

# Annual International Research Symposium 2023

## Excellence in Research in Media and Creative Arts



Sri Palee Campus, University of Colombo

# **Annual International Research Symposium-2023**

*Excellence in Research in Media and Creative Arts*

**CONFERENCE PROCEEDINGS**



Sri Palee Campus, University of Colombo,  
Sri Lanka

**2023**

**Annual International Research Symposium (AIRS)**

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# **Proceedings of the Annual International Research Symposium - 2023**

*Sri Palee Campus, University of Colombo, Sri Lanka*



## About Sri Palee Campus

The Western Campus of the University of Colombo was established on 20th June 1996 by a notification of the Sri Lanka government Gazette (Extraordinary) No 928/1. Its name was subsequently amended as Sri Palee Campus of the University of Colombo, Sri Lanka with effect from 11th of September 1998 by an order made by the Hon. Minister of Education and Higher Education under 27(1) of the Universities Act No-16 of 1978.

It is located in the Kalutara district at Wewala, Horana on the lands and buildings donated to the University of Sri Lanka in 1976 by the board of the Sri Palee Trust set up by the late Mr. Wilmot A. Perera, a veteran politician and well-known philanthropist.

It has two faculties namely Faculty of Performing Arts and Faculty of Mass Media. The Faculty of Performing Arts has only one academic department, the Department of Performing Arts, which teaches music, dancing, drama and theatre, film studies, and art and design as main subjects. Under the Faculty of Mass Media, three departments were gazetted namely the Department of Mass Media, the Department of Languages, and the Department of Computer Studies.

The students are admitted to the Sri Palee Campus on the basis of Z-score obtained at the Advanced level Examination and Aptitude Test administered.



## **UNIVERSITY OF COLOMBO, SRI PALEE CAMPUS**

### **OUR VISION**

A centre of excellence of global presence in producing transformative knowledge through education, research, creativity, and entrepreneurship

### **OUR MISSION**

Create a transformative educational process and learning experience for students.

Cultivate a vibrant, engaged, and healthy campus community, based on the concept of integrated living, committed to social responsibility, critical thinking, creativity, collaborative spirit, and professionalism.

Make a transformative impact on the collective consciousness of the society through education, media, and arts.



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# Message from the Vice Chancellor

Senior Professor (Chair)

H.D. Karunaratne

Vice Chancellor, University of Colombo



I am privileged to issue this message for the flagship research event in the University of Colombo's annual calendar, the Annual Research Symposium. The University of Colombo is the highest rank university in Sri Lanka with a history of over 150 years.

The University's Annual Research Symposium was started in 2008, and over the years this knowledge dissemination forum has continuously progressed. Each year, following the Inauguration Ceremony, in par with the Annual Research Symposium different faculties and institutes engage in various knowledge disseminate activities ranging from paper and poster presentations, industry dialogues, doctoral colloquiums, keynote speeches and panel discussions relating to their disciplinary focus.

The theme of this year's symposium "Research Excellence and Beyond", captures the university's commitment to high quality research and the initiatives taken to ensure the social and practical significance of our research work. As the premier University in the country, we network with globally renowned universities and have entered into various MOUs. We are the only University in Sri Lanka to be part of the Asian Universities Alliance (AUA), which is a university alliance comprising 15 leading member institutions across Asia.

I am also pleased to note that different faculties and institutes of the University on an ongoing basis partner with various organisations in the country and engage in commercialisation of university-based research through product launches and obtained patent rights. Research work of our university community has and continue to contribute to policymaking, managerial decision making, as well as towards maintaining social justice and wellbeing. As a university we truly maintain research excellence and move beyond, to ensure the wider applicability and relevance of our research.

## Message from the Rector

**Dr. Prathibha Mahanamahewa**  
Rector, Sri Palee Campus  
University of Colombo



It gives me immense pleasure to extend a warm welcome to all of you for the Annual International Research Symposium 2023 (AIRS) hosted at the Sri Palee Campus, University of Colombo. This year's symposium revolves around the theme of "Excellence in Research in Media and Creative Arts". Our esteemed Keynote Speaker for this event will be Professor Christop Schimdt, hailing from Deutsche Welle Academic, Germany.

I would like to express my deepest appreciation to the Chairperson, Secretary, and the entire symposium organizing committee for their unwavering support and encouragement. I also extend my gratitude to the dedicated members of the Organizing Committee, who have worked tirelessly, both within and outside the Sri Palee Campus, to ensure the success of this symposium. Their commitment to ensuring that our endeavors are not only exemplary but also conducive to the fulfilment of our ambitious goals has been truly commendable.

One of the primary objectives of this symposium is to facilitate the exchange of knowledge and experiences by inviting distinguished speakers, both from within and outside the Sri Palee Campus. I firmly believe that this conference will yield fruitful results and provide a solid foundation for the future development of public human resource management.

We eagerly anticipate your presence at the Sri Palee Campus on 20th November, 2023, and look forward to a memorable and enriching experience.

# Message from the Symposium Chair

**Ms. Kalani Dharmasiri**  
Senior Lecturer  
Department of Mass Media,  
Sri Palee Campus,  
University of Colombo



As the Chair of this remarkable conference, deeply humbled and inspired by the profound words expressed in our conference's opening passage: "Human society is either media with communication and liberal arts, or media with communication and liberal arts are human society." These words encapsulate the essence of our gathering and underscore the critical role that media, communication, and the creative arts play in shaping every facet of our lives. Our journey through this symposium is a testament to the unwavering commitment and dedication of each and every one of you in exploring the intricate intersections of media, communication, and the creative arts. It is through your active and creative engagement that we unlock the boundless potential of these disciplines, unleashing their transformative power on our society and personal experiences.

This year's symposium expectations are firmly rooted in our collective dedication to advancing the fields of media, communication, and the creative arts. It is my hope that, through our scholarly endeavors and collaborative efforts, we will contribute not only to academic excellence but also to the betterment of society as a whole.

