



Annual International Research Symposium 2025

Transformations in Arts and Media
in the Post-Global Era



AIRS 2025

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

Annual International Research Symposium 2025

**Transformations in Arts and
Media in the Post-Global Era**

CONFERENCE PROCEEDINGS



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

Annual International Research Symposium – 2025

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**Annual International Research
Symposium 2025**

Transformations in Arts and
Media in the Post-Global Era

Sri Palee Campus



VISION

A center of excellence with a 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 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 Lankan government Gazette (Extraordinary) No 928/1. Its name was subsequently amended to Sri Palee Campus of the University of Colombo, Sri Lanka, with effect from 11th September, 1998, by an order made by the Hon. Minister of Education and Higher Education under Section 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, established by the late Mr. Wilmot A. Perera, a veteran politician and well-known philanthropist.

According to the above gazette notification, it has two faculties, namely the Faculty of Performing Arts and the Faculty of Mass Media. According to the new amendment to the above gazette notification, there are four departments under the faculty of Mass Media, namely the Department of Mass Media, the Department of Performing Arts, the Department of Languages, and the Department of Computer Studies.

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



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SYMPOSIUM PROGRAMME

Time	Event
8.30 a.m. – 9.00 a.m.	Registration of Participants
9.00 am – 9.05 am	Arrival of Guests and Invitees
9.05 am – 9.10 am	National Anthem Lighting of the Oil Lamp
9.10 am – 9.20 am	Welcome Address by <i>Professor Prathibha Mahanamahewa</i> Rector, Sri Palee Campus, University of Colombo
9.20 am – 9.30 am	Address by the Chief Guest <i>Professor Indika Mahesh Karunathilake</i> Vice Chancellor, University of Colombo
9.30 am – 9.35 am	Launching of the Proceedings of the Symposium to the Chief Guest, Keynote speaker, and Rector
9.35 am -9.40 am	Presenting the Token of Appreciation to the Chief Guest
9.40 am -9.45 am	Introduction of the Keynote Speaker by <i>Professor Ranjan Hettiarachchi</i>
9.45 am – 10.15 am	Keynote Speech <i>Professor Dr. Jur. Eric W. Steinhauer</i> Director of the Fern University Library in Hagen, Germany
10.15 am – 10.20 am	Presenting the Token of Appreciation to the Keynote Speaker
10.20 am – 10.30 am	Vote of Thanks by <i>Dr. Nirosha Neranjala Dissanayaka</i> Symposium Chair – AIRS 2025



10.30 am – 10.40 am	Group Photographs
10.40 am – 11.00 am	Refreshment
11.00 am – 1.00 pm	Morning Sessions
1.00 pm – 1.45 pm	Lunch
1.45 pm – 3.45 pm	Afternoon Sessions
4.00 pm – 5.00 pm	Closing Remarks Cultural Event



Message from the Vice Chancellor - UOC

Professor Indika Mahesh Karunathilake
Vice Chancellor,
University of Colombo, Sri Lanka.



It gives me great pleasure to extend my warmest congratulations to Sri Palee Campus of the University of Colombo for organizing this remarkable academic event—the International Research Symposium 2025—under the timely and relevant theme *“Transformations in Arts and Media in the Post-Global Era.”*

The University of Colombo continues to maintain its status as Sri Lanka’s number one-ranked university, and it is indeed commendable that the Sri Palee Campus contributes significantly to this standing by consistently upholding high academic standards and fostering a culture of excellence. This international symposium stands as a testament to that commitment.

Alongside the other faculties and institutes of the University of Colombo that host similar academic forums, Sri Palee Campus plays a vital role in promoting research, innovation, and intellectual exchange. This symposium offers a dynamic platform for scholars and practitioners—both local and international—to engage in meaningful dialogue, share knowledge, and collaboratively explore emerging trends and critical issues. I am confident that the research outcomes generated here will not only contribute to the sustainable development of Sri Lanka but also resonate with global academic and professional communities.

I wish to express my sincere appreciation to the Rector of Sri Palee Campus, Professor Prathiba Mahanamahewa, for his visionary leadership in making this symposium a reality. I also extend my heartfelt thanks to the Symposium Chair, all members of the organizing committee, academic and administrative staff, non-academic staff, undergraduate and postgraduate students, local and international presenters, media personnel, and everyone who contributed to the success of this event.

Sri Palee Campus is one of the most rapidly progressing institutions



under the University of Colombo. I am particularly proud to note that in 2024, Sri Lanka's first-ever Faculty of Mass Media was officially established at Sri Palee Campus through a Gazette Notification. We are optimistic that a Faculty of Performing Arts will follow in the near future, further enriching the academic landscape of our university.

May this symposium serve as a milestone in Sri Lanka's academic journey, inspiring continued research excellence and cross-cultural collaboration.



MESSAGE FROM THE RECTOR

Professor Prathibha Mahanamahewa

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



It is with great pleasure that I extend my warm greetings and best wishes to all participants of the Annual International Research Symposium – 2025, held under the theme *“Transformations in Arts and Media in the Post-Global Era.”* This timely and thought-provoking academic forum, taking place today, 31 October 2025, at Sri Palee Campus, University of Colombo, Sri Lanka, brings together both local and international scholars and researchers to share their insights, experiences, and innovations across disciplines.

As a young and vibrant institution that celebrated its Silver Jubilee last year, Sri Palee Campus continues to make significant strides in academic excellence. I am particularly proud to highlight that, through the Extraordinary Gazette Notification issued in 2024, the Department of Mass Media has been formally recognized as a faculty. Plans are underway to establish a dedicated Faculty of Performing Arts in the near future, with initial steps already taken in the direction.

This symposium stands as a testament to our commitment to improving academic dialogue and collaborative research. We hope that the knowledge generated and exchanged here will not only benefit our nation but also contribute to meaningful global academic discourse.

I wish to express my heartfelt gratitude to the Vice-Chancellor of the University of Colombo, Senior Professor Indika Mahesh Karunathilake, for his continued support and guidance in making this academic milestone a success. I also extend my sincere thanks to our distinguished keynote speaker, Professor Eric Steinhauer, Director of the Fern University Library in Hagen, Germany, for gracing this occasion and enriching our symposium with his scholarly contribution.

My appreciation further extends to the Symposium Chair, Dr. Nirosha Dissanayaka, all committee members, academic and administrative staff,



non-academic staff, undergraduate and postgraduate students, local and international participants, media personnel, and all others who contributed to the success of this event.

In conjunction with this symposium, we have also successfully conducted an undergraduate research forum, and we look forward to continuing this initiative in the near future.

May this symposium inspire new ideas, strengthen academic networks, and pave the way for transformative research in the years to come.



MESSAGE FROM THE CONFERENCE CHAIR

Dr. Niroscha Neranjala Dissanayaka
*Chairperson of the Annual International Research
Symposium 2025*
*Department of Mass Media,
Sri Palee Campus,
University of Colombo, Sri Lanka.*



It is with great honor and enthusiasm that I welcome all participants to the Annual International Research Symposium (AIRS) 2025, themed “*Transformations in Arts and Media in the Post-Global Era.*”

This symposium serves as a dynamic platform for scholars, researchers, and practitioners from around the world to gather, exchange insights, and engage in meaningful dialogue about the evolving landscape of arts and media amidst the rapid transformation characteristic of our increasingly interconnected world. As we navigate new technological innovations, cultural shifts, and emerging trends, this forum offers a valuable opportunity to explore innovative ideas and foster collaborative research endeavors.

I wish to express my profound gratitude to the Vice-Chancellor of the University of Colombo, Senior Professor Indika Mahesh Karunathilake, for his unwavering support and guidance, which have been instrumental in the successful realization of this academic milestone. I also extend my sincere appreciation to the Rector of Sri Palee Campus, Professor Prathiba Mahanamahewa, for his visionary leadership in transforming this symposium into a reality.

Furthermore, I am deeply grateful to our distinguished keynote speaker, Professor Eric Steinhauer, Director of the Fern University Library in Hagen, Germany, for honoring us with his presence and enriching our symposium through his scholarly insights.

I would also wish to acknowledge our plenary speakers, Professor Arulchelvan Sriram, Associate Professor Darshan Satishchandra Purohit and, Associate Professor Andrea Virginás for their valuable contributions.

I would like to extend sincere gratitude to our esteemed speakers, Professor Ranil Jayawardhane, Professor Ranjan Hettiarachchi, and Professor



Vasantha Dhanapala for their invaluable contributions to the pre-conference webinar. Their insightful presentations and expertise greatly enriched the symposium and provided significant value to all researchers.

We extend our sincere appreciation to the Marga Institute and SLT Mobitel for their generous sponsorship and unwavering support, which have played a vital role in the successful organization of this symposium.

Finally, I extend my heartfelt appreciation to the organizing committee, editorial committee, inauguration committee, Web and Publishing Committee, and all participants whose dedication and scholarly pursuits have made this event possible. Your collective efforts exemplify the spirit of academic excellence and global engagement that our institution aspires to foster.

May this symposium inspire fresh perspectives, strengthen our international networks, and contribute to impactful research that benefits not only Sri Lanka but resonates across the global academic community.

Thank you for your active participation and commitment to advancing knowledge in arts and media in this dynamic post-global era.



INTRODUCTION TO THE KEYNOTE SPEAKER

Professor Dr. Jur. Eric W. Steinhauer

*Director of the Fern University Library
Department of Philosophy, Religion and
Philology,*

*Hagen University Library, Universitätsstr.
21, D-58097 Hagen.*



Professor Dr. Jur. Eric W. Steinhauer is the Director of the University Library of Hagen, serving approximately 70,000 distance-learning students. In addition to his work as a director and librarian, he serves as an honorary Professor at the Institute for Library and Information Science at Humboldt University in Berlin, where he teaches courses on library science, copyright, and media law. He is also a member and spokesperson of the National Ombudsman Committee for Research Integrity in Germany, overseeing issues of good scientific practice in universities and research institutions. He pursued a diverse educational background, studying law, Catholic theology, political science, and education at the University of Münster and the University of Hagen. After completing his studies, Steinhauer worked at various university libraries, including the University Library of Freiburg, the University Library Ilmenau, and the University Library Magdeburg. He has also lectured on cultural studies of the morbid at Humboldt University on Halloween. As a director, lawyer, librarian, and honorary professor, Eric Wilhelm Steinhauer has dedicated his career to advocating for open access to scientific information and publications. He supports hybrid publishing, which provides both printed and online access to publications at no cost, and advocates for reforms in German library legislation. He has published over 420 works, including monographs, research papers, and books, and has made approximately 250 presentations in both German and English. He has extensive academic connections and influence in copyright law and library digitalization in Germany and abroad. He is a valuable asset to the academic community in Germany and beyond, thanks to his expertise in library and copyright law.



ABSTRACT OF THE KEYNOTE ADDRESS

Being an Academic in the Age of Artificial Intelligence

Prof. Dr. Jur. Eric W. Steinhauer

Director,
Department of Philosophy, Religion and Philology,
Hagen University Library, Universitätsstr.
Email: eric.steinhauer@fernuni-hagen.de

Reading and writing have long been the defining practices of academic life. To read has meant more than collecting information; it has meant engaging with texts as encounters that shape thought. To write has meant more than producing sentences; it has meant clarifying ideas, taking intellectual risks, and standing behind one's arguments. In short, scholarship has always been a dialogue between reading and writing, between receiving knowledge and creating it. Today, however, artificial intelligence unsettles both of these practices. Machines can scan vast libraries in seconds, summarize arguments, and highlight connections across disciplines. They can also generate essays, reports, and even research proposals that, at first glance, appear polished and persuasive. For academics, this creates both extraordinary opportunities and profound challenges. The keynote explores what it means to remain a scholar in such a landscape. It argues that the essence of expertise is shifting: from the accumulation of information to the exercise of judgment; from producing text to taking responsibility for ideas. In this new environment, academics are not defined by how much they have read or how quickly they can write, but by their ability to discern what matters, to interpret significance, and to embody intellectual integrity. Several scenarios for the academic future will be presented, ranging from AI as a supportive tool to AI as a possible replacement. Yet the keynote ultimately emphasizes a third path: the transformation of academic practice. By allowing AI to handle routine tasks while reclaiming the slower, riskier, and more responsible dimensions of reading and writing, scholars can sharpen their role rather than lose it. In a time when machines can imitate many academic skills, the qualities that cannot be automated—creativity, judgment, responsibility—become all the more vital. The lecture invites participants to reflect not only on how to adapt to AI but on how this moment may help clarify the true vocation of the academic.

Keywords: *AI creativity, AI judgement, AI responsibility, AI and intelligence, AI and academic practices.*



INTRODUCTION TO PLENARY SPEAKER - I

Dr. S. Arulchelvan

*Professor and Head,
Department of Media Sciences & Director,
Educational Multimedia Research Centre.
Anna University, Chennai, India.*



Dr. S. Arulchelvan is Professor & Head of the Department of Media Sciences & Director of the Educational Multimedia Research Centre at Anna University, Chennai, India. With a strong background in both academia and industry, he has established himself as a leading scholar in journalism, development communication, educational technology, and community media. He holds a PhD in Media Sciences and has been recognized internationally through prestigious fellowships, including the Erasmus+ International Credit Staff Mobility Fellowship at the University of Edinburgh (European Commission), the Graciano Lopez Jaena Fellowship in Community Journalism (University of the Philippines), and a Post-Doctoral Research Fellowship at the University of Aveiro, Portugal and Rotary Peace Fellow at Chulalongkorn University, Thailand. Dr. Arulchelvan has authored several books, published over 70 research articles in reputed journals, and guided seventeen PhD scholars to completion. He has successfully carried out more than ten major and minor research projects with the support of organizations such as UNICEF, ICSSR, and the Government of Tamil Nadu. His academic leadership extends to organizing over 30 national and international seminars and faculty development programmes, focusing on themes such as child rights, media literacy, youth and media, women's empowerment, and media accountability. He visited 16 countries for academic and research assignments. He has also served as a resource person at global platforms, including IAMCR, UNESCO, UNICEF, and the World Democracy Forum. Beyond academia, Dr. Arulchelvan actively contributes to community development through the National Service Scheme (NSS), while also having key administrative positions as Dean and Director at Anna University.



