

## **Post Graduate Diploma in Mass Media and Masters' in Mass Media**

By-Laws made by the Council of the University of Colombo under section 135 of the Universities Act No.16 of 1978 and its subsequent amendments.

### **BY LAWS**

These By-Laws shall be cited as the Post Graduate Diploma in Mass Media and Masters' in Mass Media By laws No.....

(1) Subject to these By-Laws a person may be awarded the Post Graduate Diploma in Mass Media (hereinafter referred to as the PGDipMM) or Masters' in Mass Media (hereinafter referred as MAMM) as the case may be, if he/she has:

- (a) been a registered student of the University for these programs for the period prescribed by these By- Laws;
- (b) thereafter pursued the program of study of the University as prescribed by these By-Laws, and other Regulations and Rules of the University;
- (c) satisfied the examiners at the prescribed final examinations, Assignments, Term papers etc;
- (d) presented and satisfied the examiners for the MAMM in the Dissertation embodying research on a subject approved by the Senate;
- (e) satisfied the examiners for the MAMM at the Oral Examination on the Dissertation that she/he has been required to attend;
- (f) paid such registration, tuition, supervision and examination and other fees as may be payable by her/him to the University; and
- (g) Fulfilled all other requirements prescribed by these By-Laws and the Regulations and Rules of the University.

(2) Applications for registration for the PGDipMM/MAMM shall be invited by a notice in the news papers.

2.1 A person who wishes to become a candidate for the PGDipMM/MAMM shall make an application to the Registrar when the said program is advertised.

2.2 The application shall be on the prescribed form providing the information as she/he may be required, including her/his qualifications for undertaking such course of study.

- (3) There shall be a Coordinator for the program and he/she shall be appointed by the Rector from amongst the staff of the Department of Mass Media on the recommendation of the Head of the Department of Mass Media.
- (4) Applications received by the Registrar shall be referred to the Coordinator of the program. The Coordinator in consultation with Head of the Department having examined the application to ascertain the fulfillment of the minimum criteria shall call the eligible candidates for an interview. A selection test may be held, if necessary, prior to the interview, if the number of applicants is very much in excess of the number of candidates that can be accommodated in the given year. The pass marks for this interview and/or selection test shall be determined by a panel on the basis of the number of candidates who can be accommodated in a particular year and the distribution of the marks. The candidates who have been deemed successful will then be approved by the Campus Board. The list of candidates to be enrolled will then be recommended to the Senate through the Campus Board for approval.
- (5) No person shall be considered for admission to the course leading to PGDipMM unless he/she has satisfied any one of the following qualifications and experiences:
- 5.1 (a) A degree in Mass Media / Mass Communication / Journalism / Communication / Performing Arts or any related field, awarded by a recognized University/ Institution.
- or
- (b) Candidates holding a degree but not in Mass Media/ Mass Communication / Journalism/Communication/Performing Arts from a recognized University/ Institution, also apply for this course provided that they have a post qualified experience of at least two continuous years at a recognized Institution.
- or
- (c) One year Diploma related to Mass Media from a recognized University/ recognized professional body and counting a minimum of ten years experience in a recognized National Media institution or being attached to a section of Communication /Media /News/Information/Advertising/ Marketing/ Public Relation in a recognized national institution at least in a junior executive category.
- or
- (d) Minimum of twelve years sustained work experience in a recognized National Media Institution in an Executive category with strong recommendation on the capacity of the candidate to undertake the program from the Head of the Institution where the candidate works which is considered on a case by case basis by the Department of Mass Media on the recommendation of relevant Board of study and the Sri Palee Campus Board / Senate.
- and
- 5.2 (a) Perform satisfactorily at the Selection Test and/ or an Interview to be conducted by the Department of Mass Media.

- (b) Shall be able to demonstrate their knowledge of Sinhala / English and Computing.
- (6) On acceptance by the Campus Board / Senate a person shall forthwith pay the prescribed fees to the University in order to register for the PGDipMM. Initially, a student shall register for the Post Graduate Diploma (PGDipMM) only.
- 6.1 The minimum period of registration for the PGDipMM shall be one year and for the MAMM the minimum period of registration shall be two years, where the PGDipMM year shall be counted as the first year. The initial registration shall be valid for one year counted from the date of commencement of the course (hereafter referred to as first period of registration). Any registration after the lapse of the first period of registration shall be for a period of one year, at a time with a maximum of three years.
- 6.2 The registration for the PGDipMM shall be deemed to have lapsed at the expiry of its period of validity. A candidate whose registration has so lapsed may renew his/her registration for a further period, subject to Campus Board approval. However, no registration shall be renewed after the expiry of two academic years from the end of the first year of registration.
- 6.3 The number of persons who have applied and /or who registered for the course in any given year is not sufficient, in the opinion of the Sri Palee Campus Board, to make the conducting of the course financially viable, the Campus Board reserves the right not to conduct the course, subject to the University refunding any fees, except the application fees, that may have been received.
- 6.4 Notwithstanding anything stated to the contrary, the University/ Senate/Campus Board shall have the right to cancel at any time the registration of a candidate for cause assigned.
- (7) No student shall keep away from classes; withdraw from the examination or a class test without prior approval from the Campus Board / Senate unless on medical grounds.

