

# 2016 Asia Journalism and Mass Communication Forum

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대전 통계교육원

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## **List of Organizations**

All India Communication and Media Association (AICMA)

Asian Media Information and Communication Centre (AMIC)

Asian Network for Public Opinion Research (ANPOR)

Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM) / (Association of  
Communication Higher Education, Indonesia)

Association of Development Communication Educators and Practitioners – Philippines or  
ADCEP-Philippines

Chinese Association for History of Journalism and Communication (CAHJC)

International Communication Association (ICA)

Japan Society for Studies in Journalism and Mass Communication (JSSJMC)

Philippine Association of Communication Educators Foundation, Inc (PACE)

Philippines Communication Society (PCS)

Philippine Press Institute (PPI)

University Mass Communication Teachers' Association (UMTA)

## **Media Education in Sri Lanka**

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The major objectives of this study paper is to provide an overview of Media Education in Sri Lanka.

The objectives of this study paper can be listed as follows;

1. To explore the current situation of the media education in different levels
2. To evaluate the available syllabuses with their strengths and weaknesses
3. To identify the gaps between the media education and the media industry.
4. To measure the assessment reports and studies from the relevant authorities and researchers

Media education was started as a job oriented course and part of a learning literature in Sri Lankan Universities four decades ago. Ahead of that, there were several training sessions for journalists were carried out by the editors and publishers of the media outlets. After forty three years, at presently, it is evolved in magnificent way: five national universities are conducting special degree programmes in Mass Communication / Media Studies and, in parallel several courses in various levels are being conducted by many organizations with different aims and objectives. Addition to this development, from year 2007 onward school level media education was started and followed by considerable number of students with the growing attention and interest. At this juncture, the study paper tried to consider the different dimensions of these developments and analyzed the strengths, weakness, opportunities and threats and proposes suggestions and recommendations to overcome the practical barriers efficiently.

### **Key words:**

**Mass communication, Journalism, Media studies, Media industry**

# Media Education in Sri Lanka

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## The current situation of the media education in different levels

- **University Education**
- **Institutes**
- **Professional Training**
- **School Education**

## University Education

- Diploma - Courses offered in 5 universities
- General Degree - Courses offered in 8 universities
- Special Degree - Courses offered in 5 universities
- Post Graduate Degree- Courses offered in 2 universities

## Institutes

- Sri Lanka College of Journalism (SLCJ)
- Sri Lanka Television Training Institute (SLTTI)
- Media Resource and Training Centre (MRTC)

## Professional Training

- Research and Training Unit ANCL
- Research Unit of SLRC
- Training Unit of SLBC

## School Education

- As an optional subject – Year 10 & 11 (Ordinary Level)
- As an optional subject – Year 12 & 13 (Advanced Level)

## Challenges in available courses

- Most of the courses in Sinhala and Tamil
- Heavily concentrated on theoretical aspects
- Non-availability of the text books
- Teachers without professional practice
- Lack of research
- Administrative disinterest in introducing media as a subject
- Availability of work opportunities

## Gaps between the media education and industry

- Difficult to get opportunities to acquire the professional practical knowledge or to arrange internships.
- Media outlets are very sensitive.
- The period of internship is not adequate to familiarise with the trade.
- Mindset of the Professionals against the media undergraduates
- Less space for future work opportunities



## The assessment reports and studies

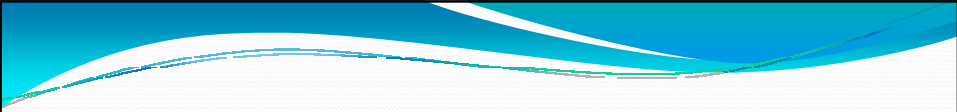
- Subject Review (SR) evaluates the quality of education within a specific subject or discipline of the university.
- The subject review was done by the Quality Assurance and Accreditation Council (QAAC) of the UGC during the period of 2008-2010.


