

**Revised Curriculum**  
**Bachelor of Arts Degree Programme**  
**Center for Distance and Continuing Education, 2021**

**Subject; Mass communication**

<b>Year of Study</b>	<b>Semester</b>	<b>Code</b>	<b>Course Unit</b>	<b>Compulsory/ Optional</b>	<b>Credits</b>
1	1 & 2	MACO 18214	Principles of Communication	Compulsory	4
		MACO 18224	Communication and Media history	Compulsory	4
2	3 & 4	MACO 28214	Language and creative communication	Compulsory	4
		MACO 28224	Communication for Development	Compulsory	4
3	5 & 6	MACO 38214	Public Relations and Media Management	Compulsory	4
		MACO 38224	New media and Communication trends	Compulsory	4

<b>Course Code:</b>	<b>MACO 18214</b>
<b>Compulsory/ Optional:</b>	<b>Compulsory</b>
<b>Course Name:</b>	<b>Principles of Communication</b>
<b>Intended Learning Outcomes:</b>	<ul style="list-style-type: none"> <li>➤ Define the Communication and Mass Communication.</li> <li>➤ Recognize Key principles of Mass Communication.</li> <li>➤ Identify the basic elements and the types of Mass Communication process.</li> <li>➤ Describe the role and function of communication in various communication strata.</li> <li>➤ Grasp the basic features of the study of communication with an understanding of theoretical aspects of the subjects.</li> <li>➤ Discuss various aspects and unique characteristics in the field of Communication.</li> </ul>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>01. Definitions of Communication</li> <li>02. Communication Process</li> <li>03. Communication Types</li> <li>04. Classification of Communication</li> <li>05. Communication approaches</li> <li>06. Roles of Communication</li> <li>07. Communication Concepts</li> <li>08. Communication Models</li> <li>09. Communication Theories</li> <li>10. Communication Perspectives</li> </ol>
<b>Teaching /Learning Activities:</b>	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
<b>Assessment Strategy:</b>	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
<b>Recommended Reading:</b>	<ul style="list-style-type: none"> <li>● ඇතුගල, ආරියරත්න. (2018). සන්නිවේදන න්‍යායික ආකෘති, සුරස ප්‍රකාශකයෝ, මරදාන</li> <li>● ඇතුගල, ආරියරත්න. (2018). සන්නිවේදන ප්‍රවර්ග, සුරස ප්‍රකාශකයෝ, මරදාන.</li> <li>● දිසානායක, විමල් . (1977). මානව සන්නිවේදනය, සීමාසහිත ලේක් හවුස්, කොළඹ 02.</li> <li>● මහේන්ද්‍ර, සුනන්ද. (1999). සන්නිවේදනයේ ස්වභාවය සහ අරමුණු, එස් ගොඩගේ සහ සහෝදරයෝ, කොළඹ.</li> <li>● රාජපක්‍ෂ, චන්ද්‍රසිරි. (2003). ජනසන්නිවේදන මූලධර්ම, ෆාස්ට් ප්‍රින්ටින්, කොළඹ</li> <li>● Bittner, John R. (1977). Mass Communication an Introduction, USA.</li> <li>● McQuail, Denis. (2010). McQuail's Mass Communication Theory, Vistas Publication, New Delhi.</li> </ul>

<b>Course Code:</b>	<b>MACO 18224</b>
<b>Compulsory/ Optional:</b>	<b>Compulsory</b>
<b>Course Name:</b>	<b>Communication and Media history</b>
<b>Intended Learning Outcomes:</b>	<p><b>The undergraduate will be able to:</b></p> <p>01. Discuss the evolution of Communication and Mass Communication</p> <p>02. Explain characteristic features of various communication methods</p> <p>03. Clarifying the basic landmarks of Media and Communication development</p> <p>04. Evaluate various trends connected with the study of media history and its application to the study of communication.</p> <ul style="list-style-type: none"> <li>•</li> </ul>
<b>Course Content</b>	<p>Primitive Communication Methods</p> <p>02 Traditional Communication Methods</p> <p>03 Introduction to conventional Media</p> <p>04 History of Print Media</p> <p>05 History of Cinema</p> <p>06 History of Radio Medium</p> <p>07 History of Television Medium</p> <p>08. History of New Media</p>
<b>Teaching /Learning Activities:</b>	<p>Lectures, Discussions, Assignments, Workshop</p> <p>All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.</p>
<b>Assessment Strategy:</b>	<p>Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.</p>
<b>Recommended Reading:</b>	<ul style="list-style-type: none"> <li>• කරුණානායක, නන්දන. (1990). හැටහය වසරක ගුවන්විදුලිය, සූරිය ප්‍රකාශකයෝ, කොළඹ.</li> <li>• ජනදාස, මනෝජී පුෂ්ප කුමාර. (2017). නව සංස්. මාධ්‍ය හා නව මාධ්‍ය ඉතිහාසය මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.</li> <li>• පියදාස, රෝහණ ලක්මන්. (1993). ප්‍රවෘත්ති පත්‍ර කලාව මතවාද හා විමර්ශන, වාමර මුද්‍රණ ශිල්පියෝ, මරදාන.</li> <li>• වර්ණසූරිය, නිසිත. (1990). වලන විනයේ කතාව, රජයේ මුද්‍රණ නීතිගත සංස්ථාව.</li> </ul>

