Lectures, Discussions, Interactive contacts

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Theaker, A.(2006). The Public Relation Hand Book, U.K, Routledge (Second edition).
- 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.
- රාජපක්ෂ, චන්ද්‍රසිරි. (2003) ජනසන්නිවේදන මූලධර්ම, ෆාස්ට් ප්‍රින්ට්ස්, කොළඹ
- ඇතුගල, ආරියරත්න (1998). සන්නිවේදන සිද්ධාන්ත. එස් ගොඩගේ සහ සනෝදරයෝ, කොළඹ

- මහේන්ද්‍ර, සුනන්ද (1999). සන්නිවේදනයේ ස්වභාවය හා අරමුණු, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- මහේන්ද්‍ර, සුනන්ද (1991). සන්නිවේදන ගවේෂණ. එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- රාජපක්‍ෂ, සමන් (2018). බෞද්ධ සන්නිවේදන න්‍යාය සහ ආකෘති, එස්. ගොඩගේ සහ සහෝදරයෝ
- දිසානායක, විමල් (1977) මානව සන්නිවේදනය, සීමාසහිත ලේක් හවුස්, කොළඹ 02
- පියදාස, රෝහණ ලක්‍ෂ්මන් (1998) සන්නිවේදන විමර්ශන, මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය, මහනුවර
- තිලකරත්න, මාපා. (1998). මහජන සම්බන්ධතා: ප්‍රභවය, ව්‍යාප්තිය හා විකාශනය. කොළඹ, රත්න පොත් ප්‍රකාශන.
- මහේන්ද්‍ර, සුනන්ද. (2010). සන්නිවේදනය හා සමාජය. කොළඹ, ගොඩගේ සහ සහෝදරයෝ.
- හපුආරච්චි, අජන්තා. (2005). මහජන සන්නිවේදනය හා මහජන සම්බන්ධතා. ඉඹුල්ගොඩ. සෙනරත් ප්‍රකාශන.
- කරුණානායක, නන්දන. (1996) මහජන සම්බන්ධතා. නුගේගොඩ, මාධ්‍ය ප්‍රකාශකයෝ.
- ජිනදාස, මනෝජී පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- ජිනදාස, මනෝජී පුෂ්ප කුමාර. (2014). සන්නිවේදන අධ්‍යයනය. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- රාජපක්‍ෂ, ව්‍යුසිරි (1998). කුඩා කණ්ඩායම් සන්නිවේදනය, ප්‍රදීප ප්‍රකාශකයෝ, කොළඹ
- ඇතුගල, ආර්යරත්න (2016). සන්නිවේදනය න්‍යාය හා ආකෘති, ෆාස්ට් පබ්ලිෂින් (ප්‍රයිවට්) ලිමිටඩ්, කොළඹ 10
- රාජපක්‍ෂ, ව්‍යුසිරි, ටියුඩර් චීරසිංහ (2002). ජනමාධ්‍යවේදය

Type : Core
Course Code : HDCPR 23025
Course Title : **Public Relations and Media Management**

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

- Using key concepts and theories of Media & Communication management
- Clarifying the necessity of the management in both Media and Communication planning
- Applying various management strategies used in the PR Programmes
- Contextualizing the applicability of media & Communication management concepts with the PR

Course Contents :

- Introduction to Media Management
- Global Media Management
- Media Marketing Management
- Media and Internet Management in the Digital Age
- Newspaper, Book, and Magazine Management
- TV and Radio and film Management
- Music, Video and Computer Game Management
- Production management
- Introduction to Media Industry & Management
- Media Project development

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- 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.
- Warner,C.(1997) Media Management Review,USA, Lawrence Erlbaum Associates
- Kelley, L.D. and Jugenheimer, D.W.(1998)Advertising Media Planning: A Brand Management Approach
- Albarran, A. B: Chan-Olmsted, S. M. And Wirth, M. O. (2005) Handbook of Media Management and Economics (LEA's Media Management and Economics Series).London. Sage.
- Pringle, P. Starr, M.F and McCavitt, W. (2004) Electronic Media Management. London. Sage.
- මහේන්ද්‍ර, සුනන්ද (1997). ජනමාධ්‍යයේ නැඟීම, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ

- පියදාස, රෝහණ ලක්ෂ්මන් (1993). ප්‍රවෘත්ති කලා මතවාද හා විමර්ශන, වාමර මුද්‍රණ ශිල්පියෝ, මරදාන
- ඇතුගල, ආරියරත්න (1993). රූපවාහිනිය සහ සන්නිවේදනය, රත්න පොත් ප්‍රකාශකයෝ, මරදාන
- ඇතුගල, ආරියරත්න (2016). මහජන මතය හා මාධ්‍ය සංස්කෘතිය, ෆාස්ට් පබ්ලිෂින් (ප්‍රයිවට්) ලිමිටඩ්, කොළඹ 10
- ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- සෙනෙවිරත්න, නිච්චන් (2001) ජනසන්නිවේදනයේ ප්‍රවෘත්ති කලාව
- කරුණානායක, නන්දන (2000) විද්‍යුත් සන්නිවේදනය
- මාධ්‍ය සමීක්ෂා I,II (1996). ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය, කොළඹ
- ඇතුගල, ආරියරත්න (2016). සන්නිවේදන සංකල්ප හා මාධ්‍ය සාක්ෂරතාව, ෆාස්ට් පබ්ලිෂින් (ප්‍රයිවට්) ලිමිටඩ්, කොළඹ 10

