

AIRS 2024



**Annual International
Research Symposium - 2024**

*Media and Liberal Arts for
Sustainable Development*

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

Sri Palee Campus
University of Colombo, Sri Lanka

Annual International Research Symposium
2024

Media and Liberal Arts for
Sustainable Development

CONFERENCE PROCEEDINGS



20.11.2024

Annual International Research Symposium – 2024

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**Annual International Research Symposium
2024**

*Media and Liberal Arts
for Sustainable Development*

About Sri Palee Campus



VISION

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

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

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.

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SYMPOSIUM PROGRAMME

Time	Programme
9.00 a.m. – 9.05 a.m.	Inauguration of the Annual International Research Symposium 2024
9.05 a.m. – 9.10 a.m.	Lighting of the Oil Lamp and National Anthem
9.10 a.m. – 9.20 a.m.	Introduction to Annual International Research Symposium 2024 <i>Dr. Prathibha Mahanamahewa</i> Rector, Sri Palee Campus, University of Colombo
9.20 a.m. – 9.30 a.m.	Address by the Chief Guest <i>Senior Professor H. D. Karunaratne</i> Vice Chancellor, University of Colombo
9.30 a.m. – 9.35 a.m.	Introduction of the Keynote Speaker
9.35 a.m. – 9.55 a.m.	Keynote Address <i>Professor Mark Pearson</i> School of Humanities, Languages and Social Science, Griffith University, Australia
9.55 a.m. – 10.05 a.m.	Cultural Performance
10.05 a.m. – 10.10 a.m.	Vote of Thanks <i>Dr Udari Abeyratne</i> Symposium Chair 2024
10.10 a.m. – 10.30 a.m.	Tea Break
10.30 a.m. – 12.30 p.m.	Three Technical (Parallel) Sessions
12.30 p.m. – 1.30 p.m.	Symposium Closing Remarks
1.30 p.m. – 2.00 p.m.	Lunch

Message from the Vice Chancellor - UOC

Senior Professor (Chair) H.D.Karunaratne
Vice Chancellor,
University of Colombo, Sri Lanka



It is with great pleasure that I pen this message, which also serves as a congratulatory note for an important event in the University of Colombo's annual calendar: the Annual Research Symposium.

The Annual Research Symposium was initiated in 2008, and over the years, this knowledge dissemination forum has continually progressed. Each year, following the Inauguration Ceremony, various faculties and institutes engage in a range of activities, including paper and poster presentations, industry dialogues, doctoral colloquiums, keynote speeches, and panel discussions that align with their disciplinary focus.

The theme of this year's symposium, "Building a Sustainable Future through Impactful Research," captures the university's commitment to high-quality research and the initiatives taken to ensure the social and practical significance of our work. As the premier university in the country, we network with globally renowned institutions and have entered into various MOUs. Notably, we are the only university in Sri Lanka that is a member of the Asian Universities Alliance (AUA), which comprises 15 leading institutions across Asia.

Research and development activities contribute significantly to economic growth by driving innovation, productivity, quality, and competitiveness. Research enhances the efficiency and effectiveness of industries, creates new opportunities, and opens new avenues for further development, ultimately leading to a higher standard of living. It plays a crucial role in improving the quality of life and advancing humanity.

I extend my heartfelt congratulations to the scholars presenting their papers at this conference and express my gratitude to all the supporters whose efforts made this event a reality.



MESSAGE FROM THE RECTOR

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



It gives me immense pleasure to extend a warm welcome to all of you for the Annual International Research Symposium 2024 (AIRS) hosted at the Sri Palee Campus, University of Colombo. This year's symposium revolves around the theme of "Media and Liberal Arts for Sustainable Development". Our esteemed Keynote Speaker for this event will be Professor Mark Pearson, hailing from School of Humanities, Languages and Social Science, Griffith University, Queensland, Australia.

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, 2024, and look forward to a memorable and enriching experience.



**MESSAGE FROM
THE CONFERENCE CHAIR**

Dr. D. M. Udari Poornima Abeyratne
Head
Department of Languages
Sri Palee Campus
University of Colombo, Sri Lanka

Success is not a mere destination but a constant journey, which requires ebullient and preserving pursuit. On this momentous occasion, as the Chair of this remarkable conference, I humbly extend my sincere and heartfelt congratulations on the Annual Research Symposium (AIRS 2024). This gathering of brilliant minds from around the world promises to be an extraordinary opportunity for knowledge exchange, intellectual growth, and the exploration of innovative ideas.



This symposium will be a convergence of leading minds in the fields of media and liberal arts at a platform for insightful discussions, knowledge sharing, and collaboration opportunities, as well as encouraging interdisciplinary research among researchers in different disciplines. With steadfast dedication to research since the outset, I am elated to announce that Sri Palee Campus, University of Colombo, has secured a commendable position among global universities and stands at the forefront in the Sri Lankan context.

I am honored, as the Chair of the conference, to extend my heartfelt gratitude to the organizers, presenters, and all participants for their invaluable contributions in making this conference possible. As we gather at the Annual International Research Symposium, let us celebrate the power of research and reaffirm our commitment to advancing knowledge, inspiring new ideas, and making a lasting difference in our world.

May this event be a catalyst for transformative ideas and lasting impact.

**INTRODUCTION TO THE
KEYNOTE SPEAKER**

Professor Mark Pearson
*School of Humanities, Languages and
Social Science,
Griffith University,
Australia*



Mark Pearson is a professor of journalism and social media in the School of Humanities, Languages, and Social Science at Griffith University in Queensland, Australia. He is a member of the Griffith Centre for Social and Cultural Research within the Arts, Education, and Law Group.

He is a former section editor of Australia's national daily newspaper The Australian and has since produced freelance journalism for a range of publications, including The Australian, the Far Eastern Economic Review, the Wall Street Journal, the Otago Daily Times, Crikey.com.au, the Sydney Morning Herald, and the Gold Coast Bulletin.