ABSTRACT OF THE PLENARY ADDRESS – I

AI and Emerging Changes in Creative Industries: Growth, Disruption, and the New Creative Workforce

Dr. S. Arulchelvan

Professor and Head,
Department of Media Sciences & Director, Educational Multimedia Research
Centre, Anna University, Chennai, India.
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Artificial Intelligence (AI) is bringing rapid and transformative changes to the creative industries. From film, design, music, fashion, and marketing to publishing and game development, AI is no longer just a tool, it is becoming a co-creator. Tools like ChatGPT, Midjourney, Suno, Sora, and D-ID are helping creatives generate high-quality content faster, cheaper, and often with fewer resources.

According to PwC, AI is expected to contribute over \$15.7 trillion to the global economy by 2030, with \$1.2 trillion coming from the entertainment and media sector alone. AI is increasing productivity, opening new markets, and enabling small creators to compete globally. For example, one designer can now produce 10 ad visuals in 10 minutes using AI, something that previously took a whole team days to complete.

However, with these advancements come serious challenges. Many traditional creative roles, such as junior copywriters, illustrators, and editors, are being replaced or significantly reduced. The World Economic Forum estimates that 44% of workers' skills will be disrupted within the next 5 years, especially in roles where AI can replicate tasks. But the message here is not that AI will take away all jobs. Instead, those who understand and work with AI are more likely to succeed in this new creative landscape.

This shift demands a new kind of creative professional, one who combines artistic skill with digital fluency. Emerging roles like AI prompt engineer, creative technologist, and ethical AI designer are on the rise. At the same time, economic challenges such as unequal access to AI tools, intellectual property concerns, and platform-based monopolies must be addressed.

The argument for a balanced approach, where AI is embraced as a partner, not a threat. With proper education, inclusive policies, and ethical use, AI can help grow the creative economy while preserving human imagination,



emotion, and cultural diversity. In short, the future of creativity won't be AI vs. humans, it will be humans with AI. Those who adapt, learn, and evolve will lead the next wave of innovation.

Keywords: *AI, media, creative industries, workforce, tools*

AI and Emerging Changes in Creative Industries: Growth, Disruption, and the New Creative Workforce

"Humans were the only ones capable of artistic activities for a long time. Artificial intelligence is its new partner as of right now."

Being creative is what defines us as humans. It is the beating heart of our history. It can be found in our ancestors' cave paintings, in the songs that have brought us joy and sadness, in the films that have brought us to tears, and in the tales that have shaped our dreams.

For ages, we believed that we were the only ones with creativity. The event was chaotic, emotional, and uncertain. It was as much from the heart as the head. Robots? They did some math. They made a count. They didn't make anything. But such an outdated notion is no longer held today. We are at the precipice of something novel.

Machines are entering the realm of the imagination for the first time. These days, artificial intelligence is more than simply math. Writing scripts is what it is. It's writing music. It's a clothing design. Film editing is what it is.

Furthermore, it won't happen tomorrow. It is present now. AI is present in our classrooms, design laboratories, advertising firms, and studios. Permission is not being requested. The creative process already incorporates it. Therefore, the key question is not whether AI will alter creativity. How will we, as humans, adapt to it is the question. Examine your surroundings. The revolution is all around us.

AI programs like Sora and Runway may use a single sentence to build complete scenes in movies. Australian director Alex Proyas is using AI to revive his business. With the help of Dell's AI, his latest video showcases how filmmakers can achieve bigger dreams at a lower cost.

Chief AI Officers are being hired by fashion companies such as Ralph Lauren and Lululemon. Yes, executives are responsible for ensuring AI protects intellectual rights while facilitating faster, smarter, and more individualized creation. Some believe AI will destroy the agency model in advertising. AI might replace 95% of advertising, according to Sam Altman. However, what took place? Agencies become more intelligent. These days,



they utilize AI to create hundreds of ad variants, pitch daring campaigns, and customize messaging for millions of people.

Even viral advertisements that would have previously cost millions of dollars were created by a small company for just \$2,000. The story is combined with music. Independent musicians can now write songs in any language or style thanks to platforms like Suno and AIVA. A worldwide hit can today be released by a teenager with a laptop. However, well-known performers like Paul McCartney and Elton John caution about the risks. They seek regulations to safeguard royalties, styles, and voices. Artificial intelligence has previously been used to "recreate" Beatles songs that never existed. Fantastic, indeed. But concerning, too.

Then there are AI influencers, virtual characters that are so realistic that you might not even realize they are fake. Marketing is changing as a result of characters like "Tinsley." The lesson here is still evident, though: people still want the real thing. Because audiences desire the flawed enchantment that machines cannot replicate, research indicates that clients are increasingly willing to pay more for genuine human freelancers.

The dilemma of our day is this. AI is pervasive. However, the value of human ingenuity has increased. Let's discuss numbers. According to PwC, by 2030, AI will boost the world economy by more than \$15 trillion. Media and entertainment will account for almost \$1 trillion of that total. It is anticipated that the business will generate 3.5 trillion dollars by 2029.

These indicate that being creative is no longer a side gig. It is among the global economy's fastest-growing engines. The tech giants are also aware of it. This year, Google is investing \$85 billion in cloud computing and artificial intelligence. Amazon is spending \$100 billion. Up to 72 billion, Meta. Building the platforms on which our stories, advertisements, songs, and games will be produced is a trillion-dollar arms race. Not only will the winner of this race receive money. Culture will be shaped by them. But let's be honest. All of this is painful.

In the next five years, about half of all workers' abilities will be disrupted, according to the World Economic Forum. The transformation in the creative industry is already underway. Young copywriters, assistant editors, and illustrators are leading the charge.

Young people learned the craft in these entry-level positions. Many such roles are vanishing today. How will the next generation begin without them? For many, unemployment seems to be just around the corner. By 2030, advertising alone might result in the loss of tens of thousands of employments. AI seems more like a rival than a partner to those who lack access to retraining possibilities.



Here's the twist, though. AI is also generating employment. By 2025, 97 million new AI-related jobs are expected to become available worldwide, according to the World Economic Forum. These positions are expanding by more than 25% annually. Opportunities are available to those who live far from major cities or centers of creativity because many are remote or hybrid.

By 2030, India's GDP is expected to increase by \$1 trillion, largely driven by its AI economy. When it comes to AI video platforms, China is in the lead. AI content strategist, creative technologist, immersive designer, and prompt engineer are among the new job titles emerging rapidly in the U.S. and Europe. These are more than just catchphrases. These are real opportunities that businesses are actively hiring for at this moment.

. The fact is that AI will indeed result in the loss of some occupations. It will, however, also produce new ones. There won't be a smaller workforce in the future. Things will be different.

However, we cannot overlook the dangers. The world is already overflowing with what detractors refer to as "AI slop"—cheap, repetitive, low-quality stuff. Generic photos are overtaking stock libraries. Boring AI posts are flooding social media feeds. While quantity is booming, quality is deteriorating. Then there is the threat of fake news, speeches, endorsements, and deepfakes. Democracy itself is in danger when someone can produce a compelling video that is purported to show a politician saying something they have never said.

Not to mention the globe. Training and operating AI models requires enormous amounts of energy. A model such as Stable Diffusion XL uses about 12 kilowatt hours to generate 1,000 photos, which is equivalent to driving about four miles. AI's carbon footprint will increase as it develops.

As AI develops, its carbon footprint is expected to increase. Creativity may ultimately become yet another environmental burden if we fail to behave wisely. One truth, however, stands out despite all. Humans provide meaning, but AI can also create it. AI is capable of composing music, yet it is incapable of experiencing sadness. AI is unable to taste longing, but it can write a poem. AI is unable to retain cultural memory, yet it can create a dress.

Clients are paying more for human freelancers as a result. Because of this, people continue to enjoy stories that are real, emotional, and flawed. Humans are the only ones who can move; machines can only generate. And the core of creativity is influencing others. So, what are our next steps?

Instead of fearing the future, we must influence it. Some are demanding a Bill of Creative Rights for AI. Imagine a society in which all creators whose creations are taught to AI are given credit, consent, and just reward. That's how we maintain the fairness of innovation.



We require instruction that combines digital proficiency with art. In addition to learning how to write, paint, or film, every young artist needs to learn how to work with algorithms, challenge data, and use technology appropriately. Policies that provide equitable access to AI are required. It must not turn into a luxury in the West. The same opportunity to use AI to convey her tale as a producer in New York should be extended to a youngster in Nairobi.

AI has the potential to be the greatest ally creative professionals have ever had, if the advantages are widely distributed. Remember, terror accompanied every historical breakthrough. It was claimed that books would obliterate memories. Photographs would steal souls, they said. Cinema, they said, will destroy theater. They predicted the end of publication due to the internet. The realm of creativity is not only evolving but also exploding with new opportunities. AI is expanding the boundaries of media, encompassing marketing, art, music, film, and other creative fields. The following are some of the most exciting improvements currently underway.

Critterz, the first AI-powered animated feature film in history, is being made with assistance from Open AI. It is unique not just because of the plot but also because of how it was created. The movie was finished in nine months, which is significantly quicker and less expensive than usual. It combined human skill with machine imagination using GPT-5, DALL·E, and actual human actors. The film, which is en route to Cannes, demonstrates how humans and artificial intelligence may collaborate to produce large-scale motion pictures in the future. At the IBC2025 conference, developers of immersive media showcased artificial intelligence (AI)-generated virtual worlds that were so lifelike that it was difficult to distinguish between the real and virtual worlds.

They created live, dynamic worlds driven by AI-generated narratives, featuring augmented reality images on enormous LED walls, utilizing Unreal Engine 5. This is an entirely new way to experience tales, not just a movie. "Vibe marketing" is another term for the evolving nature of marketing. These days, brands start with a sense or a vibe rather than with data or charts. "What vibe do we want people to feel?" they inquire. They then use AI to transform that feeling into advertisements, films, and designs. Because of this, anyone can be creative; you don't have to be an expert to have an idea or a sensation. AI is also being layered into every aspect of media firms' operations. Broadcasters demonstrated at NAB 2025 how one AI tool can edit movies, another can dub and interpret them, a third can create highlight reels, and a fourth can manage revenue. This method, commonly referred to as "agentic AI," ensures that material is not created once but instead is automatically and nearly instantly transformed for viewers worldwide. Streaming services are also embracing AI. AI is making television smarter rather than replacing it. Now, viewers



can search for shows by mood, such as "something thrilling" or "something relaxing," and find matches instantly. AI-driven dubbing and even de-aging technologies enable entertainment to transcend national boundaries and connect with younger audiences. By employing AI to modify its content for dozens of regions, one company, ODK Media, increased its global viewership from 5.5 million to 60 million.

One of the most fascinating developments in music comes from India. The CEO of OpenAI met with renowned composer A.R. Rahman, which led to speculation about a project named Secret Mountain. According to reports, it is an AI-powered musical experience that combines the rich legacy of Bollywood with state-of-the-art AI composition. If accurate, this could mark a significant shift in the way music is produced globally. Also, art is changing. One of the world's most renowned digital artists, Refik Anadol, is launching the first AI art museum in history, Dataland, in Los Angeles. His idea creates new cultural memories by using data like paint and algorithms like brushes, demonstrating how artificial intelligence (AI) may transform art into something more than just new.

Governments are also moving quickly. The European union launched €200 billion initiative called InvestAI to develop AI infrastructure, including several AI "*gigafactories*." A consortium of European corporations has committed another €150 billion. This is about cultural freedom and worldwide leadership in AI creativity, not just technology. According to Stanford University's 2025 AI Index, 78% of businesses globally now employ AI in their daily operations, and private investment in generative AI has reached approximately \$34 billion, representing a roughly 19% increase from the previous year. Lastly, some of the most exciting work is being done in collaboration between AI and humans. AI improvises music alongside human percussionists and visual artists in live performances organized by the Revival project. The outcome is unavoidable, lively, and spontaneous.

Additionally, researchers are developing frameworks such as CREA, in which multiple AI agents collaborate as a creative team, contributing concepts, critiques, and improvements. Others are investigating Generative Collective Intelligence, in which humans and AI collaborate as a unified network rather than as individual entities. All of these changes indicate a significant shift: creativity is no longer restricted to machines or human intellect. The area between us and them is where it is taking place. AI vs. humans won't be the creative contest of the future. Together, humans and AI will create, narrate, create new worlds, and introduce the globe to new cultures. Humanity, however, adjusted each time. There was still creativity. It multiplied.

The next chapter in the same story is AI. Creativity won't stop. It will be redefined. Jobs won't be lost. It will change their shape. The economy won't



contract as a result. It will develop in nearly unthinkable ways. These worldwide updates are classrooms in motion for both students and universities, not just news stories. Scholars from around the world are researching how AI affects the meaning of music, art, and culture. Projects like Critterz and Dataland are being treated as case studies by media studies, design, and digital humanities departments. They pose queries like: How does authorship change when AI co-writes a movie? What reactions do viewers have to art produced by AI? What moral guidelines ought to apply to AI in music?

Additionally, students are not standing by and waiting. AI labs and creative studios are becoming accessible to both undergraduates and graduates at numerous universities. In their training, students learn how to use programs like MidJourney, Runway, Suno, and GPT, occasionally combining them with more conventional techniques such as writing, drawing, filmmaking, or composing. Students of this age are being taught to question content in addition to producing it: What biases are present in the training data? Which cultural customs run the risk of disappearing as AI becomes more standardized? What are some ways to employ AI without sacrificing authenticity?

Universities are also developing new transdisciplinary programs. Art meets computer science. Ethics and business collide. Engineering meets media studies. This mixing of disciplines is creating a new kind of graduate; one who is equally proficient in coding and cultural history, brushstrokes and algorithms. While students are transforming these worldwide patterns into projects, exhibitions, and start-ups, scholars are writing research that examines these themes. Panels on "AI and Creativity" at international conferences now include presentations by PhD students and business executives. The objective is to shape AI properly, not merely learn about it.