I extend my heartfelt gratitude to each one of you for being part of this vibrant intellectual community. Your presence, insights, and unwavering commitment are the cornerstones of our shared pursuit of knowledge and innovation.

In closing, I would like to express my deepest appreciation to the organizers, the presenters, and all participants for making this conference a resounding success. Let us embrace the challenges and opportunities that lie ahead with enthusiasm and a sense of purpose, for it is through our collective endeavors that we shall continue to illuminate the path toward a brighter and more connected future.

# Introduction to the Keynote Speaker

**Prof. Christoph Schmidt**  
Head, International Media Studies,  
Deutsche Welle Academic,  
Bonn, Germany



Accomplished academic with a rich background in Business and Economics, Professor Dr. Christoph Schmidt completed his studies at the University of Siegen and obtained his PhD from the University of Cologne. Prior to his academic career, he gained valuable industry experience as a Marketing Manager at Philips AG in Frankfurt. He later ventured into HR consulting and management, working with numerous companies.

In 1995, Prof. Dr. Schmidt joined Deutsche Welle (DW), a renowned international broadcaster, where he has held several leadership positions over the years. Since 2006, he has been entrusted with the responsibility of leading DW Akademie's Administration and Academic Department.

His contributions to the field have extended beyond the organization, as he has been a distinguished speaker at over 30 international conferences across the globe. Driven by his passion for education, he has developed study programs in countries like Turkey and Egypt, while also serving as an advisor to universities abroad.

Prof. Dr. Schmidt's expertise is shared through his teaching engagements, covering diverse topics such as Media Management, Comparative Media Systems, Media Globalization, Digital Transformation and Empirical Methods. His research is centered around international media systems, examining the impact of technology on media, and ensuring their sustainability. His work continues to shape the understanding of media dynamics and pave the way for future advancements in the industry.

## Abstract of the Keynote Address

# Intersection Between Technology and Creativity; Impulses and Emerging Trends for Journalism

Prof. Christoph Schmidt

### Summary

Digital Revolution has triggered a transformation in the way technology and creativity interact. Each technological advancement pushes the boundaries of what's possible and opens up new - creative - expression and innovation paths that were once inconceivable. In particular, the rise and the rapid penetration of the so-called “new media” remodelled journalistic practices and ushered in new ways of communicating emotions, ideas, or experiences. The skill of creativity valued as a core human competency and a key product of human culture is being besieged by complex machine learning models powered by artificial intelligence (AI). Looking further into the future, three broad scenarios on the impact of generative AI on creativity and content creation seem possible.

### 1. Understanding and impact of new media

In today's rapidly evolving digital landscape, the media and creativity sectors are undergoing continuous transformation. Although the term “new media” has been used since the 1960s, it only gained renown in the mid-1990's - along with dotcom, cyberspace, and interactive television. The term was coined in order to distinguish this new fluid, individualized and connective medium from the mass media. New media emerged as an “epoch-making phenomenon” and was part of larger social, technological, and cultural changes. Since that time, it has been used as an “all-inclusive” word which enables to conceptualize “new media” in a larger sense than just technical or specialized terms.

Recent research has shown that new media refer to new textual experiences such as emojis, computer games; new ways of representing the world through new experiences within virtual environments; new relationships between subjects (users and consumers) and media technologies, especially changes in uses and reception; new experiences of the relationship between embodiment, identity, and community for instance, in the ways people express, understand and represent themselves in online platforms, communities and social media groups; new conceptions of the biological body's relationship to technological media, in particular, distinctions between the human and artificial -today



blurred within virtual worlds and social media platforms like Instagram; new patterns of organization and production, where wider realignments have been forming— media culture, industry, economy, ownership – leading to a greater degree of decentralization.

Each one of these new elements are represented through an array of rapidly developing fields of technologically mediated production (user-generated content), including computer-mediated communications, for example, email, chat rooms, avatar-based communication forums, voice image transmissions, the World Wide Web (WWW), blogs, social networking sites, and mobile telephony; new ways of distributing and consuming especially through interactive and hypertextual media content, for instance, WWW, podcasts, streaming and computer games platforms; virtual realities with simulated environments and immersive representational spaces; a whole range of transformations and dislocations of established media for example in photography, animation, TV, journalism, film and cinema.

According to Lister et al. (2009), “all media were once ‘new media’ [and] emergent media may be seen as instances of both risk and potential”. The potential of new media arises from their distinctive nature, namely, digitality which extends and facilitates storage and development; interactivity referring to the new two-way communication that fosters participatory culture by enhancing consumers and users’ involvement; hypertexts and other links which simplify navigation of different sources of information allowing users to act more independently; networks enabling the creation of common pool of resources and information flows; virtuality with users being immersed or engaged in an environment constructed with computer graphics and digital video; simulation referring to synthetic and counterfeit creations, for example, driving and flight simulations.

## **2. Transformation of journalistic practices**

Instances of risk manifest themselves differently in specific contexts. Technology has been transforming both media consumption/usage and the media industry itself. In his article, “The Impact of Technology on Journalism”, John Pavlik (2010) argues that technological change has been exerting a profound influence on journalism in at least four main dimensions: a) the ways that journalists work, with increasing use of digital tools to gather and report news, check facts and find sources; b) the nature of news content both enabled and driven by the ascendancy of high-speed news and online publishing; c) the structure or organization of the newsroom with the digitalisation of information collection, processing and distribution; and d) the relationships between or among news organizations, journalists and their many publics including audiences, competitors, news sources, sponsors and those who seek to regulate or control the press.

### 3. Creativity, journalism, and culture

Journalism is a form of creative work since creativity contributes to all stages of news production, from story ideation via story narration up to story presentation. Today, especially, creativity is considered to be a competitive advantage as the journalistic profession adapts to technological innovations with creative approaches of researching, gathering, selecting, and verifying information; new storytelling modes and formats, innovative ways of publishing and distribution, up to inspired ideas to engage the audience.