Professor Pearson's fields of expertise are media and social media law and regulation, journalism ethics, media freedom, and mindful journalism. He is the co-author, with Mark Polden of *The Journalist's Guide to Media Law* (6th ed., Allen and Unwin, 2019). He is the author of *Blogging and Tweeting Without Getting Sued* (Allen & Unwin, 2012) and co-editor of *Mindful Journalism and News Ethics in the Digital Era* (with Shelton A. Gunaratne and Sugath Senarath, Routledge, NY, 2015).

He is a collaborative academic researcher who has worked on a range of projects, including mindful journalism, reporting Islam, the impact of the law upon journalists, restrictions on mental health reporting, the interaction of journalists with vulnerable sources, censorship and the media, government spin, and the impact of new technologies on journalism.

ABSTRACT OF THE KEYNOTE ADDRESS

Strategies for Building Mindful Reflection into Communication and Education

Professor Mark Pearson

This paper introduces some strategies for enabling students and colleagues to reflect mindfully when engaging in their communication and education. In doing so, it attempts to lay some foundation stones for proposing such strategies – offering the intellectual narrative of their conception and development. This paper aims to establish mindful reflection as an important component of tertiary pedagogy in communication, with potential applications in other areas including law and education. It starts by defining and establishing mindfulness in a modern educational context, before offering a way that students and colleagues might explore their own moral compasses. It then reviews some important interconnections between mindfulness-based meditation (MBM) and mental health, particularly resilience to post-traumatic stress. It explores MBM as a tool for ethical decision making. Finally, it summarizes a recent pilot project where students related their experiences with mindfulness-based meditation in the media law curriculum. This research set out to explain how mindful reflection could constitute an important component of tertiary pedagogy in communication, with potential applications in other areas including law and education. The researcher has journeyed through definitions of mindfulness in its modern educational context having established its roots in Buddhism and philosophy. The researcher has learned how we might map our own moral compasses. The researcher has looked at the relationship between MBM and mental health, and its potential for offering resilience to post-traumatic stress for journalists reporting tragic and gruesome stories. The researcher has outlined MBM as a tool for ethical decision making. And we have reviewed a recent pilot project where students reported the pros and cons of engaging in MBM in the media law curriculum. Much is still to be explored in the application of these two millennia-old practices to tertiary education and communication and educational practice. The researcher hope that future researchers are interested enough to undertake research to shed further light on this enlightening path with so many potential benefits.

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Parental Responsibility of Children After a Divorce or Separation: A Comparative Study of United Kingdom Law

P. Mahanamahewa

Sri Palee Campus, University of Colombo, Sri Lanka

Parents hold the utmost responsibility for the maintenance, education, and growth of their children. However, when parents are divorced or separated, their children become vulnerable and are exposed to potential harm, often lacking adequate protection or care. The objective of this research is to investigate the detrimental effects of parental separation or divorce on children and to examine how parental responsibility is determined in such circumstances. Although courts can take custody arrangements, these decisions are often influenced by the family's cultural and religious background and other societal factors. Employing a qualitative research approach, this paper reviews existing literature, case studies, and legislation related to the subject. In addition, the paper analyses various models of parental responsibility for children after divorce or separation from different countries to identify a standard model that can be applied in the Sri Lankan context to ensure the best interests of the children. The findings of this study will assist policymakers in developing guidelines to ensure a safe and protected future for children securing their best interests.

Keywords: *Parental Responsibility, Divorce, Law, Children*

Leveraging AI for Green Media Production: Reducing Carbon Footprints

J.T.H. Chathurangani

Sri Palee Campus, University of Colombo, Sri Lanka

The media industry, encompassing film, television, and digital content creation, is a significant contributor to global carbon emissions. Traditional production processes are resource-intensive, often involving high energy consumption, extensive travel, and large-scale use of materials. This paper explores the transformative potential of Artificial Intelligence (AI) in revolutionizing media production practices to achieve sustainability goals and reduce carbon footprints. The primary objectives are to identify AI technologies that can enhance sustainability in media production, evaluate their effectiveness in reducing environmental impact, and develop a framework for integrating these technologies into existing practices. This study employed a mixed-methods approach, combining a literature review, case studies, and expert interviews. The literature review identified current AI applications in media production, while case studies of companies using AI provided real-world data on carbon emission reductions. Interviews with industry experts offered insights into the challenges and opportunities of AI adoption. Moreover, the central research problem addressed how AI could be effectively leveraged to make media production more sustainable, and what specific challenges and opportunities existed in implementing AI-driven solutions. The study revealed that AI can significantly reduce the environmental impact of media production through predictive analytics, virtual production techniques, and energy management systems. These technologies streamline operations, reduce waste, and lower energy consumption. However, challenges such as high initial costs and the need for specialized skills must be overcome. The findings suggest that AI offers a promising pathway to a more sustainable media industry, with a framework proposed for its adoption.

Keywords: *Artificial Intelligence, Carbon Footprint, Green Media Production, Energy Management, Environmental Impact*

A Study on the Usability of Mobile Phone Applications in Reading Printed Newspapers in Sri Lanka

K.P. Gamage, H. M. D. Malinda

Department of Mass Media, Sri Palee Campus, University of Colombo, Sri Lanka

The advancement of information and communication technology (ICT) and digitization have led to new practices for reading print newspapers through mobile applications. The purpose of this study was to explore the usability of mobile phone applications for reading printed newspapers in Sri Lanka. This study employed a survey methodology, distributing an online questionnaire to 350 newspaper readers aged 10 to 60 from various demographics. SPSS version 22 was used for factor analysis. In this research, the age group of 10-20 years was considered 'Generation Z', the age groups of 21-30 and 31-40 was considered 'Generation Y', the age group of 41-50 was considered 'Generation X', and the age group of 51-60 and over 60 was considered 'Baby Boomers'. The study revealed distinct generational preferences in newspaper consumption: Baby Boomers favor printed newspapers, while Generation Z and Generation Y predominantly prefer online publications. Younger generations tend to access news via mobile applications, whereas Baby Boomers exhibit minimal interest due to technological unfamiliarity and a strong preference for printed formats. This preference highlights Baby Boomers' reluctance to transition to digital platforms. The findings suggest that Generations Z and Y are more receptive to digital formats. It is also evident that newspapers will continue to be printed for Baby Boomer readers. Thus, further research into the usability of e-book applications for reading in Sri Lanka is recommended.