## **Part II-Course Details**

- (8) 8.1 The PGDipMM program shall include, as prescribed in the schedule,
- (i) Eight Course Modules and
  - (ii) An Extended Essay
- 8.2 The Masters' Degree in Mass Media shall include, as prescribed in the schedule,
- (i) Eleven Course Modules and (including those for the PGDipMM and Extended Essay)
  - (ii) A Dissertation

- 8.3 The title of Course Modules taught shall be those set out in the schedule, and the Senate shall have power, on the recommendation of the Campus Board, to amend the schedule, the number of Course Modules, the Course Structure, the Syllabus, and the Scheme of Evaluation.
- 8.4 The medium of instruction shall be Sinhala and English.
- (9) 9.1 The performance in the eight Course Modules and the extended essay of the PGDipMM shall be assessed during or at the end of the course by the teachers concerned, and others who will be members of the Board of examiners.
- 9.2 The performance in the Course Modules and the dissertation of Masters' Degree shall be assessed during or at the end of the course by teachers concerned, and others who will be members of the Board of examiners.
- (10) 10.1 A person shall not be permitted to take the examination unless;
- (a) The Coordinator certifies that he/she has completed the course of studies by attending the required proportion of lectures (generally deemed to be 80% of the course), tutorial classes and other forms of instruction in the subject matter of each course.
  - (b) He/she has registered with the examination branch of Sri Palee Campus for the examination he/she intends to sit.
  - (c) Rules relating to Assignments/ Tests and the Extended Essay shall be announced with the concurrence of the Campus Board from time to time, by the Coordinator in consultation with the lecturers and such rules shall not be changed or revoked unless otherwise so decided by the Campus Board.
- 10.2 All rules relating to the Examination procedure, offences and punishment regulation no 1 of 1986 shall be mutatis mutandis apply to, or in relation to the Masters' in Mass Media / Post Graduate Diploma in Mass Media examination.
- 10.3 Without prejudice to the generality of the regulation No 1 of 1986 rules relating to Assignments/ Tests and Extended Essay shall be formulated and implemented by the Coordinator and any matters related to such tests shall be decided by the Campus Board on the recommendation of the Coordinator, the Head of the Department of Mass Media and the Rector of the Sri Palee Campus.
- 10.4 Rules related to Assignment, Term Papers and the Dissertation shall be announced from time to time by the Coordinator in consultation with lecturers involved, and such rules shall not be changed or revoked unless otherwise decided by the Campus Board.

### Part III- Scheme of Evaluation

(11) 11.1 In each Course Module, 30 percent of the aggregate marks shall be allocated on the basis of Classroom Test, Assignments, Term Papers and Mini Projects. Repeat exercise will not be provided in cases where a student misses any of the above course work evaluation. The balance of 70 percent shall be awarded according to the performance at the final written examination.

11.2 Each module will be of 45 hours which carries 3 credits and six credits for the extended essay. Post Graduate Diploma candidate will have to earn 30 credits to be qualified for the award of the Diploma. Masters' in Mass Media candidates shall earn 60 credits (from Post Graduate Diploma 30 credits), from three courses nine credits and Dissertation with 21 credits to be qualified for the award of the degree.

11.3 Each of the Course Modules and the Extended Essay/Dissertation shall carry maximum mark of 100.

11.4 Grades, Grade Points (GP) and Grade Point Average (GPA)

A student's performance in each course module, Extended Essay and Dissertation shall be graded according to the following criteria and relevant Grade Points (GP);

Range of Marks	Grade	Grade Point (Gi)
90-100	A+	4.00
80-89	A	4.00
75-79	A-	3.67
70-74	B+	3.33
65-69	B	3.00
60-64	B-	2.67
55-59	C+	2.33
50-54	C	2.00
45-49	C-	1.67
40-44	D+	1.33
30-39	D	1.00
20-29	D-	0.67
00-19	F	0.00

Incomplete Status	I
Withdrawn Status	W
Withdraw-Failing Status	WF
Repeat Completed Status	RC

11.5 The minimum grade for passing a course is “C (GP2.0)”

- 11.6 The Maximum Grade possible in a repeat examination is a “**C(GP 2.00)**” grade
- 11.7 Incomplete Status: If a student fails to complete the requirements of a course module due to illness supported by Medical Certificate acceptable to the Board/Senate he/she shall obtain an “I” (Incomplete) Status for that course module. Such a student shall complete the requirements for that particular course module on the first occasion the course is next offered. In this instance, unlike in 11.6 above, successful completion of the course module, he/she will be given the actual grade obtained by him/her for that course module. This attempt shall be considered as the first attempt.
- 11.8 The Grade Point Average (GPA) is computed as follows.