What does creativity mean? With more than 50 definitions, the concept of creativity is complex, extending across all disciplines. It has been defined “as the ability to produce something novel and appropriate” (Hennessey and Amabile, 2010). In the Visual Guidelines of Creative Europe, creativity is viewed as a way of “thinking and expanding [one’s] ideas beyond the boundaries of what [is] know[n]” (EU, 2021). Creativity is culture-sensitive and is viewed as both “a key product of human culture and a tool for enriching culture”. (Shao Y. et al., 2019). According to current research on the impact of culture on creativity, individuals from different cultures have different conceptions of creativity; show differences in preferred creative processes and creative processing modes; and assess creativity using different culture-related measures.

As digital innovations are becoming widespread and digital devices are increasingly used for creative activities, creativity is assuming a new form; it becomes digital. Today, any form of creativity that is driven by digital technologies has come to be called digital creativity. Individuals, teams and organizations may tap from the immense digital world enabled by the Internet to spur their own creative thinking. Social Networking is a typical example of how digital technologies influence creativity. No longer isolated, individuals and groups may work in a truly networked fashion - close to the ideal just as Manuel Castells envisioned in his model of network society - where they connect to others through digital networks and have access to a vast supply of relevant information and materials. The development of Web 2.0 has also enabled multiple communication and limitless circulation of images and narratives. In the Web 3.0 era -that enables a better data understanding, interoperability between different platforms, and decentralized data structures- Virtual Reality (VR) and Augmented Reality (AR) are blurring the boundaries between the physical and digital worlds. In VR, users are immersed in, and interact with, an entire artificial three-dimensional (3-D) environment created with the use of computer modelling and simulation. Virtual Reality (VR) provides entirely new and enhanced possibilities ranging from virtual art galleries to immersive film experiences. News organisations are increasingly using VR and 3-D technology as journalism tool to enhance audience experience. AR, on the other hand, displays computer-generated data over an existing reality (such

as video or images) that is presented in a user's field of view. For example, AR applications developed for smartphones show information such as addresses, real estate offers, or restaurant reviews on specific sites that can be seen through the devices' viewfinder or electronic displays. Many opportunities arise from the complementary use of AR and VR technologies, but their application also requires careful consideration of potential risks, including privacy concerns, unethical usage, and addiction. A further illustration of the shift in the way people interact with technology is a "metaverse". A metaverse is a digital world closely mimicking physical life, blending VR and AR to offer more meaningful and interactive experiences. For example, the videogame Fortnite has virtual events like concerts, and the videogame World of Warcraft is a virtual world where players can buy and sell goods. In fact, the emergence of the metaverse may be viewed as a transformative shift in technology-driven human interaction, bridging the virtual and physical worlds for richer, more enhanced experiences.

#### **4. Digital creativity and generative artificial intelligence**

The latest intersection point of technology and creativity is art generated by artificial intelligence, the so-called AI-generated art or generative art. Generative AI uses complex machine learning algorithms to transform existing content into new visual and auditory compositions and artwork including music, visual art, software art, architecture, literature, and live coding (Lee et al., 2015). Some of the numerous Generative AI tools available are:

- 01) GPT-4-the most recent version of OpenAI's Large Language Model (LLM)—and ChatGPT which offers common users free access to basic AI content development;
- 02) Bard - chatbot and content generation tool developed by Google;
- 03) Rephrase.ai or Synthesia - AI video platform or tool for creating videos;
- 04) StyleGAN or DALL-E 2 - is OpenAI's recent version for image and art generation.

These tools are being made available to anyone from computer game players to creators and journalists, allowing them to create their own "avatar", which is the graphical representation or incarnation of their "real" selves in virtual life. According to the 2023 Reuter's Institute Report on Journalism, Media, and Technology Trends and Predictions, media companies are integrating AI into their products to offer more personalized experiences to their audience. Generative AI tools such as MidJourney and DALL-E are already being used to create illustrative art for articles and blog posts. New applications such as ChatGPT and DALL-E 2 are also increasingly used to enhance production efficiency and to create new types of semi-automated content. Creativity in short-form video storytelling has also been expanding in youth-based social networks.

## 5. Future perspectives

With the rapid pace of technological change, creativity, which has been considered as a quality belonging only to humans, seems to become vulnerable. Generative AI applications are affecting sectors and jobs which involve creative thinking and require an intensity of knowledge and information (for example, content creation and delivery, coding, and writing). In their article “How Generative AI Could Disrupt Creative Work”, De Cremer et al. (2023) suggest three non-exclusive scenarios in relation to possible disruption of creative work: a) people use AI to augment their work, leading to greater productivity; b) generative AI creates a flood of cheap content that drives out human creatives, and c) human-made creative work demands a premium. The first scenario does not necessarily constitute a threat to creativity. Instead, Generative AI tools may assist creators to become more productive as they are used as an inspiration, reducing the time and effort required to come up with new ideas. In contrast, the second scenario foresees the “crowding out” of human creativity, with algorithmically generated content inundating the creative market. This extreme abundance of cheaply made content may curb human creativity as people will gradually stop creating new art and content. According to the third scenario, the flooding with artificial creations will revive human interest in authentic creativity and people might be willing to pay for it. Generative AI tools might have impressive capabilities, but their products are full of factual errors and erroneous logic. Moreover, human creativity as a major product of culture and society has a dynamic quality that algorithms cannot emulate. In this scenario, carefully designed regulatory governance frameworks are deemed necessary to counter false or misleading content.