Keywords: *Newspaper, Mobile apps, Reading, Digitization, Information*

Usage of the English Language in Different Courts in Sri Lanka

D.M.U.P. Abeyratne

Department of Languages, Sri Palee Campus, University of Colombo, Sri Lanka

The importance of English in the field of law, particularly in a globalized context, is undeniable. In Sri Lanka, while preserving its identity and legal traditions, the integration of English within the legal framework offers several advantages. While it is crucial to maintain the nation's linguistic heritage and promote Sinhala and Tamil within the legal system, the strategic use of English can significantly bolster Sri Lanka's legal system and development. To determine the extent of English language usage in various courts within Sri Lanka, a study was conducted involving five judges and twenty-five lawyers. The research employed a combination of interviews, questionnaires, and direct observations. The results revealed distinct patterns in the use of English across different levels of the judiciary in Sri Lanka. In the Supreme Court, judicial activities are conducted exclusively in English. English is prioritized in all legal proceedings, documentation, and communication. Similarly, English predominates in the Court of Appeal, reflecting the same usage patterns as the Supreme Court. In the High Courts, a mixture of English and Sinhala is observed. However, in the High Courts located in the Northern and other districts with a predominantly Tamil-speaking population, Tamil is predominantly used. In the lower courts, there is a significant deviation from the higher courts' practice. In these courts, Sinhala is more frequently used than English, highlighting a localized preference for the native language over English. This analysis shows that while higher courts maintain a strong emphasis on English, reflecting its importance in legal proceedings and documentation, lower courts tend to operate more in the native languages, catering to the linguistic preferences of the local population.

Keywords: *Courts, English Language, Judges, Judiciary, Lawyers*

Enhancing Critical Thinking and Engagement in History Education Through Theatre Games

P. De Mel, K.D.W. Ruchini

Department of Performing Arts, Sri Palee Campus, University of Colombo, Sri Lanka

This study explores the impact of theatre games on enhancing critical thinking in history education for grade 10 students. In this research, five theatre games were developed based on Sri Lankan folk traditions and tailored to specific history lessons. Two workshop sessions were conducted with six history teachers, six grade 10 students, and six theatre practitioners. Data were collected through focus group discussions and a structured questionnaire. The results of the focus group discussions and the questionnaire indicated that the created theatre games significantly improved students' comprehension of historical content more effectively than traditional teaching methods. This method enhanced critical thinking and promoted self-expression. The integration of Theatre in Education (TIE) with edutainment emerged as an effective pedagogical approach to teaching history. The students gained a deeper understanding of history through embodied knowledge obtained from the theatre games, leading to enhanced critical thinking and self-expression. The study suggests that theatre games can be adapted for various educational contexts, highlighting their potential to enhance knowledge retention and student engagement. This research underscores the value of combining traditional educational content with interactive and engaging theatre activities to create a more dynamic and effective learning environment.

Keywords: *Edutainment, Theatre in Education, History, Theatre Games, Pedagogy*

An Analysis of Women's Voices in Modern Sri Lankan Tamil Poetry (1980-2000)

A. Sivalingam

Department of Mass Media, Sri Palee Campus, University of Colombo, Sri Lanka

Poetry is a powerful literary tool, and Sri Lankan modern Tamil poetry often reflects identities and socio-political contexts. Women's voices in literature have been marginalized by patriarchy. This study analyzes themes of 'otherness' in modern Tamil poems written by Sri Lankan female poets using 'otherness' theory from feminism and critical theory. Poets such as Kala, Sanmarkka, Ranga, Urvasee, Sulfica, Sivaramani, and Selvi were analyzed, focusing on the period from 1980 to 2000. 'Otherness' explores how perceiving individuals or groups as 'other' leads to marginalization, discrimination, and exclusion. This can manifest through stereotypes, prejudices, and unequal power dynamics. In critical theory, 'otherness' is analyzed through 'double consciousness,' which examines the internal conflict faced by marginalized groups in a racist society. Urvasee's poem "An Application to the Jailer" addresses the oppression of a prisoner labeled as a 'terrorist.' Selvi's "Times that Never Come" delves into the emotions of those affected by war, capturing the silence and fear in the northern regions. Sulfica's "Scenes from the Nights of War" explores ethnic discrimination and its impact on minority women. Sanmarkka's "A Mother's Lament" portrays a mother's grief over her murdered son, reflecting victimization and identity struggles during the war. Sivaramani's "Initiative" critiques nationalism and violence, advocating for freedom of expression. Kala's "Koneshwarikal" recounts the gang rape and murder of Koneshwary by security forces in 1997, illustrating brutal oppression due to her minority identity. Ranga's "Truly and Truthfully" discusses patriarchal culture and its impact on women, showcasing how male ideology commodifies women's bodies and subordinates them. The study concludes that male domination restricted women's participation in Tamil poetry, with ethnic conflict often overshadowing other issues. Social, political, and cultural factors further marginalized female poets, making them feel 'othered.'

