

By – Laws
Department of Mass Media
Sri Palee Campus
University of Colombo

Bachelor of Arts (Honors) in Mass Media Degree Programme:

By-Laws

By-laws made by the Council of the University of Colombo under section 135 of the Universities Act No. 16 of 1978 as subsequently amended.

1. These By-Laws may be cited as the Bachelor of Arts (Honors) in Mass Media Degree By-Laws No. 25 of 2020.
- 1.1. These By-Laws shall come into operation on its receiving approval by the Council or on such other date as decided by the Council.

PART I – GENERAL

2. Subject to these By-Laws, a student may be awarded the Degree of Bachelor of Arts (Honors) in Mass Media (hereafter sometimes referred to as the “BA in Mass Media”) if he/she has:
 - (a) been admitted to the University as a student under section 15 (vii) of the Universities Act No.16 of 1978;
 - (b) been a duly registered student of the Sri Palee Campus (hereinafter sometimes referred to as the “Campus”) of the University of Colombo (hereafter sometimes referred to as the “University”) for the period prescribed by these By-Laws for course of study and his/her registration continuous to be in force;
 - (c) thereafter pursued the programme of study in the University and completed to the satisfaction of the University as prescribed by these By-Laws and other Regulations and Rules of the University in respect of courses leading to the said Degree ;
 - (d) satisfied the Examiners at the prescribed written examinations, practical examinations, group practical examinations, productions, classroom tests, assignments, practical assignment, term-papers, reports, oral examination, dissertations, enhancement course, internship assignments, etc.;
 - (e) paid such fees as may have been prescribed by the University and any other dues to be payable by him/her to the University; and

- (f) fulfilled all other conditions and requirements prescribed by these By-Laws and other relevant Regulations and Rules of the University.

Part II – Course Structure

3. The BA in Mass Media shall be a full-time four-year programme and is conducted on semester basis. The duration of each Semester shall, under normal circumstances, be a continuous period of 26 weeks from its beginning, which includes lectures, examination period and vacation, if any.
4. Subject to these By-laws, under normal circumstances, the minimum period of study for the BA in Mass Media shall be eight (08) Semesters unless otherwise declared as an extra ordinary adverse period by the University.
5. The teaching, learning and assessments of the BA in Mass Media shall consist of lectures, workshops, discussions simulations, practical components, self-study, guided reading, etc. and Dissertation /Applied Research Project and Industrial Training as prescribed by Regulations and/or Rules of the University.
6. The Programme shall extend continuously over the period from the beginning of the First Semester to the end of the eighth Semester. The period within which the student should complete the BA in Mass Media shall be ten (10) years from the commencement of his/her initial registration, unless it is extended by the Senate on the recommendation of the Campus under exceptional circumstances.
7. There shall be an End-of-Semester Examination for each course offered in a particular semester and it shall be held, save in exceptional circumstances, within the same semester. However, under exceptional circumstances the Senate may declare, on the recommendation of the Campus, any semester to have a different duration and if necessary, formulate regulations and/or rules for its implementation.
8. Semester I, II, III, IV, V, VI, VII and VIII Shall consist of the prescribed Main, Elective, Foundation courses as stipulated in Annexure A, Table A1 of Part C: Schedule of these By-Laws and Regulations. Criteria and courses considered in selecting students in Annexure A of Part C: Schedule of these By-Laws and Regulations. Semesters I, II, III, VI, V, VI, VII and VIII shall consist of duly prescribed main course, elective courses, and foundation courses specialization in

Annexure A1 schedule of these By-Laws and Regulations. The Senate shall have the authority, on the recommendation of the Campus Board and the Department of Mass Media, to vary this structure under exceptional circumstances.

9. A student shall earn a minimum of 132 credits inclusive of 74 credits from the prescribed courses in Semesters I, II, III and IV, and a minimum of 58 credits from the prescribed courses, Dissertation / Applied Research Project and Internship Programme of Semesters V, VI, VII, and VIII to qualify for the award of the BA in Mass Media.
10. There shall be a course code for each course where the first digit denotes year that the course is offered, and the second digit denotes the semester of the specific year, third and fourth digits denote the subject code. Fifth digit denotes number of credits.
11. The number of credits assigned to a course normally reflects the number of contact hours per week for that particular course as may have been prescribed by these By-Laws, Regulations and Rules of the University.
12. The list of courses, the syllabuses and the number of question papers in each course of the programme shall be those set out under Regulations passed by the Senate from time to time.
13. The medium of instruction shall be either Sinhala and/or English.
14. (1) The courses offered in Semester I shall be common to all students of the BA in Mass Media.

(2) A student shall not be eligible for sitting the End-of Semester Examination unless he/she has registered with the Campus for the particular course on or before the date/specified by the authority of the campus and fulfills other requirement of the course as stipulated in section 27 of these By-Laws.
15. (1) (a) Semester 1, II, III, IV, V, VI, VII and VIII of the BA in Mass Media consist three categories of courses namely Main courses, Elective courses and Foundation courses.

(b) The categories of courses indicated in (1) (a) above shall contain:
 - Main Courses for 84 credits
 - Foundation Courses for 18 credits

- Elective Courses for 30 credits
- (2) If a student has obtained more credits than the required minimum of 06 credits for Dissertation /Applied Research Project option from Specialization courses, then the courses for which most satisfactory performance has been obtained shall be considered for the calculation of Grade Point Average (GPA). The courses which may not be considered for the calculation of GPA shall be considered as service courses and the titles and transcript issued by the University.
- (3) A student shall not be eligible to sit the End-of-Semester Examination unless he/she has registered with the relevant Department for the particular course on or before the date/s specified by the Head of such Department and fulfills other requirements of the course stipulated by By-Laws and Regulations.