Type : Core
Course Code : HDCPR 23035
Course Title : **Advertising, Marketing and Communication**

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

- Using Core concepts of and levels of advertising and marketing in the process of Public Relation
- Clarifying the basic definitions, Concepts and Theories in Advertising and Marketing
- Applying Various Public Relation strategies used in the Advertising and Marketing Campaigns and Programmes
- Contextualizing the applicability of general Public Relation concepts with the context Advertising and Marketing.

Course Contents :

Advertising Theories Concepts and Models.
Role of Creativity, Concepts and Advertising.
Brand Communication and strategies.
Role and Structure of Advertising agency.
Print media and Advertising.
Electronic media and Advertising.
Outdoor media and Advertising.
Integrated Marketing Communication.
Social media, Mobile Marketing and Advertising.
Media and Marketing research.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Scott, D. M.(2007)The New Rules of Marketing and PR. London. Sage.
- Kotler, P.(2004). Advertising Vs.PR: Kotler on Kotler. NewYork. Routledge.
- Ries, Al and Ries, Laura.(2004) The fall of Advertising and the Rise of PR. NewYork. Sage.
- නිශ්ශංක, චන්දිමා (2004), දැන්වීම්කරණය, එස් ගොඩගේ, කොළඹ

- ආර්යරත්න, ඇතුගල (1998). සංජානනය සහ සන්නිවේදනය, එම්.පී.නසේන සහ සමාගම, කොළඹ
- ජිනදාස, මනෝජී පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- අත්තනායක, භාග්‍යා (2003) ප්‍රචාරණය

Type : Core
Course Code : HDCPR 23045
Course Title : **Corporate Communication**

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

- using key Concepts and Theories of Corporate Communication.
- clarifying the necessity of the Management in both Corporate Communication and Planning.
- applying various Management Strategies used in the PR Programs.
- designing the Applicability of Corporate Communication and Management Concepts with the PR

Course Contents :

Principles of Corporate Communication
Corporate Communication and Public Relations
Corporate Plan, Application and Intuitions
Corporate Communication and PR Strategies
Organizational Culture
Corporate Social Responsibility (CSR)
Practical aspects of Corporate Communication
Corporate Communication and Case studies
New Trends of Corporate Communication
Perspectives on Corporate Communication

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Kelley, L.D. and Jugenheimer, D.W. (1998). Advertising Media Planning: A Brand Management Approach.
- Albarran, A. B; Chan-Olmsted, S. M. and Wirth, M. O. (2005). Handbook of Media Management and Economics (LEA's Media Management and Economics Series).London. Sage.
- Joseph C. (2011). Corporate Communication: A Guide to Theory and Practice. London, Sage.
- Goodman, M.B; Peter B.H. (2010). Corporate Communication: Strategic Adaptation for Global Practice. N.Y, Peterlang.
- ජනදාස, මනෝජී පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.

Type : Core
Course Code : HDCPR 23055
Course Title : **Media Entrepreneurship**

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

- clarifying the necessity of the management in both media and communication planning
- using key concepts and theories Communication entrepreneurship
- applying various management strategies Programs
- designing the applicability of media & communication management concepts with the PR

Course Contents :

- Introduction to Entrepreneurship
- Media Entrepreneurship
- Social Philosophy and Entrepreneurship
- Public Relation and Entrepreneurship
- Study of Local Entrepreneurs
- Study of Foreign Entrepreneurs
- Leadership and Entrepreneurship
- Development and Entrepreneurship
- New Media and Entrepreneurship
- Social Responsibility and Entrepreneurship

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Sylvie, G. (2004) Media Management: A casebook Approach (Lea's Communication). New York: Sage.
- Vizjak, A. and Ringlastetter, M. J. (2005) Media Management. New Delhi, Rutledge.
- Kelley, L.D. and Jugenheimer, D.W. (1998). Advertising Media Planning: A Brand Management Approach.
- Pringle, P. Starr, M.F and McCavitt, W. (2004). Electronic Media Management. London; Sage.
- ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.

Type : Core
Course Code : HDCPR 23065
Course Title : **Communication and Public Relation Campaigns**

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

- Applying theoretical aspects of Media and Public relations in the context of relevant professional sectors.
- Researching pertinent aspects of Media and public Relations with reference to special fields of practice
- Practicing the Media and Public relation in the professional settings.