## 6. Conclusion

In 1913, the German journalist Wolfgang Riepl formulated the hypothesis that “new, further developed types of media never replace the existing modes of media and their usage patterns. Instead, a convergence takes place in their field, leading to a different way and field of use for these older forms.” Until today, history has proved him right, with technological progress amplifying and broadening human faculties. Generative AI, however, is heralding a transformation that threatens creativity - the one skill that was considered exclusive human characteristic. Will Riepl’s hypothesis still hold? Moreover, so far, there has always been a human behind AI to tell it what to create. In the future, will it be also the case? Indeed, with the continuous progress in the field of artificial intelligence, the question of whether AI will be able to create independently, without human intervention, becomes an intriguing and uncertain frontier of technological evolution.

# Introduction to the Plenary Speaker

**Prof. Zhang Yanqiu**

The Institute for a Community with Shared  
Future (ICSF)  
Communication University of China



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Zhang Yanqiu is a professor of Communication and the Deputy Dean of the Institute for a Community with a Shared Future at Communication University of China (CUC), Beijing, China. She also serves as the Director of Africa Communication Research Center at CUC. She won her PhD at Renmin University of China (2005), MA and BA at Communication University of China. She has dedicated much of her research to international communication, African media studies, constructive journalism, public diplomacy and media literacy. She won the Special Award for Canadian Studies (2003), and was a visiting scholar at the University of New South Wales (UNSW), Australia (2004), and a visiting fellow at London School of Economics and Political Science (LSE), UK (2008). She has written or edited 5 books and 30+ academic articles and chapters. Her books include “International Communication Planning”(2011), “Understanding Media Literacy: Origins, Paradigms and Approaches”(2012). She has Chaired over 10 funded projects, such as Chinese National Image Study in Africa, the Chinese National Social Science Fund Project. Since 2011, as program director, she has been in charge of the International Master of International Communication program to Developing Countries (at CUC), an MA program taught in English, sponsored by Chinese Government.

## Abstract of the Plenary Address

### **Constructive Journalism for Shared Future :Media and Poverty Reduction in China**

**Yanqiu Zhang ,Professor,**

*Deputy Dean,*

*The Institute for a Community with Shared Future (ICSF)*

*Communication University of China*

*Email:yqzhang@cuc.edu.cn*

The solution-focused constructive journalism has been discussed by some western journalism researchers in recent years. BBC and DW along with some other European media houses have also adopted or practiced constructive journalism either in their journalism training programs or daily news reporting practice. Meanwhile, Chinese journalism which has been miss-labeled as propaganda-oriented journalism indeed carries unique and strong characteristics of the solution-focused constructive journalism for years. This paper will examine constructive journalism which follows the social responsibility theory of the press with its commitment to a society's well-being in the context of China with the aim to share experiences and academic knowledge with academia in developing countries for shared future.

China has successfully liberated from poverty a majority of those who had been in its clutches within a few decades, and the country planned to become the first country in the Global South to eliminate absolute poverty by 2020. This paper focuses on the constructive roles the Chinese media have played in support of the eight-year national campaign Targeted Poverty Alleviation (TPA) between 2013 and 2020. Both state-owned traditional media and privately owned social media are described using the constructive journalism framework. The paper argues that cooperation and mutual support between the media and government in pursuit of common interests in TPA has brought efficiency and success to their efforts. Specifically, the paper argues that constructive journalism may contribute to poverty reduction through 1) agenda setting and consensus building; 2) supervision; 3) cooperation and development; and 4) participation. It is also argued that although, media systems and journalism practices vary across nations, there is ample scope for constructive journalism as an alternative approach beyond professional journalism and party journalism to address development issues in diverse social and political contexts.

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Reviewing China's poverty alleviation campaign and the media's significant contributions to its success may lead us to further understand the efficient and productive cooperation and mutual support between the media and government in pursuit of common interests. When it comes to issues such as poverty eradication, health and development communication, constructive journalism can well be an alternative to profit-motivated media practices. It not only challenges the dominant practices of professionalized journalism, but it might also create a critique-in-action to encourage researchers, journalists, educators and students to start thinking critically about journalism.

Due to the fluctuating limits and possibilities of journalism in different media environments and industry models, the Chinese model of poverty eradication might not be suitable for media from other parts of the globe. Nevertheless, the Chinese media's distinct constructive approach is valuable for reconsidering journalistic contributions to poverty eradication. There is ample scope for constructive journalism to address development issues within diverse social and political contexts. In discussing news and poverty, constructive journalism should not be marginalized, nor should it be seen as a threat to professional journalism. The lived experience of Chinese media's engagement in poverty reduction, especially on TPA, shows that constructive journalism can be both practical and fruitful. This alternative lived experience should not be dismissed because of the stereotypical imagination of Chinese news production as mere propaganda.



## PROGRAMME OF THE INAUGURATION CEREMONY

Sri Palee Campus | University of Colombo  
On 20<sup>th</sup> November 2023 from 9.00 a.m. to 3.00 p.m.

9.00 a.m. – 9.05 a.m.	<b>Inauguration of the Annual International Research Symposium 2023</b>
9.05 a.m. – 9.10 a.m.	<b>Lighting of the Oil Lamp and National Anthem</b>
9.10 a.m. – 9.20 a.m.	<b>Introduction to Annual International Research Symposium 2023</b> <i>Dr. Prathibha Mahanamahewa</i> <i>Rector, Sri Palee Campus, University of Colombo</i>
9.20 a.m. – 9.30 a.m.	<b>Address by the Chief Guest</b> <i>Senior Professor H. D. Karunaratne</i> <i>Vice Chancellor, University of Colombo</i>
9.30 a.m. – 9.35 a.m.	<b>Introduction of the Keynote Speaker</b>
9.35 a.m. – 9.55 a.m.	<b>Keynote Address</b> <i>Professor Christoph Schmidt</i> <i>Head, International Media Studies, Deutsche Welle Academic, Bonn, Germany</i>
9.55 a.m. – 10.00 a.m.	<b>Concluding Remarks of Inauguration Ceremony</b> <i>Ms. Kalani Dharmasiri, Symposium Chair 2023</i>
10.00 a.m. – 10.25 a.m.	<b>Tea Break</b>
10.25 a.m. – 10.30 a.m.	<b>Introduction of the Plenary Speaker</b>
10.30 a.m. – 11.00 a.m.	<b>Plenary Speech</b> <i>Professor Zhang Yanqiu</i> <i>Deputy Dean, Institute for a Community with a shared Future ((ICSF), Communication University of China, Beijing, China</i>
11.00 a.m. – 12.00 p.m.	<b>Technical Sessions 01</b>
12.00 p.m. – 1.00 p.m.	<b>Lunch Break</b>
1.00 p.m. – 2.30 p.m.	<b>Technical Sessions 02</b>
2.30 p.m. – 3.00 p.m.	<b>Symposium Closing Remark and Vote of Thanks</b>