Keywords: *Women's Poetry, Sri Lankan Literature, Tamil Poetry, Otherness in Tamil Poetry*

The Use of Intertextual Referencing in the Making of Internet Memes

A. P. B. Athapaththu

Department of English Language Teaching, University of Kelaniya, Sri Lanka

The meme makers on the internet employ intertextual referencing as a means to construct memetic content. As a combined effort of logical reasoning and innovative thinking is required for this creative enterprise, it is important to explore the complex interplay between intertextual referencing and meme making. Three research questions were thus formulated to investigate this phenomenon: (1) What are the criteria according to which intertextual elements are selected for manipulation? (2) What is the discursive function of the created memes? (3) How do the new memes find their identity among their memetic counterparts? To answer these research questions, this study employed a meme pool consisting of 100 purposively sampled memes from a meme repository on Reddit. The collected memes were analysed using the tripartite memetic typology introduced by Shifman (2013), which was further elaborated by Wiggins (2018). The data analysis indicated the juxtaposition of intertextual elements from various media genres selected on the basis of their capacity for replication, to visually supplement the intended argument, and to reinforce the message the meme contains. Furthermore, the memes were found to have been deployed chiefly to ideologically subvert the narratives that had threatened the perceived universals of the networked communities. The combined intertextual elements had assigned the constructed memes a new memetic identity and had also contributed to the memes' success at survival. This paper concludes that creating an internet meme is not a random act of producing an image with superimposed text to spread humour. It involves a selective thought process that eventually results in a visual argument that is employed as a meaningful discursive unit by the agents of network communities on the internet to counter the narratives that contradict their ideological practices. The study lends ideas for future research directed at investigating other creative mechanisms involved in the making of internet memes and their communicative function in delivering the intended visual argument effectively.

Keywords: *Intertextual Referencing, Internet Memes, Reddit, Discursive Function, Ideological Practice*

Social Media Dynamics of Dhammika Paniya during the COVID-19 Infodemic

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The COVID-19 pandemic triggered an "infodemic" with a surge of accurate information and misinformation. This study addresses the problem of understanding how misinformation spreads and influences public perception during health crises, focusing specifically on the social media dynamics surrounding Dhammika Paniya, an indigenous syrup promoted as a COVID-19 remedy in Sri Lanka. The main objective is to analyze public engagement and sentiment towards Dhammika Paniya on social media, identify recurring themes, and assess the dynamics of public discourse during the infodemic. Using the Agenda-Setting Theory, the study examines how media coverage influences public perception and discourse. A social listening approach was employed to collect and analyze Facebook user comments from December 2020 to February 2021, using specific Sinhala keywords related to Dhammika Paniya. The research utilized sentiment and thematic analyses to interpret the data. Out of 4,482 comments received on 94 posts, 2,391 comments were analyzed after data cleaning. The initial hypothesis predicted a positive sentiment towards Dhammika Paniya; however, the analysis revealed mixed sentiments: positive, negative, and neutral, which remained unchanged throughout the study period. Findings indicate that despite the surge of information and engagement, sentiments on Facebook remained largely unchanged, highlighting the role of the Agenda-Setting Theory in shaping public discourse. Media coverage of Dhammika Paniya overshadowed other critical medical practices suggested by the WHO, such as social distancing and vaccines, which received minimal recognition on social media. The discussion was heavily influenced by political and media factors, with a noticeable dominance of Dhammika Paniya-related keywords over those related to general COVID-19 medical topics. The findings highlight the challenges of combating misinformation on social media and suggest the need for robust public health communication strategies and enhanced media literacy education. Theoretically, the study underscores the influence of media dynamics on public perception during health crises. Future research should focus on developing effective counter-measures against mis-information to better navigate public health challenges.

Keywords: *COVID-19, Infodemic, Misinformation, Social Media, Dhammika Paniya*

An Analysis on the Influence of Algorithmic Updates on Digital Perception and the Digital Humanities

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The digital age has been significantly transforming human perception, self-conception, and cognition, giving rise to the concepts of digital perception, digital self, and digital mind. Recent algorithm changes have altered the ways in which information is disseminated and consumed, leading to an immediate impact on digital perception. These changes have been affecting individual behaviour and also the collective behavioural patterns of society. This shift has been paving the way for the development of satellite culture, computer culture, and algorithmic cultures, ultimately creating a screen generation deeply embedded in convergence media. The digital humanities landscape exemplifies this transformation, particularly under the influence of Google's algorithm updates. The research investigated the impact of these algorithm updates on the field's SEO culture, characterized by a constant influx of content tailored to user preferences. This phenomenon is a direct result of humanity's evolving modes of communication, progressing from oral traditions to written formats and now to the contemporary digital realm. The digitalized human is thus inundated with a perpetual stream of information, raising significant social concerns. These social concerns require an immediate addressing. A mixed-methods approach was employed in this empirical research. This comprehensive methodology illuminates the intricate relationship between algorithmic updates, SEO culture, and their social implications. The findings indicated that algorithm-driven SEO practices contribute substantially to information overload, which can lead to social isolation and digital alienation. The research underscores the necessity of addressing these concerns to advocate for a more balanced digital humanities ecology. This involves reevaluating SEO strategies to prioritize quality over quantity and encouraging critical engagement with information. This research contributes to the ongoing dialogue about the evolving digital humanities landscape and its social ramifications. It paves the way for a better understanding of the increasingly digitalized world and highlights the need for strategies to mitigate the adverse effects of digital culture on societal well-being.