Part III – Evaluation / Examination

16. The Examination leading to the award of the BA in Mass Media shall consist of First Semester Examination, Second Semester Examination, Third Semester Examination, Fourth Semester Examination, Fifth Semester Examination, Sixth Semester Examination, Seventh Semester Examination and Eight Semester Examination. Each Semester Examination process shall consist of one or more than one written paper(s) at the End-of-Semester Examination and such number of Continuous Assessment as prescribed by the Regulations and Rules relevant to this programme (prescribed in annexure A of Part C: Schedule of these By-Laws and Regulations).Where it is applicable, Examination of Dissertation / Applied Research Project, Internship Training and Productions Course as specified in these By-Laws, Regulations and Rules shall also be a part of the Examination process.
17. The final (or End-of-Semester) Examination prescribed by these By-Laws shall be conducted by a Board of Examiners approved by the Senate on the recommendation of the Campus.
- (i) The Board of Examiners may test any candidate in writing and / or orally and any other forms of evaluations.
 - (ii) The Board of Examination may also take into consideration the tutorials, assignment, oral presentation, reports, dissertation, practical engagements, internship assignment, field work, presentation,

production, practical group, report, project and case studies undertaken during any course prescribed for any of the examination.

18. (1) Performance of a candidate at the BA in Mass Media programme shall be evaluated through a combined system of Continuous Assessments and End-of-Semester Examinations for courses except, Industrial training Dissertation / Applied Research Project.

(2) For the final grading of the BA in Mass Media Programme, the Continuous Assessment (s) and the End-of-Semester Examination shall be marked out of a maximum mark as given below:

Continuous Assessment(s) - 20% to 40%

End-of-Semester Examination - 60% to 80%

19. A candidate shall present himself/herself for each End-of-Semester Examination of a course leading to BA in Mass Media on the first occasion which the examination is held after the completion of the relevant course taken by that candidate, provided that it shall be within the power of the Senate, on the recommendation of the Campus, to permit him/her to sit on a subsequent occasion if he/she has been prevented from sitting the examination due to illness or any other reasonable cause.

20. A student shall be deemed to have sat the first scheduled End-of-Semester Examination irrespective of the fact whether it has been actually sat or not, unless the Senate is satisfied that he/she has been prevented from sitting the examination due to illness or any other reasonable cause.

21. A student who fails to successfully complete any of the first attempts shall be eligible to repeat the course (s) on a maximum of two (02) other subsequent occasions subject to section 4 of Part – II of these By-Laws.

22. No student shall be considered to have passed the BA in Mass Media examination unless he/she passed the course in all eight (08) semesters of the Degree programme and has also passed the 1st year and 2nd year English and computer studies Examinations prescribed under these By-Laws and other Regulation and Rules made by the University.

23. Performance of students in each course shall be graded and point Value shall be assigned as given in Table 1.

Table 1: Grades and Grade Point Values

Range of Marks	Grade	Grade Point Value
85-100	A+	4.00
80 -84	A	4.00
65-79	A-	3.70
60-64	B+	3.30
55-59	B	3.00
50-54	B-	2.70
45-49	C+	2.30
40-44	C	2.00* (pass)
35-39	C-	1.70
30-34	D+	1.30
25-29	D	1.00
00-24	E	0.00

Academic transcript shall include Grade Point Average (GPA) of each Semester and GPA of the programme separately.

The Formula for GPA calculation shall be:

$$\text{GPA} = \frac{\sum_{i=1}^n C_i \times (\text{GP})_i}{\sum_{i=1}^n C_i}$$

Where; $i = i^{\text{th}}$ course, $n =$ number of courses completed during the period considered for the GPA calculation, $C_i =$ number of credits for the i^{th} course, and $(\text{GP})_i =$ Grade Point for the i^{th} course.

The Examination leading to the award of the BA in Mass Media shall consist of First Semester Examination, Second Semester Examination, Third Semester Examination, Fourth Semester Examination, Fifth Semester Examination, Sixth Semester Examination, Seventh Semester Examination and Eight Semester Examination. Each Semester Examination process shall consist of one or more than one written paper(s) at the End-of-Semester Examination and such number of Continuous Assessment as prescribed by the Regulations and Rules relevant to this programme (prescribed in annexure A of Part C: Schedule of these By-Laws and Regulations).Where it is applicable, Examination of Dissertation / Applied Research Project, Internship Training

and Productions Course as specified in these By-Laws, Regulations and Rules shall also be a part of the Examination process.

24. A candidate is deemed to have failed a particular course if he/she has scored less than 40% (minimum 2.00 grade point) for that course. He/She shall repeat all courses so failed and obtain a score of at least 40% (minimum 2.00 grade point) in each of those courses or obtain a score of at least 40% (minimum 2.00 grade point) in another course(s) approved by the Head of Department in the same discipline in order to successfully complete the requirement for the BA in Mass Media.
25. (1) To successfully complete the Dissertation / Applied Research Project component of the Examination, a student shall demonstrate the knowledge of the methods of research / applied research, competence to present material systematically and ability to analyze, interpret result / data, and develop a novel if not an original argument as it is generally applicable to a Bachelor's Degree of the University and particular, to such a Degree in Mass Media.