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## Building a Community with a Shared Future for Mankind and Belt and Road Initiative

**Dr. Prathibha Mahanamahewa**

*Rector, Sri Palee Campus, University of Colombo*

President Xi Jinping, in his New Year address of 2021, delivered a resonating message of global interconnectedness, emphasizing the unity of “the whole world as one family.” This message gained profound significance in light of the global adversities and challenges experienced in the preceding year. The concept of building a community with a shared future for humanity has since materialized, with China taking on a central role in the realm of economic globalization and experiencing unprecedented growth. In this context, China has expressed a commitment to contributing to global good governance. Within this evolving global vision, two distinctive scenarios have emerged. The first scenario envisions an “absorbing” approach, while the second advocates a “sharing” scenario. In the latter, China extends an open invitation to the global community to partake in the outcomes of its transformative reforms and the ambitious Belt and Road Initiative. By embracing this innovative approach, China aspires to extend the benefits of its progress to the international community, fostering a spirit of mutual growth and collaborative engagement. This approach holds particular promise for enhancing economic and cultural exchanges across the expansive Eurasian region and nurturing collaborative initiatives, particularly with Asian nations deeply committed to the principles of global prosperity and harmony. This paper conducted a comprehensive exploration of these two scenarios, providing critical insights into the divergent narratives prevailing in Western discourse. It delved into the evolving role of China in shaping a collective destiny for humanity in an increasingly interconnected world. Through this analysis, it became evident that the concept of a community with a shared future has transcended rhetoric to become a tangible reality, carrying the potential to redefine global dynamics and relationships.

**Keywords:** Community, Shared future, Economic globalization, Belt and Road Initiative, Global governance.

## Factors Affecting the Use of Digital Textbooks in Sri Lankan Secondary Education

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Digital textbooks provide intellectual information in electronic form to encourage student participation in learning. In educational publishing, a digital textbook is more appealing as a learning method than a printed textbook because of its interactive features and ease of use, access, and information sharing. In Sri Lanka, the Educational Publication Department is the arm of the government responsible for publishing educational material for the school community. The present study aimed to research the factors affecting the use of digital textbooks in Sri Lankan secondary education. The main objective of the research was to determine which factors are affecting the use of digital textbooks in Sri Lankan secondary education. A mix of methodologies drove this study: questionnaire survey and interview methods were used as data collection techniques. An online questionnaire was distributed to 325 senior secondary students in Western Province, Sri Lanka, and the raw data from 323 respondents was accurate. The questionnaire was created using the “Google Docs” and circulated over WhatsApp social media. When design the questionnaire, questions 1 through 18 have a multiple-choice format, questions 19, 20, 21, and 23 are based on a linear scale, and questions 22 and 24 are based on a paragraph format. Semi-structured interview questions were used to collect data from resources. Interviews were conducted with two assistant commissioners from the Education Publication Department, five secondary school teachers from both public and private schools, and two university professors who were involved in the process of developing the school curriculum. SPSS and NVIVO software are used for analyzing quantitative and qualitative data. This study revealed that adopting digital textbooks positively affected students’ academic progress, interest in learning, skill development, and knowledge transfer, with increased student-teacher collaboration in secondary education in Sri Lanka. Factors to be considered in affecting the use of digital textbooks include knowledge about new technology, the language barrier, traditional learning patterns, a lack of digital devices, and speedy internet facilities. Accepting new technology and behavioural learning processes were also identified as contributing factors.

**Keywords:** Sri Lankan secondary education, digital textbook, educational publishing, learning aid, effects of adoption

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## Stitch in Time Saves Nine (Repairing the Hearts and Minds of The Garment Workers Through Applied Theatre)

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Garment industries comprised of skilled and unskilled labour were established in many parts of the country. Workers are under a lot of stress, and their lives are pretty routine. The majority of these employees are absent from and far from their families. Since they cannot take time off, they neglect their social commitments and grow socially isolated. Most of the time, Sexual harassment and other forms of gender-based violence occur in this surrounding. Regular Absenteeism, lethargy, negligence and labour conflicts continue to happen due to unsatisfying conditions in the work environment. This research aims to assess how workforce advancements in the apparel industry affect employees' psycho-physical behaviours, deepening our understanding of this relationship. Employing the Auto-Ethnography method, the study explores garment workers' experiences to elucidate their cultural contexts, beliefs, daily lives, and work practices. Utilising the 'Corporate theatre' genre, the research conducted eight months of weekend drama workshops to empower marginalised individuals, culminating in a forum theatre production. This production facilitated dialogue among workers, employers, and the audience, resulting in notable shifts in awareness, attitudes, and behaviours, contributing to a transformative process. The five distinguishing characteristics of the applied theatre techniques, such as Participation, Outreach, Service, Intention and Transformation of their lives, are explained through the method of this research is based on a qualitative study where the data were gathered from group discussions, individual feedback of participants, video recording of each workshop sessions, diary notes, feedbacks of trainers and observer's opinions during the six months workshop process. By bringing out their so-called 'frustrations, anxieties and worries, we could teach a positive attitude to the work, build self-confidence, improve interpersonal relations, and enhance synergy among the workers. We argue that solving their day-to-day problem is a must, and as the mandate says, a stitch in time saves nine.