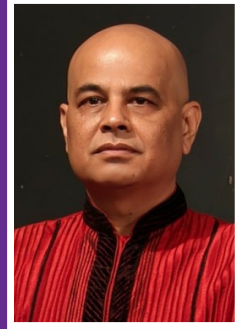
The message for students is clear: those who can use AI in a creative, critical, and ethical way will be the ones of the future. The task for academics is to wisely navigate this shift while harnessing technological power and preserving human creativity. Those who oppose change or who heedlessly accept it will not be the ones in the future. It will belong to those who learn, adapt, and have the guts to bravely co-create. So, let's avoid asking: Will AI replace us in our jobs? How can we use artificial intelligence (AI) to create a more varied, humane, and richer world?

"Creativity won't be eliminated by AI. If we use it sensibly, it will enlarge it. Because creativity won't be produced by machines in the future. It will be created by humans and AI Together.



INTRODUCTION TO PLENARY SPEAKER - II

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Dr. Darshan S. Purohit is an Associate Professor in the Department of Dramatics at the Faculty of Performing Arts at Maharaja Sayajirao University of Baroda (MSU) in Vadodara, Gujarat, India. He is a distinguished educator, director, and performer in the field of theatre, known for his contributions to dramatic arts education and his efforts to blend traditional theatre practices with contemporary performance forms. At MSU Baroda, Dr. Purohit teaches both the theoretical and practical aspects of dramatics. He is actively involved in production, direction, choreography, and performance. With training in theatre as well as Bharatanatyam, he places a strong emphasis on nurturing creativity and promoting interdisciplinary approaches within the performing arts. Internationally, Dr. Purohit has made significant contributions to the development of theatre in Mauritius, where he established the first Diploma Programme in Dramatic Arts at the Rabindranath Tagore Institute in 2013. He is currently working with local authorities to introduce a comprehensive Bachelor's programme in Dramatic Arts. Additionally, Dr. Purohit has a history of academic collaboration with Sri Lanka. Notably, he conducted a week-long intensive drama workshop at the Sri Palee Campus of the University of Colombo from December 30, 2023, to January 5, 2024. Organized in partnership with the India–Sri Lanka Foundation, this workshop concluded with a 40-minute environmental theatre performance at the Nuga Tree performing arena, inspired by Rabindranath Tagore's short story "Suba." The event highlighted the power of storytelling, cultural exchange, and collaboration, leaving a lasting impact on both students and faculty.



ABSTRACT OF THE PLENARY ADDRESS – II

Transformations in Arts and Media in the Post-Global Era

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I am privileged to keynote this symposium on “Transformations in Arts and Media in the Post-Global Era.” The title itself announces continuity and break: continuity with globalization, the hallmark of the past few decades, and a break in the sense that we are entering into a different condition of culture, what we can perhaps describe as the post-global. This theme invites us to reflect on how creativity responds to profound shifts in culture and technology.

“Post-global” doesn't refer to the demise of globalization. It is a signal of its transformation. When the world celebrated the creation of a “global village,” nowadays we are confronted with fragmentation, polycentric creativity, and the revalidation of the global relevance of the “local.” In such a world that is being transformed, the arts and the media became fields of experimentation, negotiation, and dialogue. Earlier promises of universal connectivity and shared narratives have given way to plural voices, fragmented audiences, and hybrid cultural forms.

In the arts, this shift is visible in three ways. First, artists are returning to the local—reclaiming indigenous traditions and regional aesthetics while continuing to engage with global networks. Second, we see hybridism—a blending of genres and technologies that both disrupts and continues older traditions. Third, art today carries a heightened political awareness, serving as a form of resistance, critique, and dialogue in response to global inequalities.

Media reflects a similar transformation. Digital platforms have expanded participation, but also fragmented the public sphere. Rather than one global village, we now inhabit countless micro-communities shaped by algorithms. This raises urgent questions of representation, authenticity, and ethics.

In this post-global condition, arts and media are more intertwined



than ever. Artists rely on media technologies for visibility and innovation, while media industries draw on artistic creativity to reach across cultural boundaries.

As scholars and practitioners, our task is not only to analyze these changes but to reimagine our frameworks. How do we honor multiplicity without losing coherence? How do we study the local without erasing the global? And how do we recognize emerging forms of creativity that resist neat categories?

I wish to reflect this morning on the manner in which different kinds of artistic creativity—music, dance, drama, literature, cinema, and digital media—evolve in the “post-global” world. Furthermore, during the course of this journey, I would also be interested in reflecting on this subject from an Indian perspective, as all my sensibilities regarding Arts and Media have been predominantly shaped since my formative years by deep Indianness.

This symposium provides an opportunity to explore these questions together. It reminds us that arts and media, even in uncertain times, remain central to shaping identity, community, and imagination.



INTRODUCTION TO PLENARY SPEAKER - III

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Virginás Andrea, Dr. Hab., is Associate Professor in the Faculty of Theatre and Film at Babeş-Bolyai University, Cluj-Napoca, Romania, with research interests in film genres, cultural and gendered stereotypes, narrative, medial and memory structures – specifically the audio visually mediatized processing of collective traumas, including environmental trauma. A Bolyai János Research Fellow of the Hungarian Academy of Sciences (2021–2024); Affiliated Fellow at the Institute for Advanced Study, Central European University, Budapest, Hungary (2023-2024); project leader of Cultural Traumas in Contemporary European Small National Cinemas (Romania, 2022-2024), and Romanian unit responsible in AGE-C: Ageing and Gender in European Cinema (Volkswagen Stiftung, 2023-2027). She edited *Cultural Studies Approaches in the Study of Eastern European Cinema: Spaces, Bodies, Memories* (Cambridge Scholars Publishing, 2016), is the author of *Film Genres in Hungarian and Romanian Cinema: History, Theory, and Reception* (Lexington Books / Bloomsbury, 2021), and most recently published *Empowering Archetypes: Middle-Aged ‘Eco-Warrior’ Women in Small National Ecocinematic Landscapes*. *Ekphrasis. Images, Cinema, Theory, Media* 2025, Ed. Jorgen Bruhn, Heidi Hart, Vol. 33, 1/2025, 85-102.



ABSTRACT OF THE PLENARY ADDRESS – III

Media Borders in a Post-Media Age: The Historical and Conceptual Co-Evolution of Cinema, Television, Video and Computer Screens

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Our condition is defined by electronic screens, and is often described as the age of post-cinema, that of expanded or fragmented cinema, or indeed identified by the spatial turn in the analysis of electronically mediated audiovisual communication like in the concept of “deep mediatization”. With a faraway starting point in Marshall McLuhan’s *Understanding Media* and relying on Lars Elleström’s media theory throughout, the presentation overview covers comparative theorizing of cinema and television, cinema and video, and cinema and digital screen(s). Such monographic titles are covered as Bolter and Grusin’s *Remediation*, Manovich’s *The Language of New Media*, Sybille Krämer’s *Medium. Messenger. Transmission*, Gaudreault and Marion’s *The End of Cinema*, or Andreas Hepp’s *Deep Mediatization*, as well as referring interventions by Roger Odin, Francesco Casetti, Giuliana Bruno, Thomas Elsaesser, Erika Balsom or Irina Rajewsky and Laura Mulvey.

The media borders between cinema, television, video and streaming are shown to be conditioned by historical developments in electronic communication technologies, by the fictional filmic representation of such developments, and finally by the critical-theoretical conceptualization of their co-dependencies. The suggestion is made that the electronic screen has been existing as a messenger of medium specificity in the pre-1990s era, keeping its status amid the changed circumstances of the digital era too.



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Artificial Intelligence, Creativity, and Media Transformation



AI and emerging changes in the creative film industries

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Abstract

In the post-global era, the creative film industry is undergoing a transformative shift driven by the integration of artificial intelligence (AI) and digital media technologies. This study investigates the impact of AI on documentary and creative filmmaking practices through a comparative analysis of selected case studies, namely the Temple of the Tooth/Sri Dalada documentary, the short film Old Gold Earth and Young Apple, the medical feature Doctor, and the technology showcase Filming Technology A-Z (March 4, 2025). The research examines how AI-powered tools, including automated cinematography, voice synthesis, editing algorithms, and storytelling systems, are shaping narrative forms, production workflows, and audience engagement. Utilizing qualitative content analysis and media comparison methods, the study reveals that AI technologies not only enhance creative expression but also raise concerns around authorship, cultural authenticity, and ethical representation. The findings highlight the convergence of traditional film aesthetics with algorithmic precision and emphasize the need to re-evaluate creative labor and cultural identity in the digital age. Contextualized within the Sri Lankan film industry, the paper contributes to the global discourse on AI's transformative role in creative media.

Keywords: *AI in film, post-global cinema, digital creativity, cinematic technology, cultural narratives*



The Role of AI in Chinese Character Visualization: Insights from the National Museum of Chinese Characters

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Abstract

With the advancement of digital technology, museums worldwide are increasingly adopting artificial intelligence to enhance the preservation and presentation of cultural heritage. In China, the National Museum of Chinese Characters in Anyang stands at the forefront of this trend, using AI technologies to visualize the historical development and cultural significance of Chinese characters. This study examines the role of AI in the visualization and public interpretation of Chinese characters within museum settings. The primary objective of this research is to investigate how AI tools can enhance visitor engagement and educational effectiveness in presenting the evolution of the Chinese script, from oracle bone inscriptions to modern characters. Employing a qualitative methodology that combines a comprehensive literature review and a case study of the National Museum of Chinese Characters, the study analyzes specific digital exhibitions, AI-powered installations, and multimedia platforms used by the museum. Findings indicate that AI facilitates interactive character recognition, dynamic 3D reconstructions, and real-time visualization of character etymology, allowing visitors, especially non-specialists and international learners, to understand better the complexity and beauty of the Chinese writing system. The integration of AI into exhibition design not only modernizes traditional content but also broadens access to linguistic heritage through personalized, data-driven learning experiences. This research concludes that AI plays a significant role in bridging ancient script culture with modern technology. Future studies are encouraged to examine user feedback, assess long-term educational outcomes, and explore multilingual AI applications further to enhance the global accessibility of Chinese character culture.

Keywords: *AI, Chinese script, character visualization, digital exhibition, interactive exhibits.*



Exploring the Challenges of AI on Screenplay Writing: Sri Lankan Screen Media Viewpoint

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Abstract

Artificial Intelligence, or AI, is making significant strides in incorporating screenplay writing into film, Television, and Online Media Audiovisual Content. Screenplay Writing norms have been standardized by the Writers' Guild of America worldwide. Since the screenplay is the mainstay of concept development and narrative conceptualization for screen media, in communication and media studies, it is exploring new opportunities in AI-intervention in Screenplay Writing. This research article examines the impact of AI on the Screenplay Writing process, with particular focus on Sri Lankan cinema. This study is vital due to the growing trend of AI-generated films being created in various countries, including Sri Lanka, and the increasing number of academic research studies on this topic worldwide. These research studies primarily aim to investigate the impact of such practices on screenwriting creativity and productivity, and then assess their industrial benefits and ethical challenges. A mixed-methods approach was used in the research involving 115 participants from the Sri Lankan cinema industry, including film students, screenplay writers, and directors. Data from structured questionnaires were analyzed qualitatively and quantitatively to explore AI's role in screenplay writing. Key themes identified include the challenges of AI tools in scene building, character development, and narrative structure. While 62% of participants believe AI improves productivity, many find it difficult to integrate AI-generated prompts into their creative processes. Concerns about originality and creative ownership were significant, with 87% expressing apprehensions regarding AI's impact on creative integrity. Additionally, while 62% feel AI contributes to more inclusive storytelling, there are ongoing concerns about biases in AI training. The study emphasizes AI's potential to transform screenplay writing by enhancing narrative development and collaboration in Sri Lanka.

Keywords: *screenplay writing, Artificial Intelligence, creativity, ethical implications, Sri Lankan Cinema.*



Humanity in the Age of Technology: A Mixed-Methods Study on Public Perceptions of Artificial Intelligence

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Abstract

Artificial intelligence (AI) and digital technologies are increasingly shaping everyday life, transforming how people live, learn, and work across various sectors, including business, education, healthcare, and entertainment. As AI adoption accelerates, understanding public perceptions is crucial to ensure the responsible and human-centered implementation of AI, as well as to address societal and ethical concerns. This study examines how individuals across different generations perceive and interact with AI, aiming to identify both quantitative trends and qualitative insights that can inform the design and deployment of AI systems. A mixed-methods approach was employed, combining a large-scale survey of over 3,000 participants with in-depth focus group discussions. The survey assessed technology use, attitudes toward AI, and demographic variations, while focus groups discussed ethical concerns and expectations about AI's societal role. Findings indicate generational differences: adults aged 25–35 frequently use AI tools like ChatGPT, reflecting higher digital literacy, while those under 18 and over 40 show limited familiarity and heightened concerns about misinformation and ethical implications. Insights reveal fears of over-reliance on technology and uncertainties about AI's long-term impact, balanced by cautious optimism regarding its potential to enhance life if developed responsibly. This research illustrates that public perceptions of AI are complex and influenced by age and ethical awareness. By combining quantitative and qualitative data, it underscores the necessity of fostering digital literacy and ethical consideration in AI development, contributing valuable insights for policymakers and educators on aligning AI with human values.

Keywords: *Artificial Intelligence, public perceptions, humanity and technology, generational differences, digital literacy, ethical AI, mixed-methods research*



AI as Author: The Ethics and Aesthetics of Machine-Generated Literature in Sri Lankan Classrooms

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Abstract

In recent years, artificial intelligence (AI) has begun to reshape practices of reading and writing within higher education in Sri Lanka. This study examines how tertiary-level students in Sri Lanka utilize ChatGPT to complete literary assignments, focusing on aspects such as creativity, originality, authorship, and scholarly value in AI-generated student writing, specifically in the subject of Literature. This study, which primarily analyzed the take-home assignments of fifteen students and contrasted them with the in-class writing produced without assistance from ChatGPT, also conducted twelve semi-structured interviews with students and lecturers. It is grounded in a qualitative approach. Data were coded to identify patterns in how AI is integrated into student work and how educators respond to these practices. The analysis draws on the notion of a modern-day 'Death of the Author', highlighting how AI complicates the relationship between the actual author (a human agent) and the machine-assisted text (a non-human agent). Findings indicate that while students view ChatGPT as a supportive tool that enhances productivity in take-home assignments, lecturers consistently notice a gap between AI-assisted submissions and unassisted in-class assignments, especially in areas such as creativity and language proficiency. This discrepancy raises questions of academic integrity and suggests that literary value, aesthetic originality, educational development, and academic ethics are increasingly jeopardized in the contemporary digital classroom. The study argues that rather than prohibiting AI, educators should introduce AI literacy training on its ethical use, paraphrasing, and critical engagement. It is also essential to educate students about the potential risks to creativity and academic growth that can arise from excessive use of AI, especially in the context of learning literature, in order to preserve the humanistic essence of literary education while responsibly integrating new technologies.