(2) No student who obtained a score of less than 40% (minimum 2.00 grade point) for the Dissertation / Applied Research Project, Industrial training shall be deemed to have successfully completed these components.
26. (1) A student who fails to meet the standards specified in section 24 of these By-Laws shall be deemed to have failed the Dissertation / Applied Research project, and such student shall re-submit the revised Dissertation / Applied Research Project to the Examination Branch in the next semester or within the period specified by the respective Department for re-examination.

No student who obtained a score of less than 40% (minimum 2.00 grade point) for the Industrial training shall be deemed to have successfully completed the industrial training component.
27. A student shall undergo a practical training in any relevant organization / institute in the state, corporate or non-government sector in his/her eight semester of the programme as prescribed by these By Laws and Regulations of the BA in Mass Media. The industrial training shall be evaluated as pacified in section 23 of the regulation of the BA in Mass Media.
28. A candidate under normal circumstances shall not be permitted to take the End-of Semester Examination unless, he/she has

- (1) followed at least 80 percent of the classes held Schedule of these By-Laws and Regulation;
 - (2) the Head of Department has certified that he/she has successfully completed the course of studies leading to the examination by attending the required proportion of lectures, tutorial classes and other forms of instruction in each course;
 - (3) his/her application for entry to the examination has been accepted;
 - (4) registered with the Examinations Branch of the University for the examination he/she intends to sit; and
 - (5) his/her student registration continues to be in force
29. (1) A student in a particular semester of the Degree Programme and registered for particular courses of the semester shall take the Examination for that semester on the first occasion on which the Examination is held after the completion of instruction for that semester.
- (2) Where a student does not apply for and/or take the Examination on the first occasion he/she shall be deemed, unless the Senate determines otherwise on the recommendation of the Campus, to have taken the Examination on that occasion which shall be taken into account in computing the total number of occasion on which an Examination may be taken by a student.
- (2) A student who is excused by the Senate on the recommendation of the Campus from taking the Examination on the first occasion shall take the Examination on the very next occasion when it is held and if he/she fails to apply for and / or take the Examination on that occasion he/she shall be deemed, unless the Senate determines otherwise on the recommendation of the campus, to have taken the Examination on that occasion which shall be taken into account in computing the total number of occasion on which an Examination may be taken by a student.
- (3) A student shall not take any of the Examination on more than three (03) occasions and in computing the total number of occasions there shall be taken into account any occasion on which he/she is deemed to have taken the Examination in terms of these By – Laws.
- (4) All provisions relating to the Examination Procedure, Offences and Punishment Regulation No. 1 of 1986 shall *mutatis mutandis* apply to, or in relation to, the BA Examination.

- (5) Without prejudice to the generality of the regulation No. 1 of 1986 rules relating to the Classroom Tests etc. shall be formulated and implemented by the respective Head of the Department and any matters relating to such testes shall be decided by the Campus on the recommendation of the Head of Department and the Rector of the Campus.
 - (6) Rules relating to Assignments, the Dissertation / Applied Research Project, Productions and Internship programme shall be announced, from time to time, by the respective Head of the Department in consultation with teacher(s) and such rules shall not be changed or revoked unless otherwise decided by the Campus.
30. In case of a student who obtains a Grade Point which is less than 2.00 (grade C) for a specialization optional course in a specialized stream, as prescribed under the By-Laws, he/she shall re-sit such course as a repeat candidate on the first occasion at which that Examination is held for such course which is offered in the next immediate semester. No repeat candidate shall be permitted to repeat more than two (02) times a course in spite of that student has taken or deemed to have taken the same course in his/her repeat attempt.
 31. A student who fails in one or more course of an End-of-Semester Examination may retake the End-of-Semester Examination again without attending lectures, practical etc. in the repeating Semester if the student has earned more than 40% of the allocated marks for the Continuous Assessment. The marks obtained for the Continuous assessment will be carried forward to the repeating Semester. In those cases, the marks for the End-of-Semester Examination in the repeating Semester and the marks of Continuous Assessment carried forward shall be taken into consideration for the computation of results of those courses.

Part IV – Award of the Degree

32. No student shall qualify for the award of the BA in Mass Media, unless he/she has:
 - (1) Successfully completed Semester I to VIII of the BA in Mass Media as stipulated in annexure A 1 on part – C of these By – Laws,
 - (2) Earned 132 credits from Semester I to VIII of the BA in Mass Media including:
 - (a) 84 credits from Main Courses

- (b) 30 credits from Elective Courses
 - (c) 18 credits from Foundation Courses;
 - (d) a minimum of 6 credits from Dissertation /Applied Research project
- (3) Earned a GPA of not less than 2.00 for the entire Degree Programme
 - (4) Earned a grade point not lower than 2.00 (grade C) for each of the courses (except services courses), the Dissertation / Applied Research Project, Practical Productions and Industrial Training.
 - (5) Successfully completed 1st and 2nd year compulsory English and Computer Studies Courses conducted by Sri Palee Campus.
 - (6) Successfully completed the Degree in not less than four (04) years and not more than ten (10) years.

33. **Award of Classes**

- (i) A student may qualify to be awarded the Degree of BA in Mass Media with a First class Honors, and in addition secures a GPA of not less than 3.70.
- (ii) A student may qualify to be awarded the Degree of BA in Mass Media with a Second Class Honors (Upper Division), and in addition secures a GPA of not less than 3.30.
- (iii) A student may qualify to be awarded the Degree of BA in Mass Media with a Second Class Honors (Lower Division), and in addition secures a GPA of not less than 3.00.
- (iv) In the case of candidates who repeat a course(s) and pass the course(s), the grade point to be taken into consideration in awarding classes is 2.00 even in the actual grade point obtained is higher.