<b>GPA =</b>	<b><math>\Sigma C_i \times G_i</math></b>
	<b><math>\Sigma C_i</math></b>

- (12) 12.1 A candidate shall obtain a minimum of 50% to pass in a Course Module and Extended Essay.
- 12.2 A candidate shall become eligible for a pass in the Post Graduate Diploma in Mass Media if he/she fulfills the following criteria.
- (a) a pass mark(50%) or above in each of the Course Module and the Extended Essay.
- 12.3 A candidate shall become eligible for a pass in the Masters’ in the Mass Media if he/she fulfils the following criteria.
- (a) a pass mark(50%) or above in each of the Course Module, extended essay and the Dissertation.
- 12.4 A Merit pass shall be awarded to a candidate who satisfies the following minimum conditions.  
 Passes in all Course modules in the first attempt (or deemed first attempt) with a minimum of overall GPA=3.00
- 12.5 A Distinction pass shall be awarded to a candidate who satisfies the following minimum conditions  
 Passes in all Course modules in the first attempt (or deemed first attempt) with a minimum overall GPA=3.67
- 12.6 Notwithstanding anything contained in other sections, a candidate who fails to obtain at least 50 marks in the Extended Essay shall be considered as being referred in the Extended Essay, and shall be required to resubmit the Extended Essay within a period of one year as recommended by the Board of Examination.
- 12.7 Notwithstanding anything contained in other sections, a candidate who fails to obtain at least 50 marks in the Dissertation shall be considered as being referred in the

- Dissertation, and shall be required to resubmit the Dissertation within a period of one year as recommended by the Board of Examination.
- (13) 13.1 A candidate who re-submits the Extended Essay under 12.6 shall be deemed to have passed in the Extended Essay if she/he receives a “C” grade for it. A candidate who obtains more than 50% for the Extended Essay at the re-submit attempt will be given a maximum of 50 marks or “C” grade only. Candidates who have failed to submit the Extended Essay as laid down in 8.1(ii) shall not be permitted to submit that again unless permission has been granted by the Senate.
- 13.2 A candidate who resubmits the Dissertation under 12.7 shall be deemed to have passed in the Dissertation if he/she receives a “C” grade for it. A candidate who obtains more than 50% for the Dissertation at the resubmit attempt will be given a maximum of 50marks or “C” grade only. Candidates who have failed to submit the Dissertation as laid down in 8.2(ii) shall not be permitted to submit that again unless permission has been granted by the Senate.
- 13.3 A candidate who will be referred or failed shall successfully complete the examination at the next subsequent examination provided he/she has a valid registration.
- (14) A candidate who fails shall be eligible for two further attempts provided he/she has a valid registration.
- (15) The University shall announce through public notification the names of candidates who have passed the PGDipMM/MAMM Degree after completing the whole examination and of those who have been referred. All candidates shall be informed individually of the results of their examinations.
- (16) Students who wish to continue to read for the MAMM may inform the Coordinator that they wish to do so within two weeks after the results of the PGDipMM are released by the University.
- (17) Candidates who successfully complete the PGDipMM with a pass mark(50%) or above in all the Course Modules and the Extended Essay in the first attempt are eligible to apply for registration to the MAMM program. They would be offered the opportunity of converting their PGDipMM to MAMM. These students once they successfully complete the MAMM will not be entitled to the PGDipMM. A candidate who withdraws from the Masters’ program at any stage or fail the Masters’ examination is entitled to do so and apply at that point for the PGDipMM certificate.
- (18) All eligible candidates who wish to apply for registration shall forthwith apply for registration to MAMM program. Depending on the availability of places and supervisors, as well as the financial viability of conducting the program in a given year, the Campus Board reserves the right not to admit students for MAMM for any given year.
- (19) 19.1 On acceptance by the Senate a person shall register as a MAMM student of the University upon payment of the prescribed registration and other fees.