Project Contents :

Introduction to Communication and PR Campaigns
Formative Research
Campaign Proposal
Campaign Plan
Campaign implementation Report
Campaign evaluation Report
HRM and Challenges in Campaign
Business Plan and strategic Management
Campaign Presentation
Using media for Campaign

For this course unit, it is essential to complete an original study based on professional project of Public relation campaigning.

The Project report includes minimum 8000 to 10000 maximum words. It should be properly conducted through a scientific method of research with relevant supervision from senior academic, who is recommended by the Department of Mass Communication. It is very important to design and practice the proposed public relation campaigning at a suitable work set-up.

In addition, practical sessions on Team Working, Human Resource Management, Business Plan and Strategic Management, Social Media Public Relations, Case Studies.

Methodology : Lectures, Discussions, Interactive contacts

Scheme of Evaluation

: Practical Performance, Presentations, Project Report and examination.

Recommended Readings

:

- Wimmer, R.D & Dominick, J.R.(2005).Mass Media Research; An introduction. Australia, Thomson & Wadsworth.
- Jensen, K. B.(2006). A Handbook of Media and Communication research; Qualitative and Quantitative Methodologies. London and New York, Rutledge.
- Glander , T.(2000).Origins of Mass Communications Research During the American Cold war; Educational Effects and Contemporary Implications. Mahwah, New Jersey, Lawrence Erlbaum.
- Riffe , D.; Lacy, S.; Fico, F.G.(2005).Analyzing media Messages ;using Quantitative Content analysis in research. Mahwah, New Jersey, Lawrence Erlbaum.
- ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- ඇතුගල, ආර්යරත්න (1990) සමීප රූප
- ලොකුලියන, අරුණ (2001). ඊශ්වර විංසතිය, පුස්තකාල සේවා මණ්ඩලය, කොළඹ
- රාජපක්ෂ, සමන්; නන්දසිරි, අමාලි උත්පලා (2017). ඉරගල වැටෙන යාමය (ගුවන්විදුලි පිටපත් රචනා). සරසවි ප්‍රකාශකයෝ, නුගේගොඩ
- පතිරණගේ, දර්ශන මාපා. (2013). භාෂාව, නිර්මාණකරණය හා සන්නිවේදනය, රිඟ්ලෙක්ට් විෂන් මීඩියා ඇකඩමිය, දළුගම
- නන්දසිරි, අමාලි උත්පලා (2017). ලාංකේය සංස්කෘතියේ මහජන සම්බන්ධතා හා කළමනාකරණ ක්‍රමෝපායන්. එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ
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- ප්‍රියදර්ශනී, සමන්තිකා (2008). සිනමා සාක්ෂරතාව. කල්පන ප්‍රකාශකයෝ, කිරිඳිගොඩ
- ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). නිර්මාණාත්මක සන්නිවේදනය හා විචාර අධ්‍යයනය. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.

List of Resource persons

a. Internal Resource Persons

1. Professor Emeritus Sunanda Mahendra
2. Professor Emeritus Chandrasiri Rajapaksha
3. Professor Rohana Luxman Piyadasa
4. Senior Professor Ariyaratna Athugala
5. Professor Mapa Thilakarathna
6. Professor Lal Thilakarathna
7. Dr. Ajith Medis
8. Senior Lecturer Aruna Lokuliyana
9. Senior Lecturer Wijayananda Rupasinghe
10. Senior Lecturer Chandima Nishshanka
11. Senior Lecturer D.M. Ravi Dissanayaka
12. Senior Lecturer Manoj Pushpa Kumara Jinadasa
13. Senior Lecturer Saman Rajapaksha
14. Senior Lecturer Samanthika Priyadarshani
15. Senior Lecturer Dammika Bandara
16. Senior Lecturer Darshana Somarathna
17. Senior Lecturer Dinithi Jayasekara
18. Lecturer Mangala Keerthi de Pasqual
19. Lecturer Amali Uthpala Nandasiri
20. Lecturer Dinesha Liyange

b. External Resource Persons

1. Professor Dammika Ganganath Dissanayaka
2. Professor Ajantha Hapuarachchi
3. Dr Dinesh Samarasinghe
4. One Public Relation Manager from one of the three state Banks
5. One Public Relation Manager from Telecommunication companies
6. Public Relation Officer from Sri Lankan Air lines.
7. Public Relation Officer from Sri Lanka Police Department.
8. Public and Media Relation officers from Three Forces
9. Executive Officers from Sri Lankan Public Relation Firms.

NOTE *** According to the syllabus the subjects will be taught by the academic staff of the department of Mass Communication and some of the academics from other departments related to the discipline. Visiting lecturers will be recruited on the recommendation of the Board of studies.

Proposed Syllabus for Higher Diploma in Communication & Public Relations
Department of Mass Communication

Signature:.....

Head of the Department

Date:.....

Signature:.....

Dean of the Faculty

Date:.....

Recommended by the Faculty Board on :

Recommended by the Curriculum Learning and Teaching Evaluation Committee:

Recommended by the Senate on :

Approved by the senate on:.....

Signature:.....

Assistant Registrar

Faculty of Social Sciences

Date:.....