Aspect	University of Kelaniya	University of Sri Jayewardenepura	Sri Palee Campus
Curriculum	Satisfactory	Good	Good
Teaching	Good	Satisfactory	Satisfactory
Quality of Students	Good	Good	Satisfactory
Use of Student Feedback	Good	Unsatisfactory	Satisfactory
Postgraduate Studies	Good	Good	Unsatisfactory
Peer Observations	Satisfactory	Unsatisfactory	Unsatisfactory
Skills Development	Satisfactory	Satisfactory	Satisfactory
Academic Guidance	Good	Satisfactory	Satisfactory

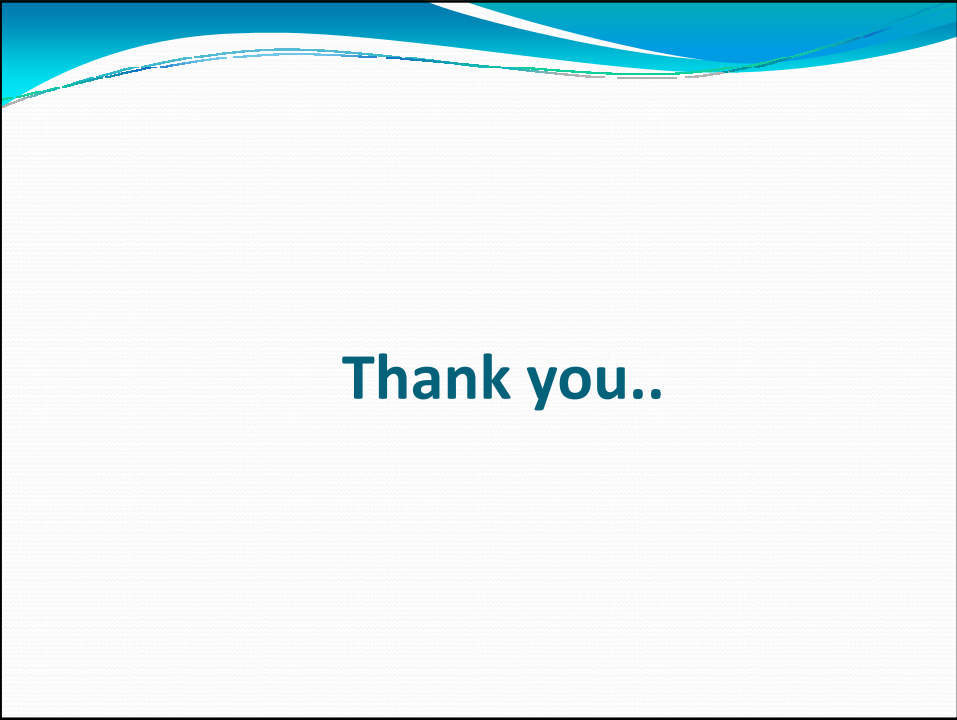
## The ways to improve Media Education

- The talents and knowledge of media professionals should be incorporated in the teaching programme.
- Media education should be expanded at different levels, according to the needs, expectations, and goals of the target audience.
- The curriculum and syllabus should be reviewed from time to time according to the requirements of the job market.

- Teachers and students should be encouraged to engage in the 'Communication and Media Studies' subject at G.C.E. ordinary and advanced levels.
- Texts for media education in local languages should be provided where required.
- Master's degrees and research programmes should be started in universities and lecturers appointed at a senior level.

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- Arrangements should be made with professional media outlets to provide work experience for academics if they do not have such background.
  - Journalists, who are working in the professional field, but without the academic qualifications expected by the university system, should be allowed to share their experiences and to take part in discussions and other informal teaching sessions.

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- To avoid complete dependency on professional media outlets for internship opportunities for the students, universities should have basic facilities and infrastructure to provide media training at least to a certain level.
  - Interest in media research should be encouraged in the academic and the professional field.



**Thank you..**