Keywords: *Artificial Intelligence, literary education, academic integrity, creativity*



Accountability and Intellectual Property in AI-Generated News Presenting: A Sri Lankan Legal Perspective

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Abstract

Recent developments in Artificial Intelligence (AI) have led to the emergence of AI-generated news, enabling news with human-like voices and even appearances. Recent advances in Artificial Intelligence (AI) have enabled the creation of AI-generated news with human-like voices and appearances, highlighting the importance of discussing potential challenges related to legal and ethical implications. Although adoption seems constrained, mainstream Sri Lankan news media have experimented with AI-driven news telecasts. However, the development and increase in the presence of AI-generated news content on social platforms alert to a possible expansion to television and radio in the near future, which leads to the significance of legal preparedness, specifically where the credibility of news presenters is tied to the trust of the general public in the Sri Lankan context. This research therefore aims to address the problem of legal accountability, along with intellectual property protection of rights of the likeness, voice and performance of presenters under the Sri Lankan law, keeping the focus on the questions: Who will take responsibility on false or defamatory news generated by AI, and on what legal defences are available for human news presenters under a wide-array of concerns, especially in cases of non-consensual digital cloning? A qualitative legal analysis method is to be employed to critically examine the existing statutes, regulations, and case law in Sri Lanka's legal system, along with particular regard to media governance, intellectual property rights, and legal frameworks from countries that have already utilized AI news presenters, such as in India and China, are to be analyzed. The research findings ideally reveal the gaps in liability for misinformation related to AI, along with the risks posed to the integrity of the media and the rights of news presenters. This research suggests viable reforms, including the mandatory disclosure of AI-generated content, precise mechanisms for liability, and practices of consensual use, effectively contributing to the evolving conversation on law regarding media.

Keywords: *Artificial Intelligence, literary education, academic integrity, creativity*



Study on the impact of AI videos on human emotional well-being (Specifically for YouTube channels)

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Abstract

This study examines the effect of AI-generated videos posted on YouTube channels on human emotional well-being. The study aims to investigate the impact of AI-generated videos on YouTube on human emotional well-being. The research problem is how AI-generated videos on YouTube affect human emotional well-being. A random sample was used for this research. The data collected from a questionnaire administered to 150 people, 50 randomly selected from each of the Colombo, Gampaha, and Kalutara districts in the Western Province of Sri Lanka, were analyzed. A mixed-methods research approach combining quantitative and qualitative methods was employed in this study. Data was collected through questionnaires and interviews. The collected data were analysed through quantitative normalization. For this, the data was analyzed using the Statistical Package for the Social Sciences (SPSS) statistical analysis software. It was hypothesized that AI-generated videos on YouTube have a negative impact on human emotional well-being. It was concluded here that AI-generated videos on YouTube have a detrimental effect on viewers' emotional well-being. These videos often lack the emotional depth and authenticity found in human-created content, leading to a reduced emotional connection. It was concluded that emotional connection is reduced. It was revealed that AI-generated videos primarily focus on efficiency and revenue generation, while giving little attention to fulfilling the emotional expectations of viewers.

Keywords: *Artificial Intelligence, AI-generated videos, youtube content, emotional well-being, viewer engagement*



Digital Influencers Replacing Traditional Announcers: An Analysis of AI-Driven Brand Promotion Trends in Sri Lanka

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Abstract

The rapid advancement of digital technology and artificial intelligence (AI) has significantly transformed the global advertising and media sector, presenting both opportunities and challenges for traditional announcers. Announcers and presenters in Sri Lanka have played a significant role in advertising brand names through radio, television, and internet media for many years. However, companies are now using AI-generated content, such as synthesized voices and virtual avatars, to create human-like promotional messages without employing live announcers. While an emerging trend is evident, there is a lack of empirical research investigating whether AI-promotional tools and internet influencers are impacting job security and professional sustainability among announcers in Sri Lanka. This study investigates whether digital influencers and AI tools are replacing traditional announcers in Sri Lanka's brand promotion sector. The primary research question examines the extent of this replacement. Utilizing a mixed-methods approach, the study included a quantitative survey of 100 individuals to assess their perception of AI-generated versus announcer-narrated advertisements. Qualitative interviews with five professional announcers explored their views on AI and adaptation strategies. Insights from company representatives highlighted economic motivations for adopting AI. Findings suggest audiences are increasingly comfortable with AI content but still prefer human announcers. Companies value AI for cost savings and creative freedom, while announcers can remain competitive by upskilling and leveraging technology. It's recommended that stakeholders establish guidelines to ethically integrate AI and protect creative jobs, ensuring a balance between innovation and sustainable livelihoods in Sri Lanka's media sector.

Keywords: *digital influencers, AI-generated content, traditional announcers, brand promotion, advertising, media industry*



Touch, Movement, and Meaning: Exploring Human Connection Beyond the Screen

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Abstract

In an era of constant digital engagement, human connection has become increasingly mediated by screens, often resulting in emotional disconnection and a diminished sense of bodily awareness. While technology offers ease and access, it risks marginalizing the sensory and kinesthetic dimensions of human experience. This pilot study aims to explore the potential of movement and touch-based practices to restore emotional depth, empathy, and embodied presence among Sri Lankan youth aged 20 to 30. Grounded in Positive Psychology, somatic psychology, LUVORA framework (Love, Uniformity, Virtue, Oneness, Resilience, Acceptance), and embodied cognition, the intervention repositions movement as a vital medium for relational meaning, not merely physical action. A 10-day hybrid program will be implemented, combining in-person somatic workshops (including breathwork, guided touch, and expressive movement) with daily digital prompts and reflective journaling. A purposive sample of 30 participants from diverse ethnic, regional, and socioeconomic backgrounds will engage in this intervention. The study evaluates its impact using a mixed-methods approach with pre- and post-intervention questionnaires, including the Warwick-Edinburgh Mental Well-being Scale (WEMWBS) and the Body Awareness Questionnaire (BAQ), alongside a self-report on digital fatigue and emotional regulation. Semi-structured interviews and thematic analysis of participant journals will provide qualitative insights into emotional presence, self-compassion, and relational empathy. The hypothesis is that intentional movement can enhance emotional resilience, community connection, and meaningful engagement both online and offline. This intervention model focuses on the body as essential to healing and identity formation, aiming to inform future research on embodied youth development and propose scalable, movement-based methods for humanizing technology in a digital world.

Keywords: *embodied connection, digital fatigue, positive youth development, kinesthetics intervention, Luvora framework*



Effectiveness of Using Social Media Influencers in AI-Driven Mental Health Tools: An Opinion Survey with Youth Beneficiaries

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Abstract

Urban young people are struggling with mental health challenges like anxiety and depression, often caused by academic pressure, social expectations, and the fast pace of city life. At the same time, artificial intelligence (AI) is increasingly used in digital mental health tools, which are often promoted by popular social media influencers. This qualitative study explores how urban youth perceive influencer communication regarding these AI-driven mental health solutions. Semi-structured interviews were conducted with 34 youth aged 18 to 25 in Chennai, Trichy, Madurai, Tuticorin, and Tirunelveli. Thematic analysis was used to identify key patterns in their responses. First, many participants liked that AI tools are easy to access and affordable, and they saw them as a way to get help without feeling judged. Second, while they appreciated the privacy and professionalism of AI, some doubted whether these tools could truly understand their emotions or personal situations. Third, a lot of the young people felt the tools didn't really fit their culture; they often didn't use local languages or reflect family values that are important in urban. Fourth, even though AI offers anonymity, most participants still wanted real human support during tough times, seeing AI as a helpful extra, but not a replacement for talking to someone. Finally, the trustworthiness of influencers mattered a lot: when influencers shared their own mental health experiences honestly, young people were more likely to trust their recommendations than when the content seemed like a paid promotion. This research highlights the need for mental health solutions that combine the convenience of AI with real human empathy and local cultural understanding. By addressing barriers to access, stigma, and cultural relevance, these findings directly support the United Nations Sustainable Development Goal 3, which aims to ensure good health and well-being for all, including the promotion of mental health through social media and other tech tools.

Keywords: *mental health, AI tools, influencer communication, SDG, digital well-being*

Digital Communication, Society, and Identity Formation



Anti-Feminist Discourse Strategies on Chinese Social Media: A Critical Analysis of Weibo and WeChat

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Abstract

This study examines anti-feminist discourse on Chinese social media (Weibo and WeChat), arguing that while new media technologies have enhanced women's ability to advocate for their rights, anti-feminist narratives persist and significantly impact online discourse. Digital platforms have reshaped gender discourse, improving women's activism; however, anti-feminist ideas continue to spread, subtly and overtly stigmatizing women and feminism amidst a complex interplay of mainstream and non-mainstream ideologies. The research analyzes anti-feminist discourse on Weibo and WeChat to identify its structure and narrative characteristics, to contribute to a more equitable social environment that promotes gender equality. A qualitative discourse analysis was conducted on 17 Weibo posts and 623 WeChat articles, selected through keyword-based sampling, and analyzed using Fairclough's CDA model and the theory of stigmatization. The findings reveal three dominant discursive strategies: (1) direct insults and derogatory attacks, (2) logic-based arguments combined with emotional triggers such as patriotism and resentment, and (3) comprehensive ideological frameworks that present feminism as socially harmful. These strategies stigmatize feminism through labeling, generalization, and othering, thereby constructing it as deviant and extreme. These results highlight the challenges facing Chinese feminist activists and emphasize the need for greater awareness of how online platforms disseminate anti-feminist narratives. This contributes to our understanding of the global phenomenon of anti-feminist backlash within a specific socio-cultural context.

Keywords: *anti-feminism, critical discourse analysis, stigmatization, Chinese social media, gender ideology*



Investigating the Factors to Increase Engagement in Social Media Posts and Creating Strong Brand Equity

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Abstract

Many logistics companies in Sri Lanka actively use social media as their primary marketing channel, gaining a competitive edge through continuous digital engagement. In contrast, X Logistics Company has primarily relied on traditional marketing approaches, with a limited focus on digital platforms that could enhance its brand visibility. Consequently, the company recorded relatively low levels of likes, shares, and interactions on its LinkedIn and Facebook pages, leading to weaker digital brand equity. This study is critical because existing research on social engagement has predominantly centered on B2C contexts, while B2B industries such as logistics remain underexplored. Moreover, limited studies have examined strategies to foster employee engagement in social media initiatives or the role of employee recognition in achieving organizational outcomes. Addressing this empirical gap, the present study investigates the relationship between employee social media engagement and digital brand visibility. A digital marketing brand audit conducted in 2022–2023 assessed the organization's online presence, resulting in improvements in content quality through enhanced visuals, captions, and accuracy. While initial engagement was low, a strategy emerged to incentivize employees to like and share company posts. A one-month campaign was communicated via email, involving 186 active social media users. Data from Facebook and LinkedIn analytics showed a strong positive correlation between employee engagement and brand visibility, with Facebook reach increasing by over 98% and LinkedIn impressions by 169%. High-performing employees were recognized in quarterly meetings, reinforcing motivation. This initiative also helped the company win the Logistics & Transport sector recognition in LMD Magazine's 2024 edition. Based on social exchange theory, the study emphasizes that employee engagement is crucial for enhancing digital brand visibility and achieving organizational success, highlighting that content quality alone is not enough. Limitations of the study are acknowledged.

Keywords: *digital brand visibility, employee engagement, social media marketing, social exchange theory, logistics*



Vertical Video Use and Its Influence on Daily Habits and Phubbing Tendencies in Early Adulthood

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Abstract

The emergence of vertical video features on platforms like Instagram Reels, YouTube Shorts, and TikTok has significantly impacted the media consumption habits of young adults, making the viewing of vertical videos the new norm. The present study aims to determine the underlying reasons for watching vertical video content through the lens of the Uses and Gratifications Theory (UGT) and assess the ease of use and perceived usefulness of these platforms through the Technology Acceptance Model (TAM). The study investigates the relationship between consumption habits and phubbing behaviour in social and family settings. It also examines the impact of vertical videos on daily life, particularly on daily habits and communication patterns. The overall aim is to develop recommendations that promote healthier and more mindful media consumption habits among young adults. Using both qualitative and quantitative methods, including focus groups, a cross-sectional survey design, and interviews, the study describes general consumption habits, identifies salient gratifications such as entertainment, escapism, and social interaction, and discusses the implications of these consumption habits on daily life and time management. Additionally, it examines the interconnection between the consumption of vertical videos and phubbing behaviour in social and family settings. Due to the feature's perceived usefulness in delivering immediate engagement and its perceived ease of use in integrating with hectic lifestyles, the data demonstrate the prevalence of vertical video watching in brief periods of daily life. Overall, the present study highlights the importance of developing user-based recommendations that support a balance between digital interaction and maintaining healthy interpersonal relationships and daily habits.

Keywords: *vertical video consumption, early adulthood, daily routine, phubbing behavior, digital well-being*



An Exploratory Study of the Effect of Television Commercials on Adolescent Self-Image Formation

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Abstract

Communication technology has an even greater impact on the youth, with television advertising being one of the ways that affect values, goals, and even self-perception. This research aims to investigate the effects of the selected television advertisements on the development of adolescent self-image in the Colombo district. The objectives are to (i) investigate how television commercials and adolescent self-image are interconnected, (ii) discuss the positive and negative changes in self-perception, and (iii) recommend the awareness measures that may reduce the adverse impacts. A mixed-method approach was used. Random sampling was employed to select a sample of 120 adolescents. Measured data were gathered through structured questionnaires and evaluated with the help of descriptive statistics and regression analysis (SPSS). The study of qualitative data was conducted using thematic analysis based on semi-structured interviews. Three television advertisements for Elephant House Wonder Berry, Sunlight, and Tiara Layer Cake were intentionally selected for study because they belong to the food, household, and lifestyle segments. The results indicate a significant correlation between television advertising and the self-image of adolescents. Several respondents stated that they had imitated fashion and consumer behavior and choices as depicted in advertisements. Some complained that they were not satisfied with their body image and social identity due to unrealistic portrayals. The findings demonstrate the promotional and adverse effects of advertising. The research finds that television advertising plays a central role in the development of self-image in teenagers, an impacting on the formation of their identities. Parent awareness, educator awareness, and media regulators are in urgent need to reduce the adverse impacts and offset the positive self-concepts among the youths.