Keywords: *Digital Perception, Algorithmic Updates, SEO Culture, Digital Humanities*

Challenges in Integrating SMART Boards for Effective Teaching and Learning in Sri Lanka's Junior Secondary Schools

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The integration of technology into educational settings has become increasingly vital in enhancing teaching effectiveness and student engagement. In Sri Lanka's junior secondary school education, this trend is reflected in the growing adoption of SMART boards. These interactive whiteboards offer dynamic instructional opportunities, yet their successful implementation hinges on teachers' proficiency and preparedness. This study examines the challenges faced by educators when utilizing SMART boards, highlighting the critical need for targeted interventions to support effective technology integration. The study is part of a broader qualitative, analytical case study conducted in a national school in the Sri Jayawardenepura zone of the Western Province, involving 150 students, six teachers, and one principal across five 8th-grade classrooms equipped with SMART boards. Data were collected through in-depth interviews with six teachers (five female, one male) who voluntarily participated. The interviews were analyzed using thematic analysis, which revealed significant barriers to effective SMART board usage. The findings suggest that the primary challenge lies in teachers' inadequate training and familiarity with the SMART board technology. This gap in knowledge not only limits the potential benefits of SMART boards but also creates additional stress for teachers, who struggle with technical issues and the creation of suitable instructional materials. Moreover, the lack of institutional support exacerbates these challenges, as teachers are often left to troubleshoot problems without adequate resources or guidance. The study underscores the necessity of a systematic approach to address these issues. It argues that providing ongoing professional development tailored to SMART board usage is essential. This should include hands-on training from technology experts, the development of curriculum-aligned digital content by the Ministry of Education or the National Institute of Education, and the employment of educational technologists in schools. Furthermore, regular supervision and continuous support from experts are crucial to ensure that teachers can effectively integrate SMART boards into their pedagogy.

Keywords: *Challenges, SMART Board, Teaching-Learning Process, Technology*

Leveraging AI and Machine Learning for the Creation and Curation of Hindi

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The rapid advancement of Artificial Intelligence (AI) and Machine Learning (ML) has significantly impacted content creation and curation in various languages, including Hindi. However, there is limited research on how these technologies specifically affect Hindi, particularly in creative media. This study addresses this gap by examining the transformative effects of AI and ML on Hindi content, focusing on emerging trends, challenges, and opportunities. This research explores how AI and ML are reshaping Hindi content creation, identifying current applications, challenges, and potential enhancements in creative expression. A mixed-methods approach is used, combining a literature review with qualitative insights from interviews with AI experts, media professionals, and linguists. Additionally, quantitative data from surveys of content creators, curators, and consumers capture their experiences and perceptions. Findings indicate that AI and ML are increasingly used to automate tasks and enhance personalization in Hindi content. However, challenges such as algorithmic biases, ethical concerns, and the need for better contextual understanding persist. Despite these issues, AI and ML hold promise for driving creativity and efficiency in content production. The study highlights the importance of ethical frameworks and algorithmic transparency to effectively address these challenges. Overall, this research underscores the benefits of AI and ML in Hindi content creation while emphasizing the need to consider ethical implications and cultural sensitivities. The findings contribute to the ongoing discourse on technology and language, offering practical recommendations for leveraging AI and ML to enhance Hindi cultural heritage.

Keywords: *Artificial Intelligence (AI), Machine Learning (ML), Hindi Content Creation, Digital Media, Cultural Heritage*

The Impact of Media on the Development of Hindi Language, a Creative Perspective

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The influence of media on language development is a significant area of study, particularly in the context of the Hindi language. With the advent of digital platforms, television, films and social media, the reach and impact of media on Hindi have become more profound. The primary purpose of this research is to analyze the role of various media channels in the evolution and popularization of the Hindi language. It seeks to understand how media contributes to linguistic innovations, the preservation of traditional expressions, and the introduction of contemporary idioms and slang. The research employs a mixed-method approach, combining quantitative analysis of media content with qualitative interviews of language experts, media professionals and audiences. The quantitative analysis includes a review of Hindi content across television, films, social media & online platforms over the last decade. The findings indicate that media has played a crucial role in the creative development of the Hindi language. Television shows & films have popularized new words & phrases, while social media platforms have facilitated the rapid spread of slang & colloquial expressions. The study also reveals a growing trend of blending Hindi with English (Hinglish), particularly among younger audiences. Media has also contributed to the revival of certain traditional terms & the introduction of regional dialects into mainstream usage. In conclusion, media has significantly impacted the development of the Hindi language from a creative perspective. It has not only introduced new linguistic elements but also played a vital role in preserving & revitalizing traditional expressions. The dynamic interplay between media & language continues to shape the future trajectory of Hindi, making it more inclusive & adaptive to contemporary communication needs. The study underscores the importance of media as a powerful tool for linguistic innovation & cultural preservation.

Keywords: *Hindi Language Development, Media Influence, Linguistic Innovation, Traditional Expressions, Hinglish*

A Historical Study of Contemporary Newspaper Film Critics' Utility on Lester James Peries Cinema in the 60s'

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Lester James Peries, a prominent filmmaker who actively presented a major role in the golden era of Sri Lankan cinema, had released five films in 60s which are well-known as 'Sandeshaya', 'Gamperaliya', 'Delovak Athare', 'Ransalu' and 'Golu Hadawatha', were able to rise up to local cinema criticism with positive involvement of film critics. Although Sri Lankan film criticism has developed over many decades, an experimental practice has not been established concurrently. This research was conducted to study the usage of contemporary newspaper film critiques related to Lester's cinema in the 1960s. The objectives of this study included examining the theoretical and conceptual framework of film criticism in Sri Lanka, identifying the significant features of newspaper critiques, assessing the landscape of Sri Lankan film criticism, and analyzing the contemporary perspectives and values articulated by Sri Lankan film critics. Utilizing a historical methodology with purposive data, this investigation primarily focuses on contemporary movie reviews published in newspapers at the time the films were released. Film observations served as the primary source, while documents regarding the history of Sri Lankan film criticism were used as secondary data. Interviews were conducted based on both primary and secondary resources relevant to the timeline of the study. Employing content analysis and narrative analysis, the data revealed qualitative insights and identified Lester's cinema as being a rational movement towards Sri Lankan film criticism. Specially 'Gamperaliya' and 'Delovak Athare' films created new atmospheres to criticize cinema from aesthetic approaches. Compared to English film critics who tried to appreciate Lester's cinema, there was not much admiration from some of contemporary Sinhala critics because Lester's cinema was led to aristocracy. The study concluded that along with cinema's uniqueness, distinctive elements were highlighted in film criticism, Lester's rational cinema controversially caused to bring out the salient features to film criticism qualitatively.