**Keywords:** corporate theatre, auto-ethnography, participation, transformation

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## The Role of Social Media in Construction Management

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The construction industry has undergone a profound transformation in recent years, largely driven by technological advancements and the digital revolution. Among the many technological innovations that have reshaped construction management practices, social media platforms' emergence and widespread adoption have played a pivotal role. This review explores the multifaceted role of social media in construction management, focusing on its influence on project communication, collaboration, information sharing, and stakeholder engagement. Recently, research has explored the potential utility of social media platforms in project management. However, there remains a significant gap in understanding regarding the precise impact of social media on the management of construction projects. Consequently, this abstract seeks to fill this void by conducting a comprehensive systematic review of the role of social media as a tool for effectively managing construction projects. The findings of this study are presented through a rigorous analysis that combines both quantitative and qualitative content analysis of the collected research papers. This multifaceted approach allows for a comprehensive exploration of the subject matter, yielding valuable insights into the role of social media in construction project management. In conclusion, social media has evolved into a transformative force in construction management. Its capacity to enhance communication, foster collaboration, streamline information sharing and engage stakeholders positions it as an indispensable tool in the modern construction landscape. As technology advances, construction professionals must harness the power of social media to remain competitive and adapt to the industry's evolving demands. This review underscores the significance of social media in construction management. It serves as a call to action for continued exploration and utilization of these powerful digital tools.

**Keywords:** social media, construction management, communication, stakeholders, project efficiency



## The Analysis of Film Language in Dream Sequences

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Cinema and Dreams share more common things as both are part of fantasies but originated in reality. From the silent era dream sequences had been frequently included in films (for example, First Scene of Life of an American Fireman -1903 by Edwin S Porter). Filmmakers employ captivating film language in cinema to create dream sequences that transport audiences into fantasy. These dream sequences are often influenced by dream interpretation through psychoanalysis. Sigmund Freud's theory of dreams suggests that dreams represent desires, thoughts, wish fulfilment, and motivations in the unconscious. These elements in the unconscious come through symbols and signs in Dreams. This study explores how filmmakers use Freudian psychoanalysis and Carl Jung's dream theory to craft dream sequences in film language. The filmmakers use dream-based psychological references to create dream sequences. The psychoanalysis approach towards dream psychology and the psychological background of the film language is used to understand the film language of dream sequences. 'How to Analyse the use of film language in dream sequences?' states the study's research problem. The research is qualitative research based on content analysis. Film sequences and film literature are used for data collection. Three dream sequences from Amour (2012), Shutter Island (2010), and Hacksaw Ridge (2016) are used in the research as the primary references. Dreams in art and literature-based resources, and film dream sequences-based research are the primary sources in the literature review. While ample literature is available on analysing film language in various contexts, a nuanced examination of film language within dream sequences represents an existing research gap. Analysing dream sequences, exploring film language, in-depth analysis of audience psychology, and developing more research in the field of cinema in Sri Lanka are considered the main objectives of the research. In conclusion, the research uncovered the use of film language within cinematic dream sequences, uncovering their complex role in storytelling. Examining cinematic visuals and sound, filmmakers adeptly employ signs and symbols drawn from psychoanalysis to construct intricate dreamscapes that blur the line between fantasy and reality within dream sequences.

**Keywords:** Freudian psychoanalysis, film language, semiotics, fantasy, audience psychology

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## The 'Mirror' Movement Improvisation Activity to Enhance Physical Performance of People with Physical Disabilities

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This study investigates the impact of 'Mirror' improvisation movement activity on the physical performance of individuals with physical disabilities. Movement-based interventions have shown more significant results in enhancing physical functionality and promoting overall well-being in human segments of society, however, their specific impact on individuals with physical disabilities remains relatively underexplored in Sri Lankan communities. Therefore, this study tries to understand the strengths and limitations of improvisation movement activities to expand the physical function of people with disabilities. The research addresses how participation in improvisation movement activities impacts mobility and improved functional abilities in individuals with physical disabilities. Does engagement in improvisation movement activities interventions lead to improvements in balance, strength, and flexibility in them? The study adopts a qualitative approach, exploring participants' experiences and perceptions and the researchers' participation observations and insights. The research used a 4-day dance-based workshop in Wattala and Vavuniya Divisional Secretariat areas. Participants were individuals with physical disabilities from birth and victims of accidents living in aforesaid Divisional Secretariat areas. This study conducted four case studies involving participants from both workshops. The participants' experiences with the 'Mirror' movement activity and their physical engagement were collected through semi-structured interviews. The findings provide an understanding of the impact of improvisation movement activities that help to expand the physical performance and participants' subjective experiences. The findings will contribute to the rehabilitative and wellness approach for people with physical disabilities. Ultimately, this study seeks to promote holistic well-being and enhance the quality of life for people living with physical disabilities.