Part V – Interpretation

34. In these By-Laws, unless the context otherwise requires:

“The Act” means the Universities Act No.16 of 1978 and its subsequent amendments.

“The Council” means Council of the University of Colombo.

“The Degree programme” means the Programme of study leading to the award of the Degree of Bachelor of Arts (Honors) in Mass Media. .

“The Campus” means the Campus Board of the Sri Palee Campus of the University of Colombo.

“The Registrar” means the Registrar, Acting Registrar, Deputy Registrar, Senior Assistant Registrar, Assistant Registrar or any other Officer authorized to sign for and on behalf the Registrar of the University of Colombo.

“The Semester” means the period of 26 weeks from the commencement of a semester till the day prior to the commencement of the next Semester and shall include the intervening periods of vacation, study leave, written examinations, unless the Senate on the recommendation of the Campus decided otherwise.

“The Senate” means the Senate of the University of Colombo.

“The University” means the University of Colombo.

35. Any question regarding the interpretation of these By-Laws shall be referred to the Council whose decision thereon shall be final.
36. These By-Laws will be effective for students who register for BA Degree Programme in 2020 or thereafter subject to the approval of the Council under the recommendation of the Senate of the University of Colombo.

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Bachelor of Arts (Honors) in Mass Media Degree Programme

: Regulations and Courses

Regulations made by the Senate of the University of Colombo under section 136 of the Universities Act No.16 of 1978 as subsequently amended.

1. These Regulations may be cited the Degree of Bachelor of Arts (Honors) in Mass Media Regulations No 28 of 2020.

Part A: The Structure and Courses of the BA in Mass Media Degree Programme

2. The BA Degree programme may be offered as Bachelor of Arts (Honors) in Mass Media Degree (hereinafter sometimes referred to as ‘BA in Mass Media’). The Senate shall have the power, on the recommendation of the Campus Board, to vary, add, decrease or merge special course offered for the BA degree.
3. The programme leading to the BA Degree shall be divided into eight (08) semesters as Semester I, Semester II, Semester III, Semester IV, Semester V, Semester VI, Semester VII, Semester VIII.
4. The medium of instruction for all eight (08) semesters shall be Sinhala and /or English.
5. All courses that be offered in the BA Horners (special). Degree program are offered under the credit system except for the course on Second Language. The number of credits assigned to each course shall normally be the number of contact hours per week for a particular course as may have been prescribed by the By Laws, Regulations and Rules of the University. A credit shall consist of fifty (50) notional hours.
6. Course codes, course title, number of credits allocated for each course, and course status of courses offered in Semesters I to VIII are shown in Annexure A of these regulations. These courses have been designed in compliance with the Competency Framework of Sri Palee Campus as stipulated in Annexure Graduate profile¹

¹G = Graduate Profile

7. A student reading for the BA honors Degree in Mass Media should earn a minimum 132 credits for being eligible for the Degree, irrespective of the area of specialization and shall earn 132 credits from Semesters I to VIII.
8. A student shall have the option of selecting his/ her stream of specialization as stipulated in these By Laws and Regulations of the Bachelor of Arts in Mass Media Degree and inform the Head of the respective Department of study within four (04) weeks after the final examination of the Semester II.
9. Selection of a student for a specialization stream in Semester one (1) and two (2) and beyond of the BA Degree programme shall be based on the criteria stipulated in Annexure A as schedule of these Regulations.
10. Course offered in the BA Degree Programme are categorized as Main courses, Foundation courses, Elective Courses.
11. All Main Courses and Foundation courses offered in Semester I to VIII of the BA Degree are compulsory for students who read for the BA Degree program.
12. Course codes, course titles, number of credits allocated for each course including Dissertation/Applied Research project, Productions and Internship Training and courses status of courses offered in semesters I to VIII are shown in annexure A of these Regulations. These courses have been designed in compliance with the competency framework of Department of Mass Media as stipulated in annexure A of these regulations.
13. A student reading for the BA Degree shall undergo an Internship Training in any relevant organization / Institute in the state, cooperate or non-government sector for a minimum period of three (03) months in semester VIII. This proposed organization/ institute shall be approved by the Head of respective Department. The progress of the student's training shall be supervised by both the respective academic Department and the organization that provides the training. This three (03) months period may be varied as decided by the Senate on the recommendation of the department.
14. The student reading for the BA Degree in Mass Media shall earn 132 credits from semester I to VIII.

15. The distribution of credit requirement within the semester is provided in Table 1 below:

Table 1: Distribution of Credit Requirement in Semester 1 to VIII of the BA Degree Programme.

Year	Semester	Main Course	Elective Course	Foundation Course	Total Course Units	Credits
1st	1	6	-	1	7	21
	11	3	3	1	7	18
2nd	1	5	2	1	8	22
	11	3	2		5	13
3rd	1	2	2	1	5	13
	11	3	2	1	6	16
4th	1	2	2	1	5	13
	11	3	2		5	16
Total		27	15	6	48	132

16. A student reading for the BA Degree shall earn 132 credits in Semester I to VIII of the programme as stipulated in table 1 above as:
- 84 credits from the Main courses as stipulated in **Table 1** above
 - 30 credits from the Elective courses stipulated in **Table 1** above.
 - 18 credits from Foundation courses as stipulated in **Table 1** above.
17. (a) Dissertation/Applied Research Project shall consist of a study and research towards the preparation and submission of a Dissertation/Applied Research project report based on an approved Research Topic. Before a student commences his/her Dissertation/ Applied Research Project, he/she shall submit a proposal in his/her/ seventh (VII) semester for the same to the relevant academic Department for approval. Students shall not proceed with the research towards the preparation of the Dissertation/Applied Research Project until the department approves the proposal. Before end of semester VII each student shall successfully complete the course and shall submit a proposal for Dissertation/ Applied Research Project to the Head of the Department for approval.

