



COURSE CONTENT

DIPLOMA IN MASS COMMUNICATION

**Department of Mass Communication
Faculty of Social Sciences
University of Kelaniya
2023**

CODE	COURSE UNIT	TYPE	CREDITS
DIMC 13015	Communication and Creative Writing	C	5
	<ul style="list-style-type: none"> • Introduction to communication • Communication and sensory perception • Introduction to media and mass media • Information sources and knowledge acquisition • Types of creative writing • Communication skills 		
DIMC 13025	Print Media Studies	C	5
	<ul style="list-style-type: none"> • Introduction to print media • Newspapers magazines and periodicals • Newspaper contents • News reporting and writing • Feature writing • Photojournalism • Print media law/ ethics and social responsibility • Marketing and advertising • Print media industry and new trends • Publishing and distribution • Print media and readership • Layout and designing 		
DIMC 13035	Radio Media Studies	C	5
	<ul style="list-style-type: none"> • Understanding sound • Types of radio • Radio as a sound medium • Creative radio program formats • Role of the broadcaster as a presenter • Uses and abuses of radio • New trends in radio • Audio recording • Place of radio in entertainment. 		
DIMC 13045	Film Studies	C	5
	<ul style="list-style-type: none"> • Introduction to cinema/film 		

	<ul style="list-style-type: none"> • Scriptwriting • Introduction to film production • Film scheduling and production planning • Budgeting • Camera and lighting • Production designing • Makeup and costume designing • Introduction to video editing • Film industry and its new trends • Film Marketing • Film aesthetics and criticism 		
DIMC 13055	Television Media Studies	C	5
	<ul style="list-style-type: none"> • Introduction to television • Electronic news gathering • Electronic field production • Studio production and planning • Outdoor broadcasting production • Writing for television • Multi-camera productions • Dubbing • Motion graphics and animation • Television editing • Marketing and advertising • News reading and program presenting • The impact of television • Television law and ethics 		
DIMC 13065	New Media Studies	C	5
	<ul style="list-style-type: none"> • Introduction to new media • Types and roles of new media • Dissemination of messages in new media • New media and society • Trends of social media • Blog designing • New media trends • New media ethics and social responsibilities 		