Keywords: *Film Criticism, Lester James Peries Cinema, Newspapers, Sri Lankan Film Criticism*

Comparative Analysis of Feminist Themes in the Original Chinese Legend of Mulan ; Rise of a Warrior, and Disney Adaptations

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The legend of Mulan has resonated across centuries and cultures, offering rich ground for exploring feminist themes. The 1998 animated film transformed Mulan from a Confucian heroine into an individualistic American character (Xiao, 2021), while the 2020 live-action version attempted to create a more culturally appropriate and feminist interpretation (Wang, 2021). While Disney's versions emphasize individualism and Western feminist ideals, the original Chinese legend reflects themes of relationalism, filial piety, and loyalty (Yin, 2013). The story's adaptations reveal changing attitude towards gender roles, with recent iterations showing a shift from patriarchal narratives to more equal gender relationships (Xu, 2022). The research employs textual analysis of the original legend, Chinese production, and Disney films to study how feminist themes are portrayed and to answer the research problem of how these depictions align with or deviate from traditional gender roles and cultural values in Chinese and Western contexts. The study aims to examine how all these versions present Mulan's persona and feminist themes, with an emphasis on agency, disobedience of gender norms, and acknowledgment. The study shows that although Mulan's bravery and her challenge to conventional gender conventions are celebrated in all versions, the representation of feminist ideas differs greatly, driven by cultural settings and social values. The 1998 Disney film *Mulan* reflects Western feminist values by shattering stereotypes and highlighting individual strength, but the original mythology places more emphasis on Mulan's personal agency and filial obligation within a conventional framework. The 2020 live-action version aims for cultural authenticity by fusing contemporary feminist viewpoints with traditional traditions. "*Mulan: Rise of a Warrior*" strikes a balance between progressive gender depiction and cultural heritage by fusing traditional and modern feminist components. The results highlight the significance of cultural variations in feminist narratives for comprehending social shifts in conventional storytelling, encouraging inclusive, nuanced feminist discourse, and creating credible representations in cinema.

Keywords: *Feminism, Mulan, Cultural Context, Gender Roles, Film Adaptation*

A Communicative Study on Post-Disaster Communication for Social Recovery (With Special Reference to Broadcasting relating to Floods Affecting Matara District 2016 to 2023)

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This paper investigates the role of television media in enhancing social recovery following flood disasters in the Matara District, Sri Lanka, from 2016 to 2023. The study is grounded in the need for effective communication strategies in post-disaster scenarios, where timely information dissemination and psychological support are critical for community resilience. The research specifically addresses the problem of how television broadcasts can be optimized to support disaster-affected communities during the recovery phase. The primary objectives of this study were to evaluate the impact of television media on community recovery, identify gaps in current broadcasting practices, and propose enhancements for more effective post-disaster communication. The research employs a mixed-method approach, combining qualitative interviews, and quantitative questionnaires with a content analysis of relevant television broadcasts. This methodology allows for a comprehensive assessment of both viewer perceptions and the actual content delivered during disaster recovery efforts. Key findings reveal that while television serves as a vital tool for disseminating critical information and fostering social cohesion, there are significant areas for improvement, particularly in accessibility and content localization. The results are interpreted in light of existing theories on disaster communication, and the discussion highlights the importance of tailored programming and enhanced collaboration between media outlets and disaster management authorities. The study concludes with recommendations to strengthen the role of television in post-disaster recovery, including the need for investment in local media infrastructure and the development of community-specific content.

Keywords: *Post-Disaster Communication, Disaster, Television Media, Recovery, Floods*

The Buddhist Nirvana Approach to Global Peace: Empowering Change through AI and Digital Advancements

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While there are distinctions between animals and trees, human society does not exhibit these significant distinctions. Humans are the same regardless of birth, religion, profession, etc. All of them are creatures of the body, mind, nose, tongue, and eyes. However, people start wars today because of their ignorance. This study aims to investigate how using artificial intelligence (AI) and digital transformation can promote world peace through the teachings of Buddhism. The study uses a mixed-method approach, combining quantitative data on peace, artificial intelligence, and digital transformation with qualitative data from written, electronic, and digital materials. Based on the teachings of Buddhism, conflict arises from a root cause of greed, delusion, and a lack of loving kindness and respect for others. Moreover, ignorance, misinterpretation, and misunderstanding are further fundamental causes of conflict. Social media platforms are important tools that people from different countries can use to freely express their opinions. In this context, Buddhist councils host peace-promoting conferences, provide web-based Buddhist instruction, celebrate and introduce Buddhist festivals, offer online meditation sessions, give online teachings in Buddhism, and publish books that highlight Buddhist humanism approaches. Together, these techniques help spread Buddhist teachings and values to a worldwide audience. Buddhism's major goals—compassion, mindfulness, nonviolence, respect for others, and loving-kindness—can prevent global wars through artificial intelligence and digital transformation. That will contribute to the world's increased sustainability. In the contemporary era, the widespread use of AI and digital advancement has revolutionized communication. These technologies offer vast amounts of easily accessible information, transcend physical barriers, and provide user-friendly interfaces. Given these advantages, promoting the teachings of Buddha's nirvana through these platforms seems plausible. Ultimately, the path to peace, as outlined by Buddha, can be disseminated globally through AI and technology, potentially fostering greater harmony and understanding across the world.