- (b) A student whose proposal for the Dissertation/Applied Research project is not approved shall re-submit a revised version of the proposal to the Head of the Department on or before the specified date for approval.
 - (c) A student whose proposal for the Dissertation/Applied Research Project is approved shall be assigned a supervisor by the respective Department.
 - (d) Student shall be required to obtain the ethics approval from the campus before starting work on Dissertation/Applied Research Project.
18. There shall not be an End-of-semester Examination for the courses title, Research Proposal and Dissertation Writing, Internship Training, Dissertation/ Applied Research Project. The courses on Research Proposal and Dissertation Writing and the Dissertation shall be evaluated through the research proposal and the final dissertation. The enterprise-based project, community development project and Internship Training are evaluated based on the Project report, presentations by the examiners approved by the Senate on the recommendation of the Campus Board and the Department of Mass Media.

Part B: Evaluation / Examinations

19. End-of-Semester examination and the Continuous Assessment(s) for any course shall take the following form:
- (a) For each course other than Research Proposal and Dissertation Writing, / Applied Project Course/ Production in BA in Mass Media, there shall be a written End-of-Semester Examination of two (02) or three (03) hours' duration consisting of Main, Elective and Foundation / as specified in the question paper. The question paper will carry a maximum score of 100 marks.
 - (b) Each Course of the Programme, except where otherwise stated, shall carry a value of two (02) or three (03) credit (s). Dissertation shall carry a value of six (06) credits, Applied Research Project, Internship Training shall carry a value of two (02) credits.
 - (c) There shall also be continuous assessment(s) which may include individual and/or group assignments, mid-semester tests, quizzes, oral test, term papers, executive reports, presentation practical, etc.
 - (d) For the final grading of the course, the End-of-Semester Examination and the continuous assessment(s) are varies as follows.

Continuous Assessment(s) - 20% to 40%

End-of-Semester Examination - 60% to 80%

20. With regard to the examination of the Dissertation following shall be applicable:
- (a) The date for the submission of the Dissertation shall be announced by the Head of the Department with the approval of the Campus board at the beginning of Semester VIII. The date of submission shall not exceed more than one month after the completion of the End-of-Semester examination of Semester VIII.
 - (b) The students shall submit two (02) copies of the Dissertation to the Examination Branch, with the recommendation of the appointed Supervisor, in bounded form with a hard cover on or before the announced date for submission.
 - (c) The Dissertation shall exceed 30,000 words excluding Tables Annexure, Figures, etc. and shall be submitted in accordance with the format given in Part C: Schedule of these Regulations.
 - (d) The Dissertation shall carry a maximum mark of 100 and a weight of six (06) credits. The minimum mark to be obtained by a student to pass the Dissertation is 40% (minimum 2.00 grade point) of the total mark allocated to it.
 - (e) The Dissertation / Applied Research Project shall be subjected to an evaluation by two (02) independent examiners approved by the Senate on the recommendation by the Head of the Department and marked out of 100.
 - (f) A student who fails to secure a minimum 2.00 grade point at the evaluation by the examiners shall be directed to re-submit the revised Dissertation without exceeding one (01) year.
21. With regard to the Examination of the Internship Training, the following shall be applicable:
- (a) The date for the submission of the Internship Training Report shall be announced by the Head of the Department at the beginning of the eighth semester. The date of submission shall not exceed more than (04) weeks after the completion of End-of-Semester VIII.
 - (b) The student shall submit two (02) copies of the Internship Training Report to the relevant Department with the recommendation of the appointed supervisor, in the form of spiral binding, on or before the announced date for submission.

- (c) The Internship Training report shall not exceed 6,000 words excluding Tables, Annexure, Figures and etc. and shall be submitted accordance with the format given in Part C: Schedule of these Regulations.
 - (d) The Internship Training Report shall be evaluated by an examiner approved by the Senate on the recommendation of the Head of the Department and marked out of 100.
22. Any question regarding the interpretation of these Regulations shall be referred to the Council whose decision there on shall be final.
23. These regulations will be effective for students who register for the BA in Mass Media programme in 2020 or thereafter subject to the approval of the Council under the recommendation of the Senate.

Part C: Schedule – Essential Guidelines of Formulating the Dissertation

The format of the final version of Dissertation Report to be submitted as partial fulfillment of the BA in Mass Media programme of the Department/Faculty of Mass Media, unless otherwise required by the Campus, shall be in A4 (8.27” x 11.69”) size paper and typesetting on one side of the paper only, 1.5 spaced and with margins of at least “1 1/2” on the left side and 1” on the right side and 1” at the top and bottom of each paper.

The Dissertation shall incorporate in the following order:

- (a) a title page giving the title of the Dissertation, the degree for which it is submitted with the name of the Department/Faculty, the full name of the author and the date of submission for the degree;
- (b) a list of contents;
- (c) a list of Tables and figures;
- (d) the following declaration, signed by the candidate:

“I certify that this Dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any University, and to the best of my knowledge and belief it does not contain any material previously published or written by another person or myself except where due reference is made in the text.”
- (e) certification of the supervisor to submit the Dissertation to the faculty;

- (f) as acknowledgement by the candidate of assistance rendered or work done by any other person or organization;
- (g) an abstract (only for the Dissertation)
- (h) the main text;
- (i) references; and
- (j) appendices, if any;

Other than these guidelines, students shall follow the American Psychological Association (APA) guidelines in the preparation of the Dissertation/Internship Training Report.