- 19.2 The duration of the MAMM program shall be two years, which will include as first year the period of study spent by a candidate on successfully completing the PGDipMM program. The Senate may on the recommendation of the Board of Examiners and the Campus Board grant an extension of time for valid reasons in individual cases. When the Senate grants a candidate an extension, he or she shall renew the registration by paying the prescribed renewal of registration and other fees.
- (20) 20.1 In the second academic year the students of MAMA program shall participate in and give at least two seminar presentations and work on her/his research under supervision and submit a Dissertation including 120 pages based on research.
- 20.2 The Senate, on the recommendation of the Campus Board shall appoint a supervisor/s to guide each registered student in Dissertation writing. In the appointment of the supervisor, the Campus Board may be guided by the tentative subject area of research suggested by the student. The supervisor shall keep the Head of the Department and the Coordinator informed about the work of her/ his student periodically, at least every three months.
- 20.3 If a student in the opinion of the Supervisor, the Board of Study for Mass Media and the Campus Board, is not making satisfactory progress, the Senate may cancel the registration of the student and, shall thereupon cease to be a registered postgraduate student of the University.
- 20.4 A MAMM student shall, through the supervisor, notify the Registrar of her/ his intention to submit her/his Dissertation for examination at least four months before such submission so as to enable the University authorities to make the required arrangements for the evaluation of the Dissertation. The student shall submit a two pages abstract of the Dissertation along with the notice.
- 20.5 After such notice, a Masters' in Mass Media student shall submit to the Registrar, within four months from the time of such notification, three copies of the Dissertation and in accordance with the Rules and Regulations made by the University and the format provided by the Sri Palee Campus.
- 20.6 The Senate, on the recommendation of Board of study and the Campus Board, shall appoint two examiners, to examine and report on the Dissertation.
- 20.7 Each examiner shall submit to the Registrar in charge of examinations a written report on the Dissertation examined, with clear statement as to the quality of the Dissertation examined and definite recommendations as to whether the Dissertation should be accepted, revised amended or rejected.
- 20.8 The candidates thereafter shall be subjected to a viva voice examination by a Board of examiners, approved by the Senate as recommended by the Campus Board, shall consist of:



- (a) Dean of the faculty (who shall preside)
- (b) Head/Department of Mass Media
- (c) The two examiners appointed to assess the Dissertation.
- (d) The Coordinator of the PGDipMM/MAMM Program and
- (e) The Supervisor (as an observer)

(21) After consideration of the reports of examiners on the Dissertation and the performance of the candidate at the viva examination for the award of the degree, the Board of examiners shall decide whether in its view:

- (a) the degree for which the candidate has submitted himself/herself for examination shall be awarded,

or

- (b) the degree for which the candidate has submitted himself/herself for examination shall be awarded subject to such minor amendments/ corrections to the Dissertation as may be specified by the Board of examiners and the corrected Dissertation submitted within a maximum period of three months with a certification from the Supervisor/Internal Examiner/Nominee of the Board of examiners that the corrections have been made.

or

- (c) The degree shall not be awarded, but the candidate shall be permitted to resubmit the Dissertation within a maximum period of one year. The revised Dissertation shall be re-evaluated by the same examiners, as far as possible, and the candidate shall be summoned for viva-voice examinations.

or

- (d) The degree shall not be awarded.

(22) When a Dissertation is accepted for the award of the MAMM degree, two copies shall be submitted to the University.

(23) The fees for application, registration, examinations and library facilities shall be determined from time to time by the Council of the University. The fees paid shall under no circumstances be refunded.

(24) There will be additional fees charged from referred and /or failed candidates as determined by the Council on the recommendation of the Campus Board, depending on the expenses to be incurred by the University to service their repeat attempts in the PGDipMM/ MAMM examination process.

(25) (a) A candidate for the Post Graduate Diploma in Mass Media shall submit an Extended Essay of 60 pages on a subject relevant to the course contents of the Diploma program.

- (b) A candidate for the Masters' in Mass Media shall submit a Dissertation of 130 pages on a subject relevant to the course modules contents of the Diploma program and Masters' program.
- (c) The title of the Extended Essay / Dissertation and the field of research shall be approved by the Senate on the recommendation of the Campus Board.

#### **Part IV- Interpretation**

(26) In these By- Laws unless the context otherwise requires:

“Council” means the Council of the University of Colombo constituted under the Universities Act No. 16 of 1978(as amended subsequently).

“Senate” means the Senate of the University of Colombo constituted under the Universities Act No. 16 of 1978. (as amended subsequently).

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

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

(27) Any question regarding the interpretation of these By-Laws shall be referred to the Council whose decision thereon shall be final.

## Part V-Schedule

The subjects of the Post Graduate Diploma in Mass Media shall be as follows:

i.	PGDMM	513	Mass Media Theory
ii.	PGDMM	523	Marketing and Communication
iii.	PGDMM	533	Media Management
iv.	PGDMM	543	Political Communication
v.	PGDMM	553	Media and Communication Research
vi.	PGDMM	563	Media Sociology
vii.	PGDMM	573	International Communication
viii.	PGDMM	583	Media Criticism
ix.	PGDMM	506	Extended Essay

The subjects of the Masters' in Mass Media shall be as follows:

i.	MMMM	613	Dissertation Writing
ii.	MMMM	623	Online Media
iii.	MMMM	633	Media Economy
iv.	MMMM	621	A Dissertation