

<b>Course No: SLS 2010</b>
<b>Course Title: Mass Communication and Journalism</b>
<b>Credits: 3</b>
<b>Prerequisites: None</b>
<b>Core/Optional: Optional</b>
<p><b>Objectives:</b></p> <p>To introduce the basics of journalism</p> <p>To train students in news gathering, writing news and news features</p> <p>To develop skills need for journalistic writing</p> <p>To provide the students with a background in the theories of mass communication</p>
<p><b>Intended Learning Outcomes:</b></p> <p>After successfully completing this course, student will be able to</p> <ul style="list-style-type: none"> <li>Explain basics of mass communication and journalism to others</li> <li>Write news reports for printed and electronic media</li> <li>Write news features and creative pieces for media</li> <li>Critically review current news media</li> </ul>
<b>Time Allocation: (Hours): Supervised Independent Research: 300</b>
<p><b>Course Description</b></p> <p>This course is an introduction to the basics of printed and audio-visual journalism. The course contains the basic theories of mass communication, and it also outlines the history of mass media. While the history of printed media in Sri Lanka is presented briefly the bulk of the time is allocated to train students in the basics of writing news, news-features, press releases and other genres of printed media. In addition, this course allocates a considerable number of hours to study creative writing for printed and audio-visual media. Thus, writing for radio and television makes a significant portion of this course. Since this 'writing-intensive' course intends to train students as amateur journalists, they are required to complete several short journalistic writing assignments during the semester.</p>
<p><b>Recommended Texts</b></p> <p>Ethugala, Ariyaratne. <i>Sannivedana Siddhantha</i>. Colombo: S. Godage, 1998.</p> <p>Ethugala, Ariyaratne. <i>Rupavahini Rajyaya ha Mathavadi Madyaya</i>. Colombo: Rathna</p>

Publishers, 2004.

Berger, Arthur Asa. *Media Analysis Techniques*. California: Sage Publishers, 1991.

<b>Assessment</b>	<b>Percentage Mark</b>
<b>Continuous Assessment</b> (Assignments, Presentation, Examinations)	<b>40</b>
<b>End Semester Examination</b>	<b>60</b>