

Holiday Assignments

ADVANCE LEVEL

Subject: Media

Grade 12

Medium: English

Instructions for planning the lesson
Make use of the facts given below to plan the lesson

- The subject of Communication was first introduced to Sri Lanka under the initiation of the Junior Campus at Dehiwela. During 1968 - 1969 a course was introduced under the title 'Journalism'.
- The material for the course that was known as 'Journalism' was prepared by Dr. Edwin Ariyadasa. However after two years the course lapsed.
- The Minister of Education at that time Hon. I. M. R. A. Irriyagolla played an important role in initiating this course.
- After the 1971 insurrection, which paved the way for the introduction of job oriented professional courses to the University System, the subject of Communication Studies was introduced.
- Accordingly in 1973, in the University of Kelaniya, a new Department known as the 'Department of Mass Communication Studies' was established.
- The committee appointed by the University Grant Commission consisting of Professor Wimal Dissanayake, Professor Sunanda Mahendra, Professor M. B. Ariyapala, Professor Ediriweera Sarachchandra, Dr. Edwin Ariyadasa and Mr. D. C. Ranathunga, took leadership.
- Professor Wimal Dissanayake and Professor Sunanda Mahendra were the first lecturers who taught this subject. Dr. Edwin Ariyadasa, Dr. Piyoma Medis, Mr. D. B. Nihalsingha, Mr. K. Jayathilaka, Mr. Mahagama Sekara, Dr. W. D. Ameradeva, D. C. Ranathunga and Piyasiri Gunarathna contributed their expertise as visiting lecturers.
- Parallel to this in 1972 a Diploma course titled 'Journalism' was begun in the University of Jayawardenapura. After a year the course was abandoned.
- In the 60's the Ceylon Broadcasting Corporation (CBC) as well as Lake House had conducted training programmes for professional journalists.

- Presently there are programmes on Communication Studies at the University of Kelaniya, University of Sri Jayawardenapura, University of Colombo, Sripali Campus of University of Colombo, University of Rajarata, the Open University of Sri Lanka, the Trincomalee Campus of the Eastern University and the University of Jaffna.
- The subject of Communication has reached a very high level, and can be studied in a number of recognized Universities in Sri Lanka as Certificate Courses, Diploma Courses, B. A. General Degrees, B. A. Special Degrees, Post Graduate Degrees and Doctorates.
- The National Institute of Education for the first time introduced the subject of Communication and Media Studies to Grade 10 in 2006, to Grade 11 in 2007 as a supplementary subject. And Communication and Media Studies was introduced to the Advanced Level in the Arts Stream in 2008.
- Currently, the subject of Communication Studies covering a number of related fields with practical and theoretical courses, is available in Sinhala, Tamil and English media in many private institutes as study courses. As a result it is envisaged there will be many career opportunities in the communication field.
- Now the subject of communication has become a necessary field in every profession. The emphasis on mastering its role and scope become quite important and essential.