Keywords: *AI and Digital Transformation, Humanism, Conflict and War, Social Media, Loving Kindness, Peace*

An Investigation of the Need for a Scientific Dubbing Technique Methodological Subject for the Field of Media Studies in Sri Lankan Universities : Based on Sri Palee Campus, University of Kelaniya, and Rajarata University

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Education is an important priority that will determine the next step of human matter, which is focused on complex directions in the face of modern networked communication circumstances. It causes the direction of the evolution of thought to be fundamental or deviant. University media education is unique as an extremely important educational genre that can be active in the production of new knowledge through more free thinking. Although global higher educational institutes introduced the Dubbing syllabus, in Sri Lankan educational context could not introduce dubbing syllabus for the higher education system. Accordingly, this research, which was carried out with the aim of investigating the need for a scientific dubbing technique subject for the field of media studies in Sri Lankan universities, was carried out specifically at Sri Palee Campus of the University of Colombo, University of Kelaniya and Rajarata University of Sri Lanka. The quantitative sample of the actual research was chosen from the students of the Media departments of the three universities. A sample population of university lecturers, dubbing directors and dubbing trainees was used as the qualitative sample. Also, a structured questionnaire has been included to collect the necessary quantitative data and information from the entire sample population. The SPSS software was used to analyze the data. Qualitative data and information were collected through interviews, observations and life experiences and the final conclusion that could be reached through the overall data analysis was that a scientific dubbing technique subject is needed for the field of media studies in Sri Lankan universities. According to the data, selected universities could not offer scientific dubbing syllabus for undergraduates even though the job market has a good demand for the subject. The researcher introduced a model of scientific dubbing technique syllabus as the outcome of the research.

Keywords: *Networking, Circumstances, Deviance, Consciousness, Methodology*

Influence of Japanese Language Education for Sustainable Development in the Sri Lankan Educational System

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Sri Lankan education can be identified as a unique situation where changes in the education system occur over time with the introduction of innovative subject units and the development of education practices. Integrating foreign languages into national educational systems has been recognized as a significant factor in promoting sustainable development. As globalization continues to shape educational paradigms, proficiency in Japanese not only opens avenues for international cooperation but also fosters a deeper understanding of Japan's innovative approaches to sustainability. This research investigates the influence of Japanese language education on sustainable development within the Sri Lankan educational framework. The study aims to explore how learning Japanese can contribute to various aspects of sustainability, including economic growth, cultural exchange, and environmental awareness. A mixed methods approach was employed, combining quantitative surveys and qualitative interviews with educators, students, and policymakers involved in Japanese language programs across Sri Lanka. Data were collected from multiple educational institutions that offer Japanese language courses, focusing on their curriculum content, teaching methodologies, and perceived outcomes. The findings indicate that Japanese language education fosters critical skills such as communication, collaboration, and problem-solving among students. These skills are essential for addressing local and global challenges associated with sustainable development. In conclusion, this study illustrates that Japanese language education not only enriches individual learners but also contributes significantly to national efforts toward sustainable development. Future research should focus on longitudinal studies to assess long-term impacts and explore the roles of other foreign languages in achieving sustainability goals.

Keywords: *Sri Lankan Education System, Sustainable Development, Japanese Language Education*

The Potential of Children’s Cinema as a Tool for Conflict Resolution : A Case Study of Three Selected Films

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A child is just a blank slate (Duschinsky, 2012). He gets guidance to build his life through his family, society, and people around him. Accordingly, he develops his attitudes, behaviors, and thoughts. Everyone encounters conflicts due to changing societal attitudes. Accordingly, conflicts arise in various forms. There may be conflicts with oneself, with others, with society, and so forth. Multiple conflicts can arise for the child in the future. However, the child does not have a proper understanding of how to face such situations. In such cases, the opinions of children, parents or elders can be seen to be ignored. In the face of such a situation, it is suggested that the visual media is suitable to provide the strength and guidance to face the conflicts that the child may have to face in the future. The reason for this is that visual media quickly captures the child’s attention and imagination. Among the visual media, children’s cinema is an art genre that can be used meaningfully by the child and it can easily restructure the child’s mind. The research objective of this study was, to identify how children’s movies provide mediation to resolve conflict situations among the children in the future. Qualitative research methods were used to accomplish the objective. Under that, pictorial and textual elements were analyzed in selected movies. Interviews with the subject expertise were also conducted. Through the analysis of the selected movies, “Siri Raja Siri” (Dissanayake, 2008), “Vidu” (Handagama, 2010), and “Ho Gana Pokuna” (Ferdinando, 2015) several conflict resolution techniques were identified. Generally, all three movies depicted conflict situations involving the self, society, and others. Simultaneously, all three movies brought suggestions to solve the aroused problems. Hence, children who watch movies can learn about conflict situations, and resolutions before experiencing them in real life. It is more beneficial for children to successfully confront such situations in real life.

Keywords: *Child, Conflicts, Cinema, Resolution, Mind*

A Study on the Television Sign Language News and Its Impact on the Special Needs (Deaf) Audience

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Sign language interpretation in news broadcasts is vital for the hearing-impaired audience, as it is their primary source of information. Despite its importance, Sri Lanka lacks standardized practices and dedicated formats for sign language news. This study addresses the inadequacy of current sign language news programs, which fail to fully meet the needs of hearing-impaired viewers. The research objectives were to gain a conceptual and theoretical understanding of television and sign language news, examine the role of sign language interpreters in serving the needs of broadcasters, and assess the representation of hearing-impaired students in Sri Lankan sign language news. The study also investigated how current sign language news broadcasts meet their communication objectives for the deaf audience and identified gaps in interpretation practices. A mixed-methods approach was employed to gather comprehensive data. Qualitative data were collected through semi-structured interviews with key stakeholders, including sign language interpreters, television producers, and members of the hearing-impaired community. These interviews provided insights into the challenges and best practices in sign language news broadcasting. Quantitative data were obtained via structured questionnaires distributed to a sample of 100 individuals from institutional and domestic settings in the Colombo and Kandy districts. The questionnaires assessed viewers' satisfaction with current sign language news programs, their perceived gaps, and suggestions for improvement. Data analysis, conducted using SPSS software, applied descriptive and inferential statistics to interpret the findings. The results reveal that current television sign language news programs do not adequately meet the information needs of hearing-impaired viewers. This research highlights the need for standardized sign language interpretation practices and dedicated sign language news formats, and it advocates for increased awareness among news producers and technicians about the critical role of sign language news.

