

**Department of Mass Media Studies**

**Sri Palee Campus**

**University of Colombo**

Master in Mass Media Studies

Post Graduate Diploma in Mass Media Studies

2016/2017

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## **Introduction:**

The media and entertainment industries experienced sweeping changes during the last decades. Driven by technological, global and economic forces, these changes have had a dramatic impact on media practitioners and general public. While mass media has become a compulsory aspect in public life, it is directly connected to the current social, political and economic process. The mandate of the post graduate program is to facilitate the graduates to understand and analyze the changing contemporary world of entertainment industry and mass media studies. This program will also provide new and advanced knowledge and innovation to the entertainment industry and to the general public.

## **Objectives:**

- To encourage and promote graduate students to conduct research in media industries and society.
- To provide training at the postgraduate level to students who wish to do independent research in mass media studies.
- To generate resources and data bases for advance mass media studies.
- To establish and maintain forums with universities, industry, non government sector and the community.

## **Target group:**

The target group would be constituted of graduates engaged in various professions. The program encourages media practitioners', researchers, and related professional to explore theory and practice in both mass media analysis and mass media research where a mix skills that create career opportunities, meeting their work and responsibilities.

## Method of study:

The program will use a variety of teaching and learning methods. The study methods have been planned in order to develop analysis and practical problem solving skills that can be applied in their professional life. Lectures, small group discussions, independent research activities and presentations will be used, to achieve this objective.

This program will have three stages. The first year of the course will be assigned for lectures and related activities while in the second year students are expected to attend to the dissertation as well. The students can exit with a postgraduate diploma in mass media studies on the successful completion of the first year.

The graduates, who have not followed degree course in mass media prior to this program, will have to follow a three months foundation course in mass media while following the main course of Post Graduate Diploma / Master in mass media studies.

## Program / Course Duration:

### Post Graduate Diploma in Mass Media

Name of Course	Credits hours
PGMT 513: Mass Media Theory	04
PGPC 543: Political Communication	04
PGMR 553: Media and Communication Research	04
PGIC 573: International Communication	04
PGMS 563: Media Sociology	04
PGMM 533: Media Management	04
PGMC 523: Marketing and Communication	04
PGMC 583: Media Criticism	04
PGEE 506: Extended Essay	05
<b>Total credits</b>	<b>33</b>

Course Unit = 45hrs teaching (15hrs = 1credit) 3credits + Assignment = 1 credit = Total 4

## **Duration**

The post graduate diploma in mass media studies lasts for **one-year** (full-time) and consists of 105 teaching sessions (315 hours) with each being of 3 hours duration. Classes will be held on Sundays from 9.00 – 4.00 pm (except for public holidays) at the Arts faculty of University of Colombo. Master in mass media studies lasts for two years and consists of 45 teaching sessions (135hours) (with post graduate diploma) with each being of 3 hours duration and writing a dissertation.

## **Evaluation:**

Each module will be of 45 hours which carry 3 credits and one credit hour for an assignment. Post graduate diploma candidate will have to earn 33 credits to be qualified to obtain the certificate. Those who secure above 60% marks for each course module can proceed to Master in mass media studies. Master in Mass of mass media studies candidates will have to earn 60 credits to be qualified to obtain the certificate.