Keywords: *advertising, adolescents, self-image, television, youth*



The Forms of Communication Used by Adults to Prevent Children from Playing Online Games (Based on the Panadura Area)

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Abstract

With the advancement of technology, online gaming has become an integral part of modern lifestyles, particularly among children, raising concerns about its impact on their development and well-being. This study focuses on the problem of excessive involvement of children in online games and the forms of communication used by adults to control this behavior. The objective was to identify the most popular online games, examine the characteristics of children engaged in them, and explore the forms of communication used by adults to prevent children from playing online games. A mixed-method approach was adopted, using both primary and secondary data. Primary data were collected through a questionnaire distributed to 150 adults of children engaged in online games in the Panadura Municipal Council area, selected through simple random sampling. The questionnaire included multiple-choice, dichotomous, and Likert scale questions, while secondary data were obtained from published literature, research reports, articles, magazines, and online resources. Excel was used for Quantitative data analysis. The findings revealed that adults use verbal, non-verbal, audio, visual, and written communication to prevent children, with written communication being the least used. The results also showed a lack of awareness among adults regarding online gaming. The study concludes that although adults have limited knowledge about online games, they strive to guide children toward education and the right path as best as they can. The research highlights the necessity for organized awareness programs, balanced use of technology, and encouragement of alternative, child-friendly activities, providing significant insights into the fields of communication and child development.

Keywords: *online games, children, adults, communication forms*



Media Representation and Identity Formation of Sri Lankan Muslims: A Study of Selected Sri Lankan Newspapers

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Abstract

Sri Lanka's history of ethno-religious tensions underscores the critical role of media in shaping public perceptions of minority communities. This study investigates the representation of Sri Lankan Muslims in six selected newspapers—Divaina Irida Sangrahaya, Silumina, Irida Lankadeepa, Ceylon Today, Ravaya, and Sunday Veerakesari—between 2016 and 2019, a period marked by significant anti-Muslim sentiment and inter-religious unrest. Employing media framing theory and qualitative content analysis, the research focuses on newspaper coverage of four pivotal incidents: the protests against the Rohingya refugees, the Digana riots, the Easter Sunday bombings, and the allegations against Dr Shafi Shihabdeen. Feature articles about these incidents were purposively selected to assess the nature and tone of representation. Findings reveal that Divaina employed highly negative framing, particularly during the Rohingya protest and the Dr. Shafi controversy. Silumina and Irida Lankadeepa generally maintained a neutral tone, although Lankadeepa exhibited partial bias in specific contexts. Ceylon Today presented a mix of narratives, while Ravaya and Sunday Veerakesari actively countered dominant biases, offering alternative perspectives and correcting misinformation. The study concludes that media framing significantly contributes to the construction of collective identity and public perception of Muslims in Sri Lanka. It underscores the urgent need for media literacy, critical consumption of news, and journalistic accountability to counteract harmful stereotypes and promote intercommunal understanding.

Keywords: *media representation, Muslims, Sri Lanka, press bias, media framing, identity formation*

Acknowledgement: This research was supported by the Centre for Poverty Analysis (CEPA).



Gender-Specific WhatsApp Usage Behaviors in Post-Global Sri Lanka: Digital Communication Patterns and Cultural Identity

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Abstract

The evolution of digital communication technologies has transformed patterns of social interaction, with mobile instant messaging services like WhatsApp providing connectivity worldwide. Previous studies found that communication styles in traditional media varied by gender. Only a few studies have examined WhatsApp usage patterns in post-global settings where local cultural norms are mediated via digital platforms. This study examines gender-specific WhatsApp usage behaviors among Sri Lankan users, focusing on behavioral indicators such as the time spent actively using WhatsApp, the use of emoticons, group participation patterns, profile management, content sharing, and emotional expressions. Participants were selected through random sampling after confirming active WhatsApp usage through a pre-screening verification process. The primary data collection method was a survey of 200 participants (100 men and 100 women), aged 20-35, from five Grama Niladhari Divisions in Embilipitiya, Ratnapura District, Sri Lanka. The findings indicate significant gender differences in usage patterns. Women changed their profile pictures more frequently (63% vs. 28%), shared emotional content more often (70% vs. 37%), and used emoticons more (80% of women vs. 51% of men). They also updated their status regularly (75% vs. 42% for men) and posted personal content like shopping items and daily routines (60% vs. 30% for men). However, approximately 90% of both genders participated equally in group chats, spending 6 to 8 hours daily on the app. Men belonged to more WhatsApp groups (10 groups on average) than women (6 groups). These findings illustrate how global tools like WhatsApp shape local communication norms, reflecting both continuity and change in Sri Lanka's media landscape. The study highlights gender dynamics in digital equity and cultural identity.

Keywords: *WhatsApp, gender differences, digital communication, social media behavior, communication patterns*



The Impact of Digital Communication on the Quality of Face-to-Face Relationships among University Students in Sri Lanka

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Abstract

In the modern era, digital communication has become a dominant mode of interaction, particularly among university students. While tools such as messaging apps and social media enhance connectivity, concerns are growing about their influence on the quality of real-world, face-to-face relationships. Guided by the Social Presence Theory and Media Richness Theory, this study examines whether a significant relationship exists between the extent of digital communication use and the perceived quality of in-person relationships. Specifically, the study investigates usage frequency, duration, and preference as independent variables, with face-to-face relationship quality as the dependent variable. A quantitative, cross-sectional research design was employed, with data collected from 600 university students in Sri Lanka aged 20–25 years, using a stratified random sampling method to ensure representativeness. Correlation and linear regression analyses revealed a statistically significant negative relationship, indicating that higher reliance on digital communication is associated with a measurable decline in perceived quality of face-to-face relationships. This finding suggests that while digital tools facilitate convenience and immediacy, they may reduce emotional engagement and interpersonal depth in offline interactions. These results provide empirical evidence for educators, psychologists, and communication professionals to develop interventions that balance digital and face-to-face modes of interaction. Future research may expand the theoretical framework by incorporating psychological constructs such as empathy and emotional intelligence to explore the underlying mechanisms of this relationship.

Keywords: *digital communication, face-to-face relationships, university students, interpersonal behavior, social presence theory, media richness theory*



A Discourse Analysis of Misinterpreted Words in Sri Lankan English through Blok & Dino's YouTube Content

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Abstract

In the digital age, platforms like YouTube have become a powerful medium for expressing and shaping linguistic identities. This study investigates the role of misinterpreted or misused English words in Sri Lankan English (SLE), a postcolonial variety shaped by local linguistic and cultural influences. Selected videos from the popular Blok & Dino YouTube channel demonstrate how SLE functions as a site of humor, negotiation, and identity. While SLE has been widely recognized for its unique phonological, lexical, and syntactic characteristics, its portrayal in digital media remains underexplored. Understanding these misinterpretations is crucial for examining perceptions of language use and social commentary in Sri Lanka. A dataset of ten videos was purposively selected based on their explicit focus on language use, popularity among Sri Lankan audiences, and recurrent instances of linguistic play. Misinterpretation cases were identified and categorized using qualitative discourse analysis, guided by Communication Accommodation Theory (CAT) and Critical Discourse Analysis (CDA). This dual framework enables the study of both linguistic deviations, including phonological, semantic, syntactic, and grammatical deviations, as well as the social functions of humor, satire, and identity negotiation in digital discourse. The findings reveal that the most prominent misinterpretations include phonological deviations and false cognates. These misinterpretations are strategically framed to generate humor while simultaneously reinforcing and contesting perceptions of SLE. They function as both entertainment and subtle social commentary, highlighting linguistic hierarchies, local creativity, and cultural identity. The study contributes to digital sociolinguistics by offering a taxonomy of common misinterpretations in SLE and demonstrating how humor in digital media can illuminate postcolonial language variation. Ultimately, this research positions Blok & Dino's content as a valuable site for understanding how Sri Lankan English is used, misused, and celebrated in the digital era, offering insights into both linguistic practices and the sociocultural meanings embedded within them.

Keywords: *digital discourse, misinterpretation, sociolinguistics, Sri Lankan English (SLE), youtube linguistics*

Arts, Heritage, and Cultural Transformation in the Post- Global Era



Buddha Meeting Aristotle: Change of Communicative Paradigms in the Post-Global Era

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Abstract

In a "post-global era", with the weakening of the intensity of globalization, a shift is experienced in many aspects of socio-cultural processes, including communication. As global power dynamics shift, the "East" has already emerged as a global manufacturing powerhouse. With these developments, the communicative perspectives, languages, religions, histories, and aesthetics of the "East" are being revisited with strong scholarly vigor. This paper is involved in a comparative study of the communicative orientation between Aristotle and the Buddha. A new hybridity marks the shifting paradigms of human communication. The cross-pollination between two thought systems has enabled the formation of a third, 'hybrid' space, metaphorically represented by an imaginative meeting between Aristotle and the Buddha. Aristotle's orientation is grounded in profound persuasion with a strong set of rhetoric, logic, and the art of argumentation. This system is marked with logos, ethos, and pathos. The Buddha highlights the importance of mindful listening, silence, and compassionate presence in communication. This research explores re-theorizing communication in a post-global world, where a singular system of thought is no longer viable. It calls for a reconceptualization of communicative space, focusing on how we connect and understand each other. Utilizing a comparative philosophical approach alongside critical discourse analysis, the study examines contemporary communicative practices. Findings indicate that Aristotle's persuasive communication model, which has long dominated Western thought, is increasingly inadequate for fostering trust and empathy. Conversely, the Buddha's receiver-oriented approach offers benefits in conflict resolution and mindfulness. Ultimately, the study proposes a hybrid model that combines Aristotelian clarity with Buddhist ethical mindfulness.

Keywords: *communicative paradigms, post-global era, persuasion, mindful listening, Aristotle, the Buddha*



The Use of Social Media to Promote and Sustain Traditional Drumming Practices in a Selected Village, Rideegama Grama Niladhari Division

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Abstract

The traditional art of drumming, deeply rooted in Sri Lanka's cultural fabric, is facing challenges to its sustainability due to modernization and generational shifts. This study explores the role of social media in promoting and sustaining traditional drumming practices in the village of Medikella, located in the Rideegama Divisional Secretariat of the Kurunegala District. Medikella is home to a traditional drummer clan, particularly those who play the traditional drums known as dawula and thammattama, with a rich heritage of ceremonial and ritualistic drumming. The research aims to address the primary research question: How can social media platforms be effectively utilized to promote and sustain the traditional drumming culture in Rideegama? The study has three objectives. The first objective was to identify current trends and challenges in the practice of traditional drumming in Rideegama, and the second objective was to assess the usage and accessibility of social media among the local community. The last one was to explore strategies for promoting traditional drumming through digital platforms such as YouTube, Facebook, and TikTok. A qualitative research methodology was employed, using in-depth interviews with traditional drummers, youth, cultural officers, and social media content creators. Participant observation and analysis of existing digital content related to traditional drumming were also conducted. Findings reveal that many traditional drummers, particularly those who do not pursue drumming as a livelihood, refrain from showcasing their art online. Limited digital literacy and lack of awareness of platforms such as YouTube and TikTok further restrict participation, although a small number use Facebook for personal promotion. These insights underscore the need for institutional-level initiatives, facilitated through relevant government authorities, to provide training, establish digital archives, and promote youth participation. Such measures are crucial to ensure the sustainable transmission of this unique intangible heritage.

Keywords: *traditional drumming, social media, cultural heritage, digital preservation, youth engagement*



Applied Theatre and the Cultural Reassertion of Sri Lankan Tamil Performing Arts in the Post-Global Era

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Abstract

In the current global landscape, a growing concern is that globalization disproportionately benefits superpowers and dominant forces. It is also criticized for weakening local identities, cultures, and traditions by dissolving them into a homogenous global culture. In response, people from disadvantaged nations reinforce their identities and cultural heritage to resist this cultural homogenization and hegemony. Sri Lankan Tamils, who face challenges such as war trauma, continuous internal displacement, global diaspora, the struggle to preserve their art and culture, and threats to their cultural identity due to globalization, are attempting to revive and reaffirm their heritage through the arts. This study examines how applied theatre in the Sri Lankan Tamil context engages with cultural revival and transformation in the performing arts while preserving traditional artistic expressions. It explores how applied theatre reinvents conventional art forms, safeguarding them while serving as a contemporary medium to address present-day issues. This qualitative research utilizes a case study of applied theatre practices in Sri Lankan Tamil theatre, focusing on facilitation, pedagogy, and community engagement. It analyzes data from participatory observation, semi-structured interviews, and performance analysis through postcolonial and cultural homogenization theories, highlighting the tension between globalization and local identity. The study reveals how applied theatre creates expressive spaces for marginalized groups, allowing them to revive traditional art forms and preserve cultural heritage. It finds that conventional performance techniques enrich Sri Lankan Tamil theatre and help reassert cultural identities threatened by globalization. Ultimately, the study concludes that applied theatre is essential for cultural preservation, identity reinforcement, and the development of contemporary theatre and social activism.