Wherever possible, Tables shall be inserted in the proper place in the text, but comprehensive Tables shall appear as appendix / appendices.

The Dissertation shall be sewn, trimmed, bound and covered with dark cloth, leather or Rexene.

On the spine of the Dissertation there shall be given in lettering of suitable size, the surname of the candidate and the title of the Dissertation, abbreviated if necessary. If the lettering will not fit across the spine it shall run along the spine reading from top to bottom.

When published papers are submitted as additional evidence they shall be bound at the back of the Dissertation as an appendix.

Annexure A: Criteria for Selecting Students for Areas of Specialization

The selection of students for a particular stream in the Semester upon the completion of the 1st year of the BA in Mass Media programme shall be based on the combination of three criteria: (i) preference of the students, (ii) performance of the students and (iii) the ceiling of number of students allocated to each stream of the BA in Mass Media programme. Details of each criterion are as follows;

- (i) Each student is required to mark the maximum number of preference for selecting the area of specialization in the application issued by the Department/Faculty.
- (ii) He/She shall have earned at least 21 credits in Semester I and 18 credits in Semester II in his/her first attempt in the first year examinations. The student, who fails to earn the above credit limits, should have followed the stream of ‘Media Studies’ in her

consecutive years. The student who wishes to follow the specialized stream, he/she should earn at least 'B' grade for relevant subject(s) in his/her Semester I and II.

- (iii) The ceiling of number of students allocated to each stream shall be determined by the Department/Faculty under the recommendation of the Head of the Department, in each academic year based on the demand for the particular stream.

Annexure: A I - Course offered in BA in Mass Media

Year	Course Code	Title	Type	Credits
First Year				
Semester I	MDSM 11013	Introduction to Mass Media Studies	Main	3
	MDPM 11013	Introduction to Print Media	Main	3
	MDRM 11013	Introduction to Radio Studies	Main	3
	MDTM 11013	Introduction to Television Studies	Main	3
	MDSM 11023	Media Sociology	Main	3
	MDSM 11033	Public Relations	Main	3
	FND 11013	Elementary Electronics	FND	3
		Total		21
First Year				
Semester II	MDSM 12043	Introduction to World Media History	Main	3
	MDSM 12053	Introduction to Literature Studies	Main	3
	MDSM 12063	Principles of Mass Communication	Main	3
	MDPE 12022	Writing for Print Media	Elective	2
	MDRE 12022	Radio Programming Styles and Writing for Radio	Elective	2
	MDTE 12022	Fundamentals of Television Aesthetics	Elective	2
	MDSE 12072	Marketing Communication	Elective	2
	FND 12023	Issues in Language and Communication	FND	3
		Total		20
Second Year				
Semester I	MDSM 21083	Development Communication and Media Applications	Main	3
	MDSM 21093	Theory and Practice of Creative Communication	Main	3
	MDSM 21103	Study of Sri Lankan Media	Main	3
	MDSM 21113	Sri Lankan Literature	Main	3
	MDSM 21123	News Reporting	Main	3
	MDTE 21032	Concept Development and Production Planning for TV	Elective	2
	MDTE 21042	Basic of Videography	Elective	2
	MDRE 21032	Types of Radio Broadcasting and Programme Planning	Elective	2

	MDPE 21032	Technical Aspect of Print Media (Designing)	Elective	2
	MDSE 21132	Advertising	Elective	2
	MDSE 21142	Conflict Communication	Elective	2
	FND 21033	Philosophy	FND	3
		Total		30
Second Year				
Semester II	MDSM 22153	Literature History	Main	3
	MDSM 22163	Media Research	Main	3
	MDSM 22173	Text and Editing	Main	3
	MDRE 22182	Announcing & Presentation in Electronic Media	Elective	2
	MDTE 22052	Writing for Television and Script Analysis	Elective	2
	MDPE 22042	Writing Styles & Formats in News Papers	Elective	2
	MDSE 22192	Media Education	Elective	2
	MDSE 22202	New Media Studies	Elective	2
		Total		19
Third Year				
Semester I	MDSM 31213	The Art of Interview	Main	3
	MDSM 31223	Media Psychology	Main	3
	MDSE 31232	Intercultural Communication	Elective	2
	MDSE 31242	Electronic News Gathering	Elective	2
	MDTE 31062	Television Programme Production	Elective	2
	MDPE 31052	Photo Journalism	Elective	2
	MDRE 31042	Radio Programme Production	Elective	2
	FND 31043	Culturology	FND	3
		Total		19
Third Year				
Semester II	MDSM 32253	Literary Criticism	Main	3
	MDSM 32263	Media Law & Ethics	Main	3
	MDSM 32273	Media Management	Main	3
	MDPE 32062	Editing in Print Media	Elective	2
	MDTE 32072	Post Production and Editing	Elective	2
	MDRE 32052	Principles and Practice of Community Radio	Elective	2
	MDSE 32282	Media Literacy	Elective	2
	MDSE 32292	Disaster Communication	Elective	2
	FND 32053	Political Economy	FND	3
		Total		22
Fourth Year				
Semester I	MDSM 41303	Media Criticism	Main	3
	MDSM 41313	Proposal and Dissertation Writing	Main	3
	MDSE 41322	Principles and Methods of Journalist's Skills	Elective	2
	MDPE 41072	News Paper Production	Elective	2
	MDSE 41332	Political Communication	Elective	2
	MDTE 41082	Documentary in Television	Elective	2