	<ul style="list-style-type: none"> <li>• ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය. (1998). පුවත්පත් කලා සමීක්ෂා I,II</li> <li>• Hilmes, Michele. (2003)' <b>Connections A broadcast History Reader</b>, Thomson wardswath. USA.</li> </ul>
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<b>Course Code:</b>	<b>MACO 28214</b>
<b>Compulsory/ Optional:</b>	<b>Compulsory</b>
<b>Course Name:</b>	<b>Language and Creative Communication</b>
<b>Intended Learning Outcomes:</b>	<p><b>The undergraduate will be able to :</b></p> <ul style="list-style-type: none"> <li>➤ Define Language and Creativity.</li> <li>➤ Recognize Key principles of language, Creativity and Creative Communication.</li> <li>➤ Apply various theories connected with the study of Language Creativity and Communication.</li> <li>➤ Describe the role and function of language and Creativity in various communication strata.</li> <li>➤ Develop a mature understanding of the relationship between the Creative language and creativity.</li> <li>➤ Illustrate various aspect of creative communication.</li> <li>➤ Demonstrate knowledge in Language, Creativity and Communication.</li> </ul>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>01. The basic aspect of the origins of human Language.</li> <li>02. Language and Social strata</li> <li>03. Creative Communication in Classical Literature,</li> <li>04. Language and Culture</li> <li>05. Elements of Creativity</li> <li>06. Language and Creative Communication</li> <li>07. Creative writing for media.</li> <li>08. Entertainment Technology and Creative Industries.</li> </ol>
<b>Teaching /Learning Activities:</b>	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
<b>Assessment Strategy:</b>	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
<b>Recommended Reading:</b>	<ul style="list-style-type: none"> <li>• දිසානායක, ජේ.බී. (1976). සිංහල ජනවහර, ලේක් හවුස් ඉනිටෙස්ටන්ට්, කොළඹ.</li> <li>• දිසානායක, ජේ.බී. (1996). සිංහල භාෂාවේ නව මුහුණුවර.</li> </ul>

	<ul style="list-style-type: none"> <li>• ධර්මදාස, කේ.එන්.ඕ. (1972). භාෂාව හා සමාජය, ලේක් හවුස්, කොළඹ.</li> <li>• ධර්මදාස, කේ.එන්.ඕ. (1999). භාෂාවේ සම්භවය හා සමාජ මුහුණුවර.</li> <li>• මහේන්ද්‍ර, සුනන්ද.(1998) නිර්මාණාත්මක සන්නිවේදනය, එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ.</li> <li>• Williams,N. Callander, N.(2010) '<b>Communication, Language and Literacy</b>. London,</li> <li>• Continuum International Publication group.</li> </ul>
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<b>Course Code:</b>	<b>MACO 28224</b>
<b>Compulsory/Optional:</b>	<b>Compulsory</b>
<b>Course Name:</b>	<b>Communication for Development</b>
<b>Intended Learning Outcomes:</b>	<p><b>The undergraduate will be able to:</b></p> <ul style="list-style-type: none"> <li>• Define the concept of Development.</li> <li>• Apply various theories connected with the study of development communication.</li> <li>• Describe the role and function of Communication in development process.</li> <li>• Evaluate the nature, growth and trends in the field of development communication</li> </ul>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>01. Definition on Communication for Development.</li> <li>02. Development objectives.</li> <li>03. Development concepts.</li> <li>04. Development Communication models.</li> <li>05. Development plans and projects.</li> <li>06. Development research.</li> <li>07. Disaster Communication and management</li> <li>08. Rural development and traditional communication Patterns,</li> <li>09. Community based communication.</li> <li>10. Indigenous development units.</li> <li>11. Development Organizations.</li> </ol>
<b>Teaching /Learning Activities:</b>	<p>Lectures, Discussions, Assignments, Workshop</p> <p>All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.</p>
<b>Assessment Strategy:</b>	<p>Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.</p>
<b>Recommended Reading:</b>	<ul style="list-style-type: none"> <li>• ඇතුගල, ආරියරත්න. (2019).සංවර්ධනය සඳහා සන්නිවේදනය, සුරස ප්‍රකාශකයෝ, මරදාන.</li> </ul>