Keywords: *Sri Lankan Tamil performing arts, cultural reassertion, post-global era, traditional performance, cultural identity*



Women's Representation in 19th-Century Sri Lankan Temple Murals

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Abstract

Equal contribution from both men and women in society is essential for achieving sustainable development. To understand prevailing gender attitudes, it is valuable to study how past societies represented women through visual art. This research examines the representation of women's roles in 19th-century Sri Lankan temple paintings as reflections of broader cultural and social attitudes. The objective is to explore how gender shaped the social values attributed to women in their roles as wives, mothers, and active participants in religious life. A qualitative methodology was employed. Primary data were drawn from murals depicting Jataka stories and episodes from the Buddha Charitaya at the Karagampitiya Subhodharama Viharaya in Dehiwala, dating to the 19th century. Secondary sources included scholarly research on low-country murals and Kandyan-period society. Iconological analysis served as the key analytical method: first, icons and symbols in the murals were identified, and then they were interpreted with reference to literary sources. These findings were contextualized within the Kandyan Kingdom and colonial eras to uncover the intrinsic meanings conveyed in the paintings. The Nimi Jataka highlights women's roles in domestic tasks like food preparation and caregiving, while the Anepindu Sitanan and Katthahari Jataka focus on male dominance in household decisions. Conversely, the Machchariya Kosiya Sitanan depicts a husband and wife jointly offering alms, while the Maha Janaka Jataka illustrates a women dining with a man and a mother passing the kingdom to her son. These narratives depict women mainly in domestic roles but also engaging in religious practices alongside men, reflecting their social and spiritual agency. Overall, the murals promote a nuanced view of gender roles, advocating for equality and shared responsibility in both private and public life.

Keywords: *gender equality, sustainable development, gender roles, Low-country temple murals, gender representation*



Beat the Beast: Adapting Fairy Tales to Expose Sexual Harassment and Empower Communities Through Theatre

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Abstract

This research project, Beat the Beast, utilizes the fairy tale Beauty and the Beast through the lens of community-devised theatre to examine and expose sexual harassment within society. Based on a real-life story of harassment during a theatrical production, the project investigates the romanticized tropes of submission, transformation, and redemption often found in traditional narrative tropes that can obscure and maintain the patriarchal power structures and normalize abuse. Grounded in feminist performance theory, trauma-informed dramaturgy, and participatory practice, the project employs a qualitative research methodology that involves focus groups to collaboratively develop a performance with community participants, survivors, allies, and local performers. By centering lived experiences and collective storytelling, the process enables participants to reclaim narrative agency and co-create a space for healing, resistance, and visibility. Integral to the production are post-performance audience engagement forums designed to foster dialogue, raise awareness, and activate community response. These interactive forums transform spectators into stakeholders, promoting shared accountability and social action. Through this layered approach, Beat the Beast positions community theatre not merely as artistic expression but as a catalyst for empowerment, critical reflection, and tangible change in confronting gender-based violence.

Keywords: *community-devised theatre, gender-based violence, feminist theatre, applied theatre, empowerment*



The Role of the YouTube Channel Traditional Me in Reshaping Traditional Art Forms in Sri Lanka

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Abstract

Digital media has significantly influenced the preservation and reinterpretation of cultural heritage, particularly in Sri Lanka. The YouTube channel Traditional Me, which showcases traditional art forms and rural lifestyles, revitalizes these practices and makes them accessible to a broader audience, thereby reshaping their meaning in the digital age. Research on Sri Lankan digital platforms that promote traditional art forms remains insufficient, despite the growing scholarly interest in how digital media affects cultural transformation and preservation globally. Traditional Me, an established YouTube channel that showcases Sri Lankan rural life, culinary traditions, and traditional rituals, is an essential yet underexamined example of how digital storytelling can transform cultural narratives. This study fills the gap by providing a media-focused, culturally grounded perspective of the combination of tradition and technology in Sri Lanka. This study examines how the YouTube channel 'Traditional Me' in Sri Lanka utilises digital media to preserve traditional art forms and cultural heritage. The study examines how the YouTube channel Traditional Me employs visual storytelling to reimagine local customs, highlighting the role of grassroots digital platforms in preserving cultural continuity. Utilizing qualitative content analysis, it explores how digital media reshapes cultural practices while preserving and transforming traditions. Findings show that Traditional Me revitalizes Sri Lankan art forms through a blend of visuals, sound, and storytelling, appealing to both local and global audiences. While it successfully promotes cultural heritage among younger generations and diaspora communities, it also risks oversimplifying complex practices. This research is valuable for practitioners, politicians, and academics interested in preserving intangible cultural heritage and guiding traditional artists in effectively using digital platforms.

Keywords: *digital media, cultural identity, folk practices, digital storytelling*



Cinematic Horror and Cultural Symbolism: Exorcism, Mahasona, and Childhood in Bandhanaya Film (2017)

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Abstract

Cinema, as a powerful cultural medium, reflects the complexities of society, belief systems, and collective fears. This study critically examines *Bandhanaya* (2017), directed by Udayakantha Warnasuriya, focusing on three interrelated research questions: the representation of the child, the portrayal of exorcist culture, and the cinematic construction of the Mahasona myth within the film. Adopting a qualitative content analysis and thematic analysis framework, the study purposively selects *Bandhanaya* as its primary text, guided by auteur theory as the theoretical lens. Data were collected through the close reading of key scenes focusing on the subthemes: narrative structure, character analysis, dialogue, texts, setting, costumes, artefacts, and colour. The findings reveal that the child is initially portrayed as a symbol of innocence, who gradually transforms into a central figure influential in the film's conflict. The horror genre is amplified through this transformation, positioning the child as both a victim and a mediator of supernatural tension. The exorcist culture depicted extends beyond traditional Sinhala healing practices, blending ritualistic and harmful supernatural elements and reconstructing Mahasona as both a folkloric demon and a symbolic manifestation of cultural fear. This study offers the first qualitative account of child representation in *Bandhanaya*, contributing new insights into the intersection of folklore, horror, and childhood in Sri Lankan cinema.

Keywords: *Bhandhanaya movie, exorcism, Horror films, Mahasona, representation*



The Role of Music in Shaping Choreographic Identity in Sri Lankan Contemporary Dance

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Abstract

Contemporary dance prioritizes improvisation as a central creative method and a key element of performer skill. The speciality of contemporary dance lies in its freedom, versatility, and expressive depth. Unlike classical dance forms that follow strict structures and codified techniques, contemporary dance embraces experimentation, individuality, and innovation. As a non-structured form, its movement patterns often emerge from the dancer's individual improvisational style. This study explores the role of music in the creative identity of contemporary dance in Sri Lanka. Using a qualitative approach and grounded theory, the study employed narrative analysis to interpret the data through in-depth interviews with the participants. It investigates how music is selected, composed, or manipulated in the creation of contemporary dance patterns. The research further examines the dynamic interplay between sound and movement, emphasizing how music contributes to narrative construction, emotional depth, and interpretation within contemporary dance practice. The findings reveal diverse musical approaches ranging from traditional reinterpretations to experimental soundscapes, each reflecting the choreographer's artistic vision and sociocultural context.

Keywords: *contemporary dance, creative identity, improvisation, music and movement*



The Effect of Musical Reality Television Shows' Participation on Engagement with Traditional Music Education in Tertiary Institutions in Sri Lanka

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Abstract

This study examines the influence of reality television shows on the engagement of university music students with traditional learning environments. As the participation in these shows increasingly spotlights musical talent, performance, and celebrity culture, they may impact young adult students' perceptions of success, creativity, and the value of formal education. The research investigates whether frequent consumption of such content affects students' motivation and academic priorities in music education, including classroom learning, music theory, and performance training. A qualitative approach, using purposive sampling to recruit participants, is employed. Deep interviews were conducted with 30 undergraduate music students who have participated in reality television shows to examine patterns of media consumption, perceptions of the relevance of formal instruction, and levels of classroom engagement. The theoretical foundation of this study draws on Engagement Theory in Education, which emphasizes the importance of active, meaningful, and collaborative participation in the learning process. Preliminary findings suggest a nuanced relationship: while reality television can inspire artistic ambition and provide models of career success, it may also contribute to decreased interest in rigorous academic processes and an overemphasis on instant gratification. The study aimed to provide insights into integrating media literacy into music education to bridge the gap between the impact of popular media and academic engagement.

Keywords: *academic engagement, media impact, music education, reality television, university students*



Influence of YouTube Food Reviews on Female Consumers' Attitudes and Behaviour: An Elaboration Likelihood Model (ELM) Approach

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Abstract

As one of the most popular content creators on YouTube, I have hosted immersive dimensions in my food review videos, showcasing progressive influences on consumers. This research is grounded in the peripheral Elaboration Likelihood Model (ELM) - based analysis to study the impact of YouTube food reviews' visual and audio elements on shaping consumer attitudes and behavioral intentions. Several studies focused on the impact of food reviews on consumer attitudes via YouTube and required further research on cultural nuances, as well as age and generation impacts. The objectives of this study were to identify viewers' preferences among the classifications of food review videos, examine the influential visual and audio elements on food review videos, and explore the dimensions of female consumers' food-related attitudes influenced by culinary content on YouTube. The study used purposive sampling with primary data collected from Wild Cookbook, M.R. Kitchen, and Magic Compass Sri Lankan food review videos as the main primary data source. Additional data was collected through an open-ended questionnaire distributed to 50 females aged 25 - 27, as well as interviews with YouTube content creators and viewers of food review videos. The study used a qualitative thematic and content approach to analyze how food review videos influence viewer perception and behavior. The findings indicate that participants are highly influenced by YouTube food reviews, prompting them to explore featured cuisines and visit recommended restaurants. The study emphasizes the importance of visual and audio techniques in creating a strong emotional connection with the content. Overall, food vlogs shape perceptions and drive consumer behavior, acting as persuasive tools in culinary culture.

Keywords: *YouTube food review videos, visual & audio elements, consumer attitudes, ELM model, female consumer*

Language, Education, and Media Pedagogies



The Impact of the Use of Social Media on Chinese Second Language Acquisition

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Abstract

The strategic importance of learning Chinese in Sri Lanka has increased due to economic ties, prompting many universities to establish undergraduate programs in the Chinese language. As undergraduates seek supplementary resources and tools to acquire the language on social media platforms, it is significant to explore the medium for Chinese SLA in this context. Significantly, social media provides a platform for learners to practice and acquire foreign languages in a favourable context, making language learning more accessible and engaging. Therefore, this study investigates the knowledge and ideological gap in the context of Sri Lanka. This gap is evident through the recent integration of Chinese into university curricula and the rapid growth of social media penetration, creating a necessity to understand how these platforms facilitate language acquisition outside formal classroom contexts. Adopting a mixed-method research design, the investigation combined both quantitative and qualitative approaches to ensure a comprehensive understanding of the phenomenon under study. Quantitative data were collected through an online questionnaire administered via Google Forms to a randomly selected sample of 100 undergraduate students studying Chinese language at several public universities in Sri Lanka. The questionnaire aimed to assess social media usage among language learners in relation to their proficiency in Chinese. Semi-structured interviews were held with five Chinese lecturers from Sri Lankan universities to gather insights on social media's impact on language learning. Platforms like TikTok, YouTube, Facebook, Instagram, WeChat, and Xiaohongshu can enhance engagement in speaking, reading, listening, and writing, while also boosting communicative abilities and cultural awareness. However, the study noted negative effects, such as discouragement from negative interactions and internalizing incorrect language forms from non-native speakers. Thus, effective integration of social media in language learning requires appropriate pedagogical supervision and guidance.

Keywords: *Chinese language, second language learning, social media*



Effectiveness of ChatGPT in Enhancing Academic Writing Skills among Undergraduates at State Universities in Sri Lanka

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Abstract

This study investigates the effectiveness of utilizing AI-powered writing tools, such as ChatGPT, in enhancing academic writing skills among undergraduate English as a Second Language (ESL) students. The research was set on two groups of second-year Information Technology (IT) undergraduates, each consisting of 50 students, enrolled in the English as a Second Language module at a state university in Sri Lanka. A qualitative quasi-experimental research design was employed in the study, using an experimental-control group approach. The experimental group received continuous, structured support through ChatGPT in their weekly writing activities and were guided by the course instructor. In contrast, the control group followed traditional learning assistance provided by the instructor, with no help from Artificial Intelligence (AI). Data were collected over a five-week period through classroom observations, student writing portfolios, and semi-structured interviews with participants from both groups. Students' experiences, perceptions, and writing progress were examined by using thematic analysis. The study's results indicated increased learner autonomy, improved clarity in argumentation, and greater engagement with academic conventions in the experimental group. In contrast, the control group showed limited growth in these areas and continued to rely primarily on the instructor's feedback. The findings suggest that integrating AI tools, such as ChatGPT, in language learning, particularly when used purposefully and with instructional guidance, can enhance writing outcomes and further foster self-directed learning in English as a Second Language contexts. The study highlights the need for thoughtful implementation of AI technologies in curriculum design. It highlights the need for further research into the ethical and linguistic implications of AI-assisted writing instruction.

Keywords: *effectiveness, enhance, ChatGPT, English as a second language, academic writing skills*



Adoption of Mobile Reading Applications (Apps) and their Influence on Reading Practices in Sri Lanka

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Abstract

The book has historically served as a central medium for recording, transmitting, and preserving human knowledge, evolving in form and appearance in response to technological and cultural changes. In the contemporary era, however, the traditional printed book is increasingly giving way to digital platforms and mobile reading applications, prompting fundamental shifts in global publishing practices. This transformation has also affected reading cultures in Sri Lanka, where print and digital formats now coexist in complex ways. The present study examines the impact of the transition from print to digital books on Sri Lankan readers, with a focus on technological acceptance, generational differences, and the role of global platforms in shaping local practices. The research is guided by the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). A structured questionnaire was administered to 200 respondents, aged between 10 and 60 years, who access books through online platforms. Data was analyzed using SPSS 22 and NVivo 14. For generational analysis, respondents were categorized into the following groups: Generation Z (10–18), Generation Y (19–40), Generation X (41–50), and Baby Boomers (51+). Findings indicate that Baby Boomers predominantly prefer printed books, citing limited digital literacy, physical constraints, and a strong cultural attachment to the printed medium. In contrast, Generations Z and Y demonstrate hybrid reading behaviors, engaging with both print and mobile applications, with a marked preference for digital formats due to their convenience and accessibility. Generation X occupies an intermediate position, reflecting gradual adaptation to digital technologies. Notably, most Sri Lankan readers rely on foreign-developed mobile reading applications, revealing a lack of locally tailored digital publishing solutions. The study concludes that while print retains cultural and emotional significance, digital reading is reshaping reader behavior in Sri Lanka, presenting both challenges and opportunities for publishers, educators, and policymakers.