	MDRE 41062	Documentary in Radio	Elective	2
	FND 41063	Critical Thinking	FND	3
		Total		19
Fourth Year				
Semester II	MDSM 42343	Current Issues in Global Media and Politics	Main	3
	MDPE 42082	Publishing Studies	Elective	2
	MDSE 42352	Internship Assignment	Elective	2
	MDRE 42072	Contemporary Radio and Audience	Elective	2
	MDTE 42092	Multi Camera Production	Elective	2
	MDSE 42402	Organizational Communication	Elective	2
	MDSM 42363	Dissertation	Main	6
		Total		19

Annexure B: Policy on Continuous Assessment

1. Continuous Assessments may take the form of in-class tests, presentations, projects, take home assignments, interviews / oral examinations etc. and any such assignment shall be completed before the End-of-Semester examination.
2. For all types of Continuous Assessments, there shall be written guidelines to be communicated to students which may include essentially:
 - (i) What is required to be carried out
 - (ii) Format of the submission
 - (iii) The date of submission and to whom to be submitted, (i.e. respective department which handles the particular course). The deadline for submission shall be announced at the beginning of the semester.
3. In case of an in-class test or mid-term test the teacher concerned shall submit a copy of the original attendance sheet of students to the department which handles the particular course.
4. The number of assignments given per course shall be depended upon the number of credits of a course. Thus, the number of assignment shall be calculated as follows:
 - (i) a minimum of one and a maximum of two assignments for a course carrying two credits.
 - (ii) a minimum of two and a maximum of three assignments for a course carrying three credits.
5. A student who fails to submit his/her assignment on or before the due date and wishes to submit it on a later date will be imposed a penalty mark proportionate to the number of days taken since the due date. This penalty mark shall be calculated as follows:
 - (i) a deduction of 25% of marks from the total marks earned for the assignment, if the assignment is submitted within two working days from the due date.
 - (ii) A deduction of 50% of marks from the total marks earned for the assignment, if the assignment is submitted within five working days from the due date.

6. No assignment shall be accepted after the lapse of five working days from the original due date. However, if a student submits a take home assignment after this date, it shall be considered only on medical grounds and very exceptional reasons approved by the relevant Head of the Department. In such case, a medical certificate issued by a registered medical practitioner shall be produced by the student within five working days from the original due date to the relevant department along with a written request made on the prescribed form which can be obtained at the office of the Academic Affairs Unit.
7. The teacher concerned is required to provide students with marks and comments on Continuous Assessments, reflecting their strengths and developmental needs within two to three weeks from the deadline for submitting the assignment(s).
8. For repeat candidates, their continuous assessment marks for a particular course shall be carried forward if it is 40% or more (Please refer : By-Laws and Regulations of the BA in Mass Media). All other repeat candidates shall inform the willingness to submit fresh assignment(s), to the teacher concerned before the repeating semester examination. In this case, after consultation with the Head of the Department, the teacher concerned shall make an announcement informing repeat candidates to work on new assignment(s) and submit it before the repeating semester examination.
9. In the course outline for each course, it shall be mentioned clearly how the Continuous Assessments are handled, i.e. type of assignment(s), marks allocated, tentative date(s) for submission etc. This arrangement shall be made in addition to issuing assignment handout to students as stated in (2) above.

Annexure C: Attendance Policy on the Submission of Medical Certificates

Students who read for BA in Mass Media are not allowed to sit for the Semester end examinations for any particular module unless he/she has maintained at least 80% attendance for the lectures conducted for the module in that particular semester. Relevant lecturer(s) or the academic administrator shall make the following decision when a student fails to meet the 80% attendance as described in this document.

Table C 1: Decisions Related to 80% Attendance

Nature of case	Decision	Decision Maker
A request for being absent from lectures for a continuous period of four (04) weeks or more duration due to illness or important commitment and supported with evidence acceptable to the Campus Board and Senate.	Recommend to permit to sit for the same paper at the immediate End-of-Semester examination as a fresh attempt and submit to the Campus Board for its recommendation	Academic Affairs Unit Coordinator or the Head of the Department as the case may be on the request of respective lecturer(s)

A request for being absent from lectures for a continuous period of four (04) weeks duration due to illness or important commitment with evidence acceptable to University	Recommend to permit to sit for the same module at the immediate End-of-Semester examination as a repeat attempt and submit to the Campus Board for its recommendation	Academic Affairs Unit Coordinator or the Head of the Department as the case may be on the request of respective lecturer(s)
A request for being absent from lectures less than a continuous period of four (04) weeks duration	Reject and not forwards to the Academic Affairs Unit or the Head of the Department as the case may be by the respective lecturer(s)	Respective lecturer(s)
Not Requested for being absent from lecturer(s)	Considered as absent	Respective lecturer(s)

Procedure

Request for been absent from lectures

- a) Request shall be submitted with the recommendation of the relevant lecturer/s to the Academic Affairs Unit or the Head of the Department as the case may be at least two weeks before the last lecturer of the course with a copy of request.
- b) Submission of request shall be recorded in the register maintained by the Academic Affairs Unit or the Department and the student shall obtain the proof on her request from the office staff who accepted the request.
- c) Students shall not submit the request to the Academic Affairs Unit or the Head of the Department, if the request is rejected by the relevant lecturer(s).