	<ul style="list-style-type: none"> <li>● නානායක්කාර, සේන (1995). සංවර්ධන සන්නිවේදනය සහ ගුවන් විදුලි නාට්‍යය, කතෘ ප්‍රකාශකයෝ, කොළඹ.</li> <li>● පියදාස, රෝහණ ලක්ෂ්මන්. (2000). පුරාණ ගම, මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය, මහනුවර.</li> <li>● Jayaweera, N' and Amunugama S' (Eds) (1987)' <b>Rethinking Development Communication</b>, AMIC, Singapore.</li> <li>● Macbride, Sean' (1980) <b>Many Voices One World</b>, UNESCO.</li> <li>● Melkote, Srinivas' (1991)' <b>Communication for Development in the third world: theory and practices</b>, Sage Publication, London. California, USA.</li> </ul>
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<b>Course Code:</b>	<b>MACO 38214</b>
<b>Compulsory/ Optional:</b>	<b>Compulsory</b>
<b>Course Name:</b>	<b>Public Relations and Media Management</b>
<b>Intended Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>01. Use Core concepts of Management, Communication and Public Relations.</li> <li>02. Clarify the basic definitions and analysis of media and communication in terms of Communication and Public Relation</li> <li>03. Discuss various aspects and unique characteristics in the field of Communication and Public Relation</li> <li>04. Apply the general Public Relation concepts in the context of a media and communication professions</li> </ol>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>01. Definition on Public Relation</li> <li>02. History of Public Relation</li> <li>03. Types of Public Relation</li> <li>04. PR strategies</li> <li>05. Role of Public Relation Officer</li> <li>06. Introduction to Media Management</li> <li>07. Media planning and production</li> <li>08. Advertising and marketing for PR</li> <li>09. Event Management.</li> <li>10. Global media management</li> <li>11. Social Marketing</li> <li>12. Media industry and regulations &amp; policies</li> <li>13. Cooperate Social Responsibility</li> <li>14. Management Skills</li> </ol>

<b>Teaching /Learning Activities:</b>	Lectures, Discussions, Assignments, Workshop All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.
<b>Assessment Strategy:</b>	Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.
<b>Recommended Reading:</b>	<ul style="list-style-type: none"> <li>● ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.</li> <li>● තිලකරත්න, මාපා (1998) මහජන සම්බන්ධතා - ප්‍රභවය ව්‍යාප්තිය හා භාවිතය, රජන ප්‍රකාශකයෝ, මරදාන.</li> <li>● Black, Sam.(1995). <b>The Practice of Public Relations</b>, Great Britain.</li> <li>● Moore, H. Frazier.(1985). <b>Public Relations Principles</b>, Cases and problems. Sujeet Publication, New Delhi.</li> </ul> <p>Theaker, A.(2006). <b>The Public Relation Hand Book</b>, U.K, Rutledge (Second edition).</p>

<b>Course Code:</b>	<b>MACO 38224</b>
<b>Compulsory/ Optional:</b>	<b>Compulsory</b>
<b>Course Name:</b>	<b>New media and Communication trends</b>
<b>Intended Learning Outcomes:</b>	<p><b>The undergraduate will be able to:</b></p> <ol style="list-style-type: none"> <li>01. Work competently in a variety of digital media environments.</li> <li>02. Conceptualize, implement and evaluate substantial, meaningful, and purposeful projects using digital media techniques.</li> <li>03. Self-train in new media and social media fields.</li> <li>04. Use written, oral, and visual communication skills to communicate information and ideas in new media</li> <li>05. Evaluate ethical and legal considerations in working with digital media</li> <li>06. Develop, implement, and distribute self-directed new media contents that synthesize creative, technical, and critical approaches.</li> </ol>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>01. Definitions on New media</li> <li>02. Social media and social networks</li> <li>03. New media Content</li> <li>04. Blogging and citizen journalism</li> <li>05. Info graphics</li> </ol>

	<p>06. Digital marketing  07. New media and Advertising  08. New media and social responsibility  09. Ethics and regulations in new media  10. Social impact of new media</p>
<b>Teaching /Learning Activities:</b>	<p>Lectures, Discussions, Assignments, Workshop  All should be presented by using LMS (As PowerPoint presentation), Using web search and self-studies methods.</p>
<b>Assessment Strategy:</b>	<p>Written exam (100 marks) or written exam (80 marks) + assignments (20marks) at end of the academic year.</p>
<b>Recommended Reading:</b>	<ul style="list-style-type: none"> <li>• ඇතුලු, ආර්යරත්න. (2015). සන්නිවේදන ප්‍රවණතා, මරදාන: සුරස ප්‍රකාශකයෝ .</li> <li>• Razdan Ashnin ,(2008) <b>New Media Techniques and Trends</b>, New Delhi , Vistaar Publishing</li> <li>• Lievrouw,A (2006). <b>The Handbook of New Media</b>, Sage Publications, London.</li> <li>• Allan, Stuart, Thorsen Einar. (2009). <b>Citizen Journalism</b>: New York Y Peter Lang Publishing.</li> <li>• Castells, M. (2001). <b>The Internet Galaxy</b>: Reflections on the Internet, Business and Society. Oxford: Oxford University Press.</li> <li>• Razdan, Ashnin ,(2008). <b>New Media Techniques and Trends</b>, New Delhi , Vistaar Publishing</li> </ul>