Keywords: *book publishing industry, printed books, e-books, mobile phone reading applications, reading practice*



Investigating the Effectiveness of the ELSA Mobile Application in Enhancing Speaking Proficiency

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Abstract

Mobile-Assisted Language Learning (MALL) enhances flexible, technology-supported language learning, yet many Sri Lankan university undergraduates, especially in technology fields, continue to face difficulties in developing English-speaking skills. This deficiency negatively affects their academic success and future employability. Despite the importance of oral communication in both academic and professional contexts, progress is often hindered by limited classroom time and the lack of individualized feedback. Hence, this study examined the effectiveness of the English Language Speech Assistant (ELSA) mobile application as a MALL tool to support speaking proficiency through targeted, self-paced practice beyond conventional classroom boundaries, theoretically framed within Vygotsky's Sociocultural Theory and the principles of Communicative Language Teaching (CLT) to position the intervention in relation to established language learning and MALL paradigms. The study was conducted with 25 first-year Computer Science undergraduates from the Faculty of Computing and Technology, University of Kelaniya, who had demonstrated low levels of oral proficiency in English, as reflected in their poor performance in three speaking assessments conducted during the first semester under the compulsory English for Specific Purposes (ESP) module (DELT 13302). Participants were provided with free access to the premium version of ELSA for a period of five weeks. Participants engaged daily with interactive modules aimed at enhancing pronunciation, fluency, and intonation. Quantitative data were collected from pre- and post-intervention speaking assessments, analyzed using paired sample t-tests, revealing significant improvements: 22% in pronunciation, 18% in fluency, and 15% in intonation accuracy ($p < 0.01$). Notably, learners improved in articulating computer science terminology, enhancing their academic communication. Qualitative reflections indicated increased confidence, motivation, and self-correction of pronunciation errors. Consistent engagement with the ELSA application led to greater gains in post-test scores. Overall, ELSA proved to be an effective tool for improving speaking skills in lower-proficiency learners, emphasizing the benefits of Mobile-Assisted Pronunciation Training (MAPT) for learner autonomy and specialized English instruction.

Keywords: ELSA, ESL undergraduates, speaking, pronunciation



Improving the Presentation Skills of English Medium Undergraduates through Technology-Enhanced Language Learning (Tell)

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Abstract

The action research aimed to improve the presentation skills of first-year undergraduates from the Faculty of Applied Sciences at the Uva Wellassa University of Sri Lanka, through Technology-Enhanced Language Learning (TELL), based on Kolb's Experiential Learning Theory (Kolb, 1984). Out of the sample of 335 undergraduates taken through Census sampling, 88% scored less than three marks out of 5 for presentation skills in the first semester group presentation assignment. Presentation skills were assessed using a 5-point scale rubric focusing on pronunciation, clarity, body language, use of visuals, and confidence. The scores were analysed using descriptive statistics (mean percentages and frequency distributions) to measure improvement across interventions. This laid the foundation for a four-week action research cycle with three TELL-based interventions. The first intervention began with a detailed lecture on the basics of tools such as PowerPoint, Google Slides, Prezi, Canva, and Padlet, followed by a 10-mark quiz to assess the knowledge. Eighty-three percent of students scored seven marks out of 10 in an initial assessment. The second intervention involved in-class group presentations on Applied Science topics, allowing students to record their presentations for self-evaluation. Feedback indicated issues with pronunciation, clarity, body language, and confidence. A comprehensive lecture on effective presentation techniques followed, incorporating videos to address these issues. Students then prepared digital slides and delivered a 15-minute presentation, receiving peer feedback via the Padlet tool. A final Post-Test group presentation, as the Semester II assignment, showed significant improvement, with 91% of students scoring 3.5 or higher out of 5 marks. Despite challenges such as short duration and varied digital skills, the program was deemed successful. Future iterations should aim for longer interventions and standardized assessments.

Keywords: *action research, presentation skills, technology-enhanced language learning (TELL)*



Assessing the Efficacy of the Picture Prompts Technique Incorporating the Facebook Platform to Improve the Writing Skills of Vocational Learners

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Abstract

Understanding and mastering a language involves developing the four language skills: listening, reading, speaking, and writing, which are considered indispensable components in the language teaching-learning process. Among these, writing skills are a key essential skill that must be developed in a second language classroom. It has been observed that students of the University College of Anuradhapura, affiliated with the University of Vocational Technology, are experiencing difficulties in producing effective written pieces. Therefore, the primary objective of this classroom action research is to assess the efficacy of implementing the picture prompt technique integrated with the Facebook platform and to gauge the extent of improvement in vocational learners' writing skills. Although a plethora of research has been conducted to enhance the writing skills of higher education students, there is a notable lack of research in the vocational education sector. The study employed a mixed-methods approach, combining qualitative and quantitative methods. Data were gathered through tests, interviews, discussions, and observation of a purposive sample of forty. Over a period of three months, the learners responded to picture-based prompts circulated via a Facebook group, which encouraged creative writing and other writing-related competencies. The final examination results for Level 5 Semester I, focusing on essay writing, were analyzed to assess the impact of using picture prompts on writing skills. Key factors like organization, grammar, vocabulary, coherence, and cohesion were considered in the grading. The findings indicate significant improvement, with the average score rising from 7.08 in the pre-test to 9.36 in the final exam, showing a mean improvement of 2.28 marks. This study demonstrates that using picture prompts through digital interaction positively enhances the writing skills of vocational learners in a second language classroom.

Keywords: *Facebook, picture prompts technique, second language classroom, vocational education sector, writing skills*



AI Literacy of Creative Arts Undergraduates and Its Impact on Career Preparedness

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Abstract

The rapid integration of Artificial Intelligence (AI) into global creative industries such as design, media, animation, and digital arts has intensified the demand for graduates with strong AI literacy. In Sri Lanka, where creative arts education is still developing, it remains unclear how effectively universities equip students for AI-driven careers. This study investigated AI literacy among undergraduate students in the creative arts and examined its impact on career preparedness. A quantitative descriptive survey was conducted among a population of 105 students from three Sri Lankan universities, representing disciplines such as visual arts, graphic design, fine arts, media studies, animation, and digital arts. A stratified random sampling technique was used to ensure proportional representation from each university and academic year. Data were collected using a structured questionnaire and analyzed with SPSS version 21, employing descriptive statistics. Findings reveal that 86.7% of students are familiar with fundamental AI concepts, and 74.3% recognize the importance of AI literacy for future employment; however, only 24.8% report confidence in applying AI tools in creative projects. Key challenges identified include a lack of formal AI training (86.7%), limited access to AI software (60%), inadequate curriculum coverage (41.9%), and insufficient institutional resources (26.7%). Despite existing constraints, 70.5% of respondents showed strong interest in AI workshops, hands-on projects, and industry collaborations. The study reveals gaps in structured AI education and resource availability, which hinder students' readiness for the professional world. It emphasizes the need for evidence-based curriculum reforms and improved access to AI tools to enhance students' AI literacy and career preparedness in the creative arts. These insights are valuable for educators and policymakers aiming to modernize arts education in Sri Lanka and boost graduates' employability in an AI-driven sector.

Keywords: *AI literacy, creative arts education, career preparedness, curriculum reform*



A Study of Green Media Narratives in Port City Colombo: Exploring the Role of Arts and Media in Promoting Urban Sustainability

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Abstract

As cities grapple with the dual issues of development and environmental balance, the convergence of arts, media, and sustainability has emerged as a driving force. This research examines how Port City Colombo, Sri Lanka's inaugural green and blue Special Economic Zone, applies arts and media narration to create public awareness and elicit behavioral change towards environmental sustainability. The study analyzes ESG (Environmental, Social, and Governance) reports, media campaigns, and urban visual practices, including green architectural symbolism, public murals, educational media, and digital storytelling, to advocate for integrating sustainability into the city's cultural and visual practices. The primary objectives of this research are to investigate how environmental sustainability is communicated through artistic and media practices in Port City Colombo, to assess the effectiveness of these practices in shaping public awareness and civic identity, and to evaluate how such narratives align with the Sustainable Development Goals. Drawing on qualitative content analysis and interviews with media makers and urban designers, this study reveals how local culture-focused storytelling and eco-awareness shape civic identity and support SDGs such as climate action, sustainable cities, and life below water. The findings suggest that innovative media campaigns focused on coral reef restoration, zero-emission buildings, and climate adaptation infrastructure are instrumental in promoting public engagement and community resilience. Furthermore, the use of immersive environmental media spaces in Port City shows that sustainable urban living and city branding can interact harmoniously. By creating a model of 'green narrative urbanism,' this research contributes to a growing body of literature on the arts as a principal driver of sustainable development, encouraging comprehensive policies that merge environmental governance and cultural innovation with future urbanization.

Keywords: *sustainable development, Port city Colombo, environmental media, green urbanism, ESG communication*



A Textual Analysis of YouTube Thumbnail Language: A Case Study of 'Vini Production', 'Lochi', and 'Janai Priyai'

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Abstract

YouTube users are attracted to watch video content through the YouTube thumbnail. It is important to study the trends of thumbnails used by creators of YouTube channels in Sri Lanka. YouTube thumbnails have a strong impact on video trending. In this context, there is a research gap to conduct a formal study in this regard. This research covers that research gap. In study "A Framework of Semiotics Theory to Understand the Signs and Their Meaning in Society," Prof. Priyaranjan Behera of the Department of Communication Design at Presidency University, Bengaluru, asserts that semiotics theory examines the meanings of typography, colors, signs, and symbols. Currently, 'Vini production,' 'Lochi,' and 'Janai Priyai' YouTube channels stand out among the creators of viral video content. The main problem of this study is to find out what the textual trends are in YouTube thumbnails. The main objective of this study is to identify the textual trends in YouTube thumbnails. This study is qualitative research. Content analysis has been conducted as secondary data. As a sample, thumbnails of viral videos published on the YouTube channels 'Vini production,' 'Lochi,' and 'Janai Priyai' over a period of 6 months were analyzed. According to the data analysis, all three YouTube channels have used catchy words in creating thumbnails. "Vini production" has used famous words like "Techanologiya" Pathale ella ", Moda Tharindu", "Ege Sinahava thahanam". Pay attention to the use of colours in creating thumbnails. "Vini production" has used yellow for the font and red for the background. "Lochi" and "Janai Priyai" channels have used different colours for the font. "Vini production" has used the same font type. The other two channels have used different fonts. All three channels have used short sentences in creating thumbnails. The word limit is limited to two or three. These channels have used frames in creating thumbnails. All three have created thumbnails using photos of the actors and actresses who appear in the video. The use of colour in the thumbnails on the "Lochi" YouTube channel is not clear. There is a special trend towards creating thumbnails on these YouTube channels.

Keywords: 'Vini production,' 'Lochi,' 'Janai Priyai', YouTube channel, thumbnail



Facebook Comment Analysis on Gay Identity Portrayals in the Teledrama 'Viduru Thira'

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Abstract

Sri Lanka is a country with a culture of heterosexual norms. In a context where religion, education, media, and culture have always normalized heterosexuality, it is important to inquire into the audience's reactions to the homosexual identities portrayed in the teledrama 'Viduru Thira', which is broadcast on the national channel ITN. In the context of various discussions on Facebook regarding the teledrama 'Viduru Thira', the need for a formal study to fill the research gap becomes clear. Majid Khosravi-Nik of Newcastle University argues, through his Social Media Critical Discourse Studies, that social media platforms are spaces where users reproduce or challenge dominant ideologies, a perspective relevant to analyzing Facebook reactions to homosexual portrayals in 'Viduru Thira'. The main problem of this study is to examine how Facebook users express their opinions on the portrayal of homosexual identities in the teledrama 'Viduru Thira'. The study's main objective is to examine how Facebook users express their views on the portrayal of homosexual identities in the teledrama 'Viduru Thira'. A qualitative research approach was used for this purpose. A content analysis of Facebook posts and comments about the teledrama "Viduru Thira" focused on the first 20 episodes. Users expressed a mix of positive and negative views regarding the portrayal of homosexual identities. While some negative comments were recorded, there was widespread condemnation of hate speech against homosexuality. Supportive comments highlighted the importance of normalizing discourse around this topic, citing the psychosocial harm of forcing homosexuals into heterosexual marriages. Overall, the teledrama reflects a progressive cultural trend, with users showing positive attitudes towards its representation of homosexuality, while negative comments were seen as part of cultural norms.

Keywords: *gay identity, Facebook comment, 'Viduru Thira' teledrama, homosexual, qualitative content analysis*



The Role of SLBC's 'Mihithalaya' Programme in Promoting Environmental Awareness and Sustainable Development in Sri Lanka

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Abstract

Two major issues facing Sri Lanka and the world at large are environmental degradation and climate change. Although these concerns are addressed by regulations and technologies, behavior modification and public awareness campaigns are just as crucial. Radio in particular continues to be an effective tool for reaching large and varied audiences. The environmental-focused Mihithalaya program on SLBC offers a perfect example of how traditional media may promote sustainable development and environmental awareness. The contribution of Sri Lankan radio programs to environmental education has received limited study, despite the growing significance of sustainability communication. Programs like Mihithalaya have not had their precise effects and methods of communication well-examined. The issue of how the Mihithalaya program supports Sri Lankan sustainable development is the focus of this study. This study aims to achieve three goals. To investigate the sustainability and environmental themes conveyed by the SLBC Mihithalaya program. To examine Mihithalaya's organization, content, and presenting style in light of public environmental education and to determine the radio's advantages and disadvantages as a tool for promoting sustainable development in Sri Lanka. The research employed a mixed-methods approach, combining content analysis of selected episodes of the SLBC "Mihithalaya" program with audience surveys. Thematic content analysis and statistical analysis revealed that the program effectively raises environmental awareness in rural and semi-urban areas, addressing issues like deforestation, climate change, pollution, and sustainable agriculture. This study demonstrates how culturally relevant media can enhance environmental advocacy and public policy while contributing to the growing literature on environmental communication in South Asia. Furthermore, it offers recommendations to strengthen radio broadcasting's role in addressing sustainability challenges, particularly in Sri Lanka's underprivileged regions.