**Keywords:** movement improvisation activities, people with disabilities, well-being

## The Impact of Google's Algorithm Updates on SEO Strategies within the Context of Digital Humanities Research

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Search engines are the primary method of finding relevant content in the digital world. Google's algorithm updates have consistently shaped the development of Search Engine Optimization (SEO) strategies. These updates significantly impact how websites are ranked and displayed on Search Engine Result Pages (SERP). The updates target low-quality content, keyword stuffing, and other manoeuvres manipulating search results. Therefore, SEO practitioners must adapt their techniques continuously to align with the latest Google algorithm updates to maintain and improve the visibility of respective websites in SERPs. SEO is recognized as a technical field, closely associated with the digital domain. Simultaneously, the efficiency of SEO practice relies on content development, which necessitates a strong command of language skills found within the humanities discipline. As a result, the comprehensive application of SEO incorporates a fusion of digital techniques and language proficiency, thus encompassing the essence of digital humanities. This integrated process is essential for meeting the criteria set forth by Google's algorithm updates. Examining the influence of Google's algorithm updates on SEO strategies in digital humanities research holds timely significance, as it empowers content creators to tailor their SEO approach, ensuring the visibility and accessibility of their work in the digital landscape. The data analysis employs a qualitative method. Qualitatively the study involves content analysis. In the context of SEO, content analysis can be used to examine the content of websites to understand how they are optimized for search engines. This qualitative research method analyses text, images, and other data types to identify patterns, meanings, and relationships in Sri Lankan context.

**Keywords:** algorithm updates, SEO, visibility, digital humanities

## Impact of Format Changes in Online Advertising Models on Consumer Motivation (Specific to Facebook Social Media)

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This study aims to investigate the impact of changes in online advertising model forms on consumer motivation in the setting of Facebook social media. The research problem focuses on determining if changes in online advertising forms have a visible impact on consumer motivation, notably in the arena of Facebook media. It was hypothesized that the change in Facebook advertising models strongly impacts consumer motivation. The primary goal of this work is to provide a comprehensive conceptual and theoretical analysis of advertising and its evolutionary history, giving insight into its effect on consumer motivation. To achieve the objectives of this study, the research explores the theoretical and conceptual aspects of advertising, highlighting Furthermore, it identifies the unique features of online advertising and specifically Facebook advertising. The study examines the varying advertising models employed on Facebook's social media platform and investigates how changing advertising models affect customer incentives. The study also tries to combine conclusive data and make insightful recommendations. The study used a mixed quantitative and qualitative methodology with a sample of 180 people from the Colombo, Gampaha, and Kalutara districts. Data was gathered through the distribution of questionnaires and analyzed using SPSS software. To acquire a more in-depth understanding, three subject-matter experts were questioned. The key findings of this study emphasize the growing consumer awareness of items via online media channels, emphasizing the critical significance of changing Facebook advertising formats in generating customer motivation. As a result, the study shows that to increase consumer motivation, there must be a strategic alignment with the preferences of the target customer category, which necessitates the exploration and implementation of Facebook advertising models that resonate more closely with their choices. This research contributes to a nuanced understanding of the dynamics between online advertising format changes and consumer motivation, specifically within the Facebook social media landscape. It emphasizes the need for tailored strategies that align advertising models with consumer preferences for enhanced stimulation and engagement.

**Keywords:** advertising, Facebook, online advertising, consumer, motivation

## Human Resource Management, Employee Efficiency, and Productivity (Specific to Derana Radio and Lakhada Radio)

**K. Pooja Piumali, Ranjan C.K. Hettiarachchi**

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University of Colombo, Sri Lanka*

This study investigates how human resource management practices in a media organization are employed to enhance employee efficiency and productivity. It also seeks to determine the effectiveness of these measures in achieving heightened performance. The central premise of this study is that human resource management within a media organization plays a significant role in elevating employee efficiency and productivity. The research objectives encompass several facets, including examining the role of human resource management within media organizations, evaluating the performance of human resource management practices in such contexts, and assessing the overall employee performance within media organizations. To study the role of human resource management in a media organization, and also To study the current human resource management practices of media organizations, To analyse the performance of employees in a media organization, To study the efficiency and effectiveness of employees of a media organization, To study the steps taken by human resource management to create efficiency and productivity of employees, Furthermore, the study aims to analyse the impact of enhanced employee efficiency and effectiveness on the growth and development of media organizations. The study focused on Derana Media Company as its research sample to accomplish these goals. Among the participants, 50 individuals were chosen, consisting of 25 from both Derana Radio and Lakhada Radio. The research methodology involved the distribution of questionnaires to the selected sample, with data subsequently analyzed using Statistical Package for Social Sciences (SPSS) software. Additionally, insights were gleaned from interviews conducted with four experts in the field. The research findings affirm the positive correlation between human resource management strategies in native media organizations and employees' heightened efficiency and productivity. As a recommendation, the study proposes implementing nomination programs for recruits in media institutes, enhancing their understanding of institutional disciplinary procedures, conditions, regulations, and rules. By investigating the interplay between human resource management and employee efficiency in media organizations, this research underscores pathways to improve HR practices, fostering an environment conducive to both individual and organizational growth. It provides valuable insights for optimizing workforce performance within the media sector, ultimately contributing to enhanced overall outcomes.

**Keywords:** organizational management, media institution management, human resource management, efficiency, productivity

## An Investigative Study on How Contemporary Actors and Actresses Utilize YouTube As A Medium to Build Communication Relationships with Their Fanbase

**D.H.S. Kuruppuarachchi**

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Before social media became popular among masses the, actors and actresses engaged with their fans through what is now considered traditional media, including newspapers, radio, and television. In this scenario, the respective media agency acted as an intermediary between the artist and the fan, resulting in a lack of direct communication between the two parties. Due to this involvement of a third party, there was no direct communication between the artist and the fan. Because the relationship is subject to supervision, control, and an influence of a third party. However, with social media's rise in popularity, actors and actresses can now establish direct contact with their fans through various social media platforms. Among these platforms, YouTube has emerged as a particularly successful medium for attracting a larger fan base. Many actors and actresses from the new generation have started creating personal YouTube channels and rapidly gaining access to this platform. The ability to directly communicate with fans through social media marks a significant change from the indirect communication facilitated by traditional media, and its impact on society is substantial. This led us to conduct research on the following question: "What is the social impact of the YouTube contents that actors and actresses create on their personal YouTube channels to build relationships with audiences? We primarily employed qualitative research methodology for our study. Our research sample consisted of a random selection of various artists who frequently appeared on YouTube and only included videos uploaded within a year for observation. Data analysis was conducted using a textual analysis method. YouTube is now known as a successful source of income, attracting many artists who see it as an opportunity not only to maintain their popularity among fans but also to generate revenue. As a result, the constant upload of videos that can captivate the audience has become crucial. However, most of these videos fail to foster intelligent conversations and instead transport viewers into a dream-like world centered around materialistic luxury. Consequently, this socializes the ideology that life should be solely focused on enjoyment, wherein the attainment of material luxuries is equated with happiness. This leads to a sense of inferiority among audiences who do not experience such a luxury lifestyle. Furthermore, sharing their luxurious life, particularly during a period of economic difficulties for many people in the country, raises questions about artists' recognition of their social responsibility. In conclusion. It becomes evident that today's artists primarily engage with their fan base on YouTube as mere commercial transactions, reducing their audience to sources of wealth rather than appreciators of their artistry.