Note:

1. Students' eligibility to sit for the semester end examinations for any given module is determined based on their attendance for all the lectures conducted for that module during the said semester excluding the last two weeks.
2. Evidence acceptable to the University are given below;
 - a. Continues illness – District Medical Officer (DMO) or University Medical Officer (UMO) recommended medical certificate.
 - b. Important Commitments – Representation of University or country a national or international event, commitments and proof of evidence for such participation and commitments will be considered on case-by-case basis.

Annexure D:

Competency Framework of the Department of Mass Media of Sri Palee Campus, University of Colombo

1. Introduction

The competency framework was built in line with the objectives of the Faculty and the expectations of the industry. Sri Lanka Qualification Framework (SLQF) and the categories of the learning outcomes specified for SLQF Level 6 Honors Bachelors were also considered in this endeavor. This specifies the ideal Characteristics a graduate from the Department of Mass Media of Sri Palee Campus of the University of Colombo will equip themselves with by the end of their learning experience. Therefore, it serves as a set of guidelines and as an indicator of the quality of our graduates.

The attributes of professional conduct, communication, teamwork, personal effectiveness creativity and innovativeness and conceptual knowledge and skills constitutes the common competencies of the Department of Mass Media of Sri Pale Campus with the consultation of industry representative, specific competencies to be focused on under each attribute were developed for the Mass Media.

The faculty has taken steps to ensure that these competencies are embedded to the course offered in the BA in Mass Media curricula and other learning activities so that our graduates remain competitive in the job market.

Definition of Graduate Attributes

Table D1: Definition of Graduate Attributes

Graduate Attribute	Definitions
Conceptual knowledge and skills	Graduates of Department of Mass Media of Sri Palee Campus, University of Colombo will be experts in their respective fields, who can demonstrate sound conceptual knowledge, apply core concepts of the area of study in their working environment and derive reasonable judgments/ solutions through reflective analysis.
Communication	Graduates of Department of Mass Media of Sri Palee Campus, University of Colombo will be excellent communicators, who can express information, ideas, issues and solutions clearly, succinctly, efficiently and effectively to any audience, whether it is technical or non-technical or organizational or social, using verbal, non-

	verbal and written and other forms of communication and media.
Teamwork	Graduates of Department of Mass Media of Sri Palee Campus, University of Colombo will be excellent team players, who can function effectively in terms either as a team leader or a team member in multi-disciplinary, and multicultural professional environments.
Creativity and innovativeness	Graduates of Department of Mass Media of Sri Palee Campus, University of Colombo will be innovative and creative individuals, who can engage and challenge the status quo by using their imagination to produce new ideas and to initiate change in their working environment. They will be open to new experiences and be willing to take calculated risks.
Professional conduct	Graduates of Department of Mass Media of Sri Palee Campus, University of Colombo will be adept professionals, who can comply with professional requirements of their respective profession, display ethical behavior, respect others, tolerate different views and opinions, demonstrate positive attitudes, recognize social responsibility and be accountable for their actions.
Personal effectiveness	Graduates of Department of Mass Media of Sri Palee Campus, University of Colombo will be self-achievers, who can understand and manage themselves, be determined to achieve personal goals, adapt to changing environments, accept challenges and be self – motivated. They will engage in learning as a continuous process for growth and development.

Annexure E:

Graduate Profile

The students who complete the undergraduate degree at the Department of Mass Media will have acquired an advanced level in education, including expert knowledge, sense of intellectual integrity, and life skills that empower them for employment and citizenship and lay the foundations for self-directed continuous learning and personal development.

A graduate of the Department of Mass Media of Sri Palee Campus will be highly employable, be academically excellent with a strong background of social, economic and political contexts and structures shaped by media institutions, texts, and audiences with strong personal and professional ethics. Such graduate will be able to

- gain meaning from diverse experiences.
- take calculated risks, posing provocative questions and discovering novel solutions.
- obtain skills in writing, research activities, problem-solving and communication.
- critically examine, synthesize and evaluate knowledge across a broad range of disciplines.
- engage in continued, self-directed, independent learning in a range of ways, including through applicable modern technologies.
- compete effectively in the knowledge society.
- gain knowledge in a wider context and work both independently and collaboratively with others.
- engage constructively with their local and international communities, thereby contributing to their development.
- engage in lifelong learning process for one's own and societal progress.
- be aware of and be able to discuss issues of national importance.
- organize alternatives and evaluate their consequences.
- arrive at responsible, self-confident decisions.

Part D – Interpretation

In these By-Laws, unless the context otherwise requires:

“The Act” means the Universities Act No.16 of 1978 and its subsequent amendments.

“The Council” means Council of the University of Colombo.

“The Degree programme” means the Programme of study leading to the award of the Degree of Bachelor of Arts (Honors) in Mass Media. .

“The Campus” means the Campus Board of the Sri Palee Campus of the University of Colombo.

“The Registrar” means the Registrar, Acting Registrar, Deputy Registrar, Senior Assistant Registrar, Assistant Registrar or any other Officer authorized to sign for and on behalf the Registrar of the University of Colombo.

“The Semester” means the period of 26 weeks from the commencement of a semester till the day prior to the commencement of the next Semester and shall include the intervening periods of vacation, study leave, written examinations, unless the Senate on the recommendation of the Campus decided otherwise.

“The Senate” means the Senate of the University of Colombo.

“The University” means the University of Colombo.

37. Any question regarding the interpretation of these Regulations shall be referred to the Council whose decision thereon shall be final.