Keywords: *SLBC, Mihithalaya programme, environmental awareness, radio, sustainable development*

Media, Ethics, and Societal Well-Being



A Critical Analysis of the Influence of the Law of Defamation on the Freedom of the Press in Sri Lanka

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Abstract

Freedom of expression has been considered a fundamental right that should be ensured for the smooth functioning of a democratic society. Mass media is the main social body that exercises the freedom of expression on behalf of the public. However, there is considerable criticism of the behavior of the mass media, alleging that they abuse the right to freedom of expression without regard for individual rights, such as reputation or ethical standards. Therefore, the need for the law of defamation, which is closely tied to the right to reputation, has been emphasized as a crucial aspect of the law. In such a context, the right to reputation and the freedom of the press have become conflicting rights. Although the influence of the law of defamation on freedom of speech has been widely discussed and examined in many countries, there is a lack of studies in Sri Lanka. Therefore, the problem that was examined in this research is how the law of defamation has influenced freedom of the press in Sri Lanka. The researcher applied the doctrinal approach to collect data, and accordingly, statutory provisions, instruments such as mass media ethics, and case law were examined. In analysing the data, a thematic approach was applied. The data were categorized into initial codes and main themes, and thereafter, five main themes and fifteen sub-themes were identified. The data were analysed critically, and interpretation rules, press theories, and balancing theories were applied as a theoretical framework for the analysis. It was found that the law of defamation has influenced the freedom of the press in Sri Lanka, with some aspects having a positive impact and others a negative impact. Furthermore, it was found that the purpose of the law of defamation is to balance the right to reputation and the freedom of the press rather than merely to protect the right to reputation. The findings of the research will be advantageous for academicians, researchers, journalists and editors, media owners, policymakers, legislators, judges, and lawyers, and it will result in the development of a highly developed balancing system relevant to the right to reputation and the freedom of the press.

Keywords: *freedom of the press, defamation, influence of law, theories of the press, balancing theories*

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A Study of the Social and Communication Problems of Offenders by the Court (Special Reference to Walikada and Bogambara – Dumbara Women Prisoners)

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Abstract

In recent years, the number of convicted women in Sri Lanka has dramatically increased. Women play a significant role in the family as well as in society, and their contribution to social sustainability and propagation is very high. Hence, women are vulnerable to societal pressures, and their activities have a direct impact on society. If they have to be apart from their family and loved ones, relatives, it creates severe problems for society and the family, which ultimately leads to social instability. Prisoners' interpersonal communication helps them successfully re-enter society upon release. Taken as a hundred and five (105) sample population with forty-five (45) women prisoners, twenty-six (26) jailor officers, thirty (30) outside society personnel, and five (5) judicial and lawyers were examined in this study. Data were collected through a structured questionnaire, as well as intensive interviews and focus group discussions. Information was analysed using the SPSS statistical method to extract relevant data. The study's results revealed that social communication barriers have no significant impact on religion and nationality, but do have an effect on age-related factors, including age, educational background, and socioeconomic status. The laws implemented by prison authorities, along with the limited availability of communication modes, create social communication barriers for prisoners. This research further shows that when focus groups frequently communicate with families and society, it helps to maintain good mental health, to control recidivism and increase public safety.

Keywords: *aggressive behavior, interpersonal communication, social communication, social communication barriers, women prisoners*



The Impact of Open-Source Intelligence on Disaster Communication Law in Sri Lanka

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Abstract

Open-Source Intelligence (OSINT) has become a transformative force in disaster communication, providing rapid data collection, advanced analytics, and real-time dissemination of critical information. Its integration with dynamic database technologies is reshaping disaster response in Sri Lanka, a country frequently affected by both natural and human-induced crises. However, this technological convergence raises significant ethical, legal, and governance challenges, exposing limitations in the current disaster communication framework. This study examines the role of OSINT in strengthening situational awareness, supporting evidence-based decision-making, and improving coordination among government agencies, humanitarian organizations, and the public. Guided by the theory of receiver satisfaction, the research employs a mixed-methods design that integrates surveys, interviews, and case studies. The findings highlight both the transformative potential of OSINT and the necessity of ensuring its responsible and ethical application in real-time crisis management. The analysis further demonstrates that OSINT is increasingly shaping Sri Lanka's disaster communication law, yet existing legal provisions remain insufficient to address its complexities. The study therefore recommends targeted legal reforms and innovative policy arrangements to replace outdated frameworks, promoting a more resilient, transparent, and adaptive system of disaster communication.

Keywords: *communication, disaster, disaster communication law, open-source intelligence, and real-time database technology*



The Power of Visual Gratitude Journals: A Digital Intervention for Enhancing Mental Well-being

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Abstract

Starting with the broaden-and-build theory of positive emotions, this research examined whether visualized gratitude journaling could lead to greater well-being in young adults. Gratitude journaling is a highly utilized tool in positive psychology, but the visual approach, which combines images with reflective writing, remains largely untouched, especially in digital formats for youth. A total of 120 participants, aged between 18 and 30 years, participated in a study conducted using convenience sampling. This sampling method utilized the network of universities in Colombo, Sri Lanka. Using G*Power 3.1, with a medium effect size ($d = 0.5$), $\alpha = 0.05$, and power = 0.80, the sample size was calculated, with some oversampling to compensate for potential attrition. Participants were randomly placed, using a computer-generated allocation sequence, into either a visual gratitude journal group ($n = 60$) or a text-only group ($n = 60$). The visuals group used a mobile app to take daily photos of things for which they were grateful and added short captions, while the texts group wrote down three gratitudes each day. The WEMWBS, validated among South Asian young adult populations, was administered pre- and post-intervention at four weeks. Data analysis involved paired and independent-sample t-tests, along with the calculation of effect sizes. More specifically, the visual group showed a significantly larger improvement in well-being scores ($M = 52.4$, $SD = 6.3$) than the text group ($M = 47.8$, $SD = 5.9$), $t(118) = 4.21$, $p < .001$, Cohen's $d = 0.77$, which is a significant effect. The thematic analysis of feedback provided via open-ended questions revealed three main benefits: increased emotional engagement, improved emotional regulation, and enhanced social connectedness. Visual group participants also reported that incorporating imagery into their text made their gratitude practice more enjoyable and sustainable. Collectively, these results suggest that visually enriched gratitude journaling, as a digital intervention to enhance mental well-being, holds promise for youth participants. Using an image-based approach demonstrated a greater emotional attachment and potential sustainability than the text message-based approach.

Keywords: *gratitude, visual journaling, digital intervention, mental well-being, positive psychology, youth mental health*



Digital Literacy as a Tool for Child Safety Online

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Abstract

The rapid expansion of digital platforms has increased children's exposure to online risks, such as cyberbullying, privacy breaches, and harmful content. Digital literacy, encompassing skills such as critical thinking, online etiquette, and security awareness, is essential for promoting safe online behavior. This research explores the role of digital literacy in promoting child safety online, addressing the increasing risks children face in digital environments. The study adopts a mixed-methods approach, combining quantitative surveys and qualitative interviews. Data were collected from 100 secondary school students aged 12 to 16, along with 20 teachers and 20 parents from two urban schools in Sri Lanka, using random sampling to ensure diverse perspectives. The research assessed their understanding of digital safety practices and the impact of digital literacy initiatives on online behavior. Findings reveal that students with higher digital literacy levels exhibit safer online practices, including recognizing scams, managing privacy settings, and reporting harmful content. Teachers and parents who have received digital literacy training also play a crucial role in reinforcing safe practices at home and in school. The study emphasises the importance of integrating digital literacy into school curricula, particularly from the lower secondary level (Grade 6 onwards), to promote long-term online child safety. Additionally, the research emphasizes that informing the broader public is equally vital. Methods such as community awareness programs, school-parent workshops, and national campaigns can strengthen knowledge-sharing and ensure consistent guidance for children's digital safety. This study concludes that fostering a culture of digital literacy among students, parents, and teachers is crucial for safeguarding children in the digital era.

Keywords: *digital literacy, child safety, online behaviour, digital education*



Exploring the Impact of Colour Psychology on Emotional Well-Being and Sustainable Development: A Cultural Perspective

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Abstract

Colour psychology, the study of how colours influence individuals' emotions and behaviour, plays a vital role in shaping individuals' perceptions and influencing their behaviours. Although many colour associations are universal, individuals' interpretations of colour are also influenced by their cultural background and personal experiences. The main objective of this paper is to recognise the importance and value of key concepts in colour psychology in creating a positive environment and enhancing individuals' psychological well-being. Additionally, it aims to explore the importance of considering cultural variations in colour associations, particularly when applying colour psychology concepts for sustainable development. By employing qualitative methods, this research explores how colour psychology concepts can be used to create a favorable environment, improve psychological well-being, and sustainable development. The literature related to colour psychology, its use in creating a favourable environment, its impact on mental well-being, and its connection to sustainability, was selected and analyzed thematically. It appears that key aspects of color psychology can be utilized to influence individuals' perceptions, emotions, and behaviors. Notably, the use of calming colours (e.g., soft blues and greens in living environments) can create a tranquil atmosphere that enhances individuals' mood, perceptions, thoughts—all of which contribute to psychological well-being. Using colours that blend with the natural environment (e.g., as therapeutic interventions) can improve individuals' mental well-being and foster a sense of harmony, both of which support sustainable development. Employing mixed methods that incorporate psychological measurements and behavioral observations will be advantageous in capturing the influence of color on individuals' psychological well-being. There can be cultural variations in the meanings of colors. Hence, it is recommended to consider cultural variations when using colour associations, and to apply aspects of colour psychology for sustainability, as cultural factors can influence individuals' cognitive processes and emotions.

Keywords: *colour psychology, cultural factors, emotions, psychological well-being, sustainability*



Integrating Psychological First Aid into Media Narratives for Community Resilience

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Abstract

Frequent crises and disasters underscore the need to strengthen community resilience through mental health support. Psychological First Aid (PFA) provides immediate care for trauma-affected individuals, while media platforms strongly shape public perceptions during emergencies. This literature review examines 30 scholarly sources, international guidelines, and case examples to explore how PFA principles can be integrated into media narratives. Sources were selected for relevance to crisis communication, PFA, and resilience in global and local contexts. Findings suggest that storytelling through traditional and digital media can promote safety, calmness, connectedness, and hope, the core elements of PFA. Effective outcomes depend on culturally sensitive communication and collaboration between mental health professionals and media practitioners. Integrating PFA into media offers a scalable and adaptable strategy to support recovery in diverse cultural settings, including Sri Lanka. This review underscores the potential of media-based PFA to enhance both immediate psychological support and long-term resilience, aligning with global sustainability goals. Future research should design and test media-driven PFA interventions tailored to local cultures and crisis needs. This study highlights how integrating Psychological First Aid (PFA) into media narratives can provide scalable, culturally sensitive strategies for strengthening community resilience during crises. It bridges the gap between mental health and communication, offering practical insights for Sri Lanka and similar contexts.

Keywords: *psychological first aid, media narratives, community resilience, mental health communication*



A Theoretical Synthesis on Digital Psychopathology - Reviewing how Post Global Era Media Exposure Connects to DSM-5

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Abstract

This systematic review and theoretical synthesis examine empirical studies published between 2001 and 2024 to investigate how contemporary digital media environments may contribute to clinically significant symptoms that align with existing DSM-5 diagnostic criteria. Employing a rigorous methodology, we collected and analyzed peer-reviewed literature through database searches of PsycINFO, PubMed, and Web of Science, using controlled vocabulary terms related to digital media exposure and mental health outcomes. From this systematic review, we identified recurring patterns across the studies, which guided the synthesis of key findings. Our analysis reveals three primary pathways through which digital media engagement correlates with recognized psychiatric conditions: (1) intensive social media use demonstrates consistent associations with symptoms meeting criteria for depersonalization/derealization disorder (300.6), particularly among adolescent populations; (2) algorithmically amplified exposure to graphic violent content satisfies DSM-5 Criterion A for posttraumatic stress disorder (309.81), with dose-response relationships evident in longitudinal studies; and (3) the psychological demands of managing fragmented online identities corresponds with adjustment disorder criteria (309), especially in culturally transitional groups. Neuropsychological evidence synthesized from this 23-year research period confirms significant impacts of digital media on neural systems governing self-referential processing and threat response. This work synthesizes findings from various disciplines to propose a framework for understanding digital age psychopathology within current diagnostic parameters. It highlights the importance of routine screening for digital media consumption in psychiatric assessments. Future research should focus on controlled intervention studies and standardized tools for media-related symptoms. This review offers mental health professionals an evidence-based approach to addressing digital media-related psychological distress within existing frameworks.

Keywords: *systematic review, theoretical synthesis, DSM-5, digital media effects, Psychopathology*



A Literature-Based Study on the Impact of the Transformation from Traditional to Digital and Online Newspaper Formats on Readership

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Abstract

The newspaper industry has undergone a rapid transformation as digital and online platforms increasingly replace printed editions. This shift has redefined how readers access, engage with, and evaluate news. While the history of print is long and influential, the central concern today is how digital formats reshape readership patterns and the sustainability of newspapers. The objective of this study is to investigate the effects of the transition from print to digital formats on readership, with particular focus on global developments. The study examines explicitly how digital newspapers influence audience demographics, reading practices, levels of interactivity, patterns of news consumption, and motivations for engaging with content. A systematic analysis was conducted on 50 scholarly articles, academic studies, and industry reports published between 2010 and 2024. This approach enabled the identification of recurring themes, emerging trends, and ongoing debates concerning the evolution of readership in the digital age. The findings reveal that digital platforms broaden audience demographics by attracting younger and more technologically engaged readers, while also re-engaging previously inactive ones. Reading practices have shifted toward shorter, fast-paced content, resulting in a decline in attention to long-form journalism. Interactivity has increased through comment features, multimedia integration, and personalized recommendations, enabling more participatory reader experiences. Consumption patterns are shaped by the dominance of smartphones and social media, which provide immediacy and accessibility but also fragment attention. Reader motivations are increasingly tied to convenience, free access, and the appeal of multimedia storytelling, although concerns about credibility and trust in digital sources remain strong. The study concludes that while the migration from print to digital is inevitable, newspapers must adapt by strengthening credibility, developing sustainable revenue models, and aligning editorial strategies with evolving reader expectations. These adjustments are essential to ensure the continued relevance and resilience of newspapers in the digital era.

Keywords: *newspaper formats, digital transformation, readership, systematic review, impact of transition*



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