**Keywords:** actors and actresses, personal YouTube channels, direct communication, audience, societal impact

## A Study on the Role of Social Media in Creating Harmony among Youths: Special Reference to Youth in Puttalam District

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The use of social media has increased among the youth. Social media has both positive and negative effects on reconciliation. This research is carried out with a focus on the Senai residential village under the Puttalam Divisional Secretariat division where three ethnic groups of people live. The main objective of this study is to identify the contribution of social media in building harmony among youth. 35 samples were selected for this study, through the purposive sampling method. A research design involving qualitative methods has been used in the study. Data has been collected using data collection tools like direct observation, case studies, key informant interviews, and focus group discussion as primary data for the study. As secondary data, GS report, previous research papers, magazines, and website data have been used. Data were subjected to thematic analysis. Social media has created a gap between the Tamil, Muslim, and Sinhalese communities in terms of understanding and inter-ethnic reconciliation activities. In today's environment, spreading the ideas of racial harmony and peace among the people and taking all steps to stabilize it is seen as an essential need in society. Today's social media is also playing an important role in this. Young people use social media more for sharing ideas, conducting conversations, getting information, entertainment, educational activities, etc. Distortions and information disseminated through social media hinder reconciliation efforts. These affect the coexistence and harmony among races. The media and social media should make valuable contributions to the national unity of the country by designing programs that focus on co-existence and ethnic harmony.

**Keywords:** hate speech, reconciliation, social media, youth, harmony management, efficiency, productivity



## The Role of Facebook Political Cartoons in Creating Political Awareness and Changing Opinion in Youth

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In the digital age, social media platforms have become powerful catalysts for communicating political information. Among social media platforms, Facebook has become a well-known forum for political communication due to its large user base and interactive capabilities. In particular, Facebook political cartoons have gained considerable attention as a unique and powerful means of conveying political information to a wide audience through comedy, satire, and visual storytelling. The power of a cartoon will be clearly explained by the famous Chinese thinker Lao Tze's saying, "An idea that needs to be told in ten thousand words can be communicated very concisely and very powerfully in one image." Cartoons are used to communicate political information because of their strength. Political cartoons that used to be exclusive to newspapers are now stronger than ever on Facebook. In particular, Facebook political cartoons act as a powerful tool to raise political awareness and change opinions among young people. The purpose of this research was to investigate whether Facebook cartoons create political awareness among youth about current political information and whether Facebook cartoons influence the attitudes and behaviours of youth. The study was conducted through qualitative and quantitative methods. 100 young people between 18 and 35 years of age who use Facebook cartoons in the Gampaha district were purposefully selected for the research. The questionnaire method and interview methods were used as data collection methods. SPSS (statistical package for social sciences) was used for data analysis. The research findings revealed that Facebook political cartoons create a very high level of political awareness about current political information among most young people. Also, it was revealed that Facebook cartoons work to resolve conflicts and set perspectives on various controversial political issues. Furthermore, it was revealed that political cartoons exerted an extreme influence on the attitudes, beliefs, and judgments of most young people. Accordingly, this research suggests that Facebook political cartoons can be used to create correct political awareness in the youth and to change their opinion in the correct direction.

**Keywords:** Facebook political cartoons, political awareness, political information communication, political cartoons, public opinion

## Women Against Women: A Discussion on Female Involvement in Sharing Male-Dominant Ideologies, Through Image Theatre

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Patriarchy represents a social and ideological framework that considers men as the primary authority figure within the social structure, asserting their superiority over women. According to Louis Althusser, these ideologies are manifest through various ideological state apparatus including family, education, religious institutions, media, and law. Particularly within the Sri Lanka context, women play a significant role in these social institutes and consequently, actively contribute to the construction and dissemination of these ideologies. Hence, it is reasonable to assume that women, indirectly involve in the transmission of male-dominant ideologies. In line with this claim, this research attempts to foster a constructive discourse with women regarding their engagement in sharing and sustaining male-dominant ideologies, through Augusto Boal's Image Theatre. This research mainly aims to initiate a discussion with women, delving into their involvement in constructing male-dominant ideologies and to identify the capacities and constraints of Image Theatre in addressing gender based and ideological concerns. Practicing Image Theatre in Sri Lankan context and empowering women through Image Theatre are the sub objectives of this study. This is a participatory action research which employs qualitative research methods. An Image Theatre session will be conducted as an experiment, with the female students of the first year of the Department of Fine Arts, University of Peradeniya, focusing on identify the male-dominant ideologies existing within the university community and female involvement in sharing and preserving them. Finally, by analyzing the theatrical images the participants create during the Image Theatre session, the researcher's observations and the participants' discussions, this research attempts to prove that women are significantly involved in sharing male-dominant ideologies. Moreover, this study concludes that Image Theatre is an effective method to cultivate awareness of this issue and to stimulate a sociocultural transformation.

**Keywords:** male-dominant ideologies, women, image theatre, ideological apparatus, Augusto Boal



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