Keywords: *Sign Language, Signed Television News, Hearing-Impaired Television Audience*

A Study of Communication Styles and Effectiveness of Counseling Services for Sri Lankan School Students: Specific to Selected Schools in the North Central Province

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Children are the driving force behind a nation's future, yet they face numerous challenges today. School counselling has been introduced as a critical component of the educational system to address these issues. One of the main factors affecting the success of counselling is the effectiveness of the communication used. The increasing mental health challenges faced by adolescents necessitate a comprehensive understanding of how communication impacts counselling outcomes. Accordingly, this study investigates the communication styles and effectiveness of counselling services provided to school students in selected schools within the North Central Province of Sri Lanka. A mixed-methods approach was employed, combining quantitative surveys and qualitative interviews. A sample of 300 students from five schools was surveyed to assess their perceptions of counselling services, while in-depth interviews with 15 counsellors provided insights into their communication strategies. Data were analysed using statistical software for quantitative data and thematic analysis for qualitative data. Findings indicate that effective communication styles, characterized by empathy, active listening, and clarity, significantly enhance the perceived effectiveness of counselling services. Students reported higher satisfaction levels when counsellors employed these styles. Conversely, authoritarian communication approaches were linked to lower satisfaction and engagement rates among students. The results underscore the importance of tailored communication strategies in counselling practices. Counsellors who adapt their communication styles to meet the diverse needs of students can foster a more supportive environment conducive to mental health discussions. The study highlights the necessity for training programs that equip counsellors with skills in effective communication. This research contributes valuable insights into the dynamics of counsellor-student interactions within Sri Lankan schools. It emphasizes the need for on-going professional development focused on enhancing communication skills among counsellors to improve service delivery and student outcomes.

Keywords: *Children, School Counseling, Communication Styles*

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The Synergy of SEO and Public Relations in the Digital Age (An Analysis of Best Practices)

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In the contemporary digital landscape, the synergy between Search Engine Optimization (SEO) and Public Relations (PR) has become paramount for organizations aiming to establish and strengthen their online presence. This research embarks on an exploration of best practices in optimizing the collaborative efforts of SEO and PR in the context of the digital age. Amidst the ever-evolving technological and communicative advancements, this study addresses the growing need for a comprehensive understanding of how SEO and PR intertwine to achieve collective success. Recognizing the deficiency in the current body of literature regarding the practical implementation of these strategies, we employ a qualitative research approach to gather insights from ten seasoned PR professionals. Through in-depth interviews, the experiences, strategies, and challenges these practitioners face in their pursuit of SEO-PR integration are illuminated. The findings reveal that a multifaceted approach to SEO and PR collaboration is indispensable in the digital era. Content quality emerges as a central theme, emphasizing the need for informative, engaging, and relevant content that aligns with SEO and PR goals. Also, the significance of authentic storytelling, which resonates with the values and interests of the target audience, is underscored as a potent tool for effective communication. Additionally, ethical considerations are highlighted as an integral aspect of SEO-PR integration, addressing issues of transparency, accuracy, and trustworthiness in content creation and dissemination. In conclusion, this research offers valuable insights for PR professionals and SEO experts seeking to navigate the dynamic landscape of the digital age. Future research directions include exploring the impact of emerging technologies such as artificial intelligence and machine learning on SEO-PR integration, and examining the role of social media platforms in enhancing the effectiveness of combined SEO and PR strategies.

Keywords: *Digital Age, Public Relations, SEO, SEO-PR Synergy*

The Contribution of New Trends in Media to the Advancement of Hindi Language

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Language is one of the vital aspects of interpersonal communication, and it is in constant correlation with media, significantly influencing the evolution of a language. This study explores how new trends in media contribute to the advancement of the Hindi language, focusing on various new media platforms such as mobile phones, computers, and websites. The research problem centers on understanding the role of these media trends in shaping and promoting Hindi in contemporary digital spaces. To achieve this, a mixed-method approach will be employed. The qualitative analysis will involve a literature review, focusing on existing research regarding media's impact on language development. The quantitative data collection will include surveys and interviews with native Hindi speakers and learners, assessing their perceptions of how media has integrated and promoted Hindi. Preliminary findings indicate that new media trends have significantly contributed to the advertisement and promotion of the Hindi language in various ways. Digital platforms, social media, streaming services, and mobile applications have democratized access to content, enabling Hindi advertisements to reach a wider audience both within India and globally. A key trend is the rise of digital advertising, which allows targeted and personalized campaigns in Hindi based on user preferences and demographics. Platforms like YouTube, Facebook, and Instagram have become hubs for Hindi content and advertisements, fostering a sense of cultural pride and connection among Hindi-speaking communities. Additionally, the emergence of influencers who communicate in Hindi has effectively promoted products and services, resonating personally with their followers. In conclusion, the ongoing integration of new media trends continues to advance the Hindi language across various digital platforms. Social media networks and websites play a crucial role in this advancement, making Hindi more accessible and prevalent in the digital world.

Keywords: *Hindi Language, Social Media, Communication, New Trends in Media, Digital Platforms*



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