



Years of Journalism &
Media Education in South Asia
1920 - 2020

International Web-Convention

Hundred Years of **MEDIA EDUCATION**

Decoding the South Asian Mystique

December 19 and 20, 2020

ABSTRACT



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Hundred Years of **MEDIA EDUCATION**

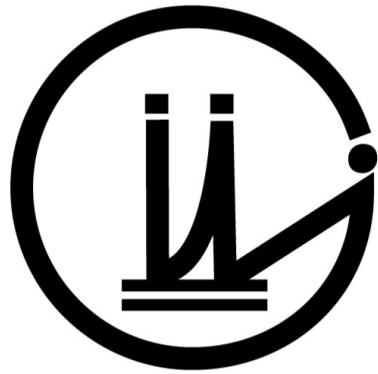
Decoding the South Asian Mystique

December 19 and 20, 2020

ABSTRACT



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Preface

The centenary of media education in South Asia is not only an occasion to celebrate but also to fine tune the pursuit of academic excellence. The international web convention, One Hundred Years of Media Education: Decoding the South Asian Mystique, provides a platform to introspect and identify the previous pitfalls as well as signposts for future path of enviable progress. Media education facilitates a dynamic flow of high standards, both ethical and professional. Its relentless chase of quality internalities and externalities generate positive vibes of aesthetic pantheon. Media education has reached a high level acceptability by media houses which was unthinkable one hundred years ago. While the mushrooming of media education outlets is indicative of popularity, it also emphasizes the need for total quality control because numbers do not reflect quality.

The international web convention is basically an effort of three institutions. However, we are overwhelmed by the support extended by several universities and institutions forming a stable coalition for the purpose. Besides, the response to different technical and plenary sessions is heart-warming. The number abstracts received for review is indicative of the interest the convention has generated. The abstracts have been reviewed and suggestions have been communicated to the respective authors. The arduous work that has gone into this painstaking exercise for the success of the august event is to be appreciated tremendously. On behalf of the organizing committee, it is my duty to convey our gratitude to the teams headed by Dr. Jatin Srivastava and Dr. Ankuran Dutta. I congratulate everyone involved in this daunting task. And once again a big 'Thank You' to all of them.

K. V. Nagaraj
Chair, Organising Committee

ASSOCIATION COLLABORATION

Celebrating
100
Years of Journalism &
Media Education in South Asia
1920 - 2020



Global Risk Journalism Hub
Melbourne



South Asian Communication Association
(SACA), USA



Public Relations Council of India
Bengaluru



INDO-BANGLA
MEDIA EDUCATORS NETWORK

Indo- Bangla Media Educators Network,
Dhaka

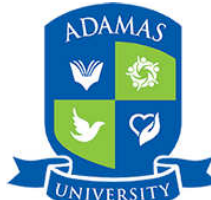


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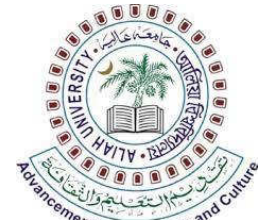
ACADEMIC COLLABORATION



AMIC-Asian Media Information and Communication Centre, Manila, Philippines



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Aliah University, Department of Journalism and Mass Communication, Kolkata



American College, Dept of Visual Communication, Madurai



Amity University Amity School of Communication, Gwalior



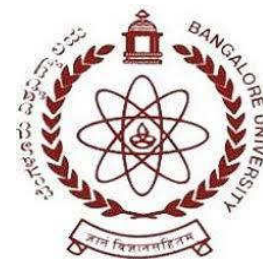
Amity University Amity School of Communication, Noida



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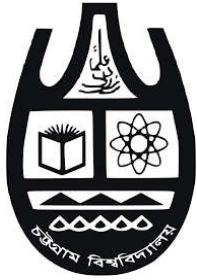
Calcutta University, Department of Journalism and Mass Communication, Kolkata



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Centre for Media and Information Literacy, Sri Lanka



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 Department of Communication and
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 ies in Journalism and Mass
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 DME Media School,
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 Communication, Ahmedabad



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 University, University School of Mass
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 Mass Communication, Jamshedpur



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 of Languages and Mass
 Communication, Nepal



Kristu Jayanti College, Department of
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Satyam Group of Institutions, School
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SNDT Women's University,
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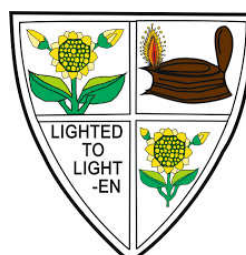
Tun Tan Cheng Lock Centre for Social
and Policy Studies, Universiti Tunku
Abdul Rahman, Malaysia



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Communication and Journalism,
Mumbai



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Mass Communication (CJMC),
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INDUSTRY COLLABORATION



Sri Lanka Development Journalist Forum



MEDIA & ENTERTAINMENT
SKILLS COUNCIL

Media & Entertainment Skills Council



Radio Bangla Wave, Bangladesh

ACADEMIC JOURNAL COLLABORATION



Asian Journal of Communication
AMIC/ Taylor and Francis ISSN: 1742-0911



Media Asia
AMIC/ Taylor and Francis ISSN: 0129-6612



Journal of Content Community and Communication ISSN-2456-9011
(SCOPUS indexed), Gwalior, India



South Asian Journal of Communication Studies
ISSN- 9 771234 567898, Colombo, Sri Lanka



Communication Today (Media Quarterly)
ISSN- 0975-217X Jaipur, India



Ensuring quality in South Asian media education



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Media Education in Secondary Level Schools and its Popularity among the Students in Sri Lanka

'Communication and Media Studies' was introduced to the secondary level schools in Sri Lanka in 2004 by the Ministry of Education as an 'optional subject' that could be followed by the students if there is the availability of teaching staff in schools. The subject was initially commenced for grade 10 and 11 students, aiming for the General Certificate of Education (Ordinary Level). In 2008, 'Communication and Media Studies' was introduced to the Advanced Level students who follow Arts Stream for grades 12 and 13, the entry point to the university education. Firstly, only a few students chose 'Communication and Media Studies' as a subject from the basket allocated, however within a few years the number of students moved up to follow the subject. At the Advanced Level, parallel to this, 'Communication and Media Studies' has established itself as one of the favourite subjects in Arts Streams. The research aimed to find out the reasons and the factors that motivated students to select this subject at the Ordinary Level and highly competitive Advanced Level examination which is not only the highest examination in the secondary level of schools but also plays the role of the university entrance examination of the country through a single-window system. For this study, the data of the Department of Examinations, Sri Lanka and the school level data gathered from the National Institute of Education were collected and analyzed to explore the increasing pattern of the students selected the subject 'Communication and Media Studies' Furthermore, the study examined the research conducted by the undergraduate and postgraduate students of the national universities that were focused on the introduction of 'Communication and Media Studies' at school levels. The findings were diverse: the students attract towards the profession to work as journalists, the interest to produce media content, become popular compare with other professions, opportunities to get novel experiences, admire to handle electronic devices, the influence of the media culture of the country, widespread of social media chances to find self-employment through them, and finally, the facilitation to get the entrance to the universities by earning high Z-Score (Sri Lankan Entrance System to the Universities).

Media education in Secondary Level schools and its Popularity among the Students in Sri Lanka

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Sri Lanka



Media Education in Sri Lanka

- first introduced to Sri Lanka under the initiation of the Junior Campus
During 1968 - 1969 a course was introduced under the title
'Journalism'.
- 1971 insurrection, which paved the way for the introduction of job
oriented professional courses to the University System.
- In 1973, in the University of Keleniya, a new Department, namely
'Department of Mass Communication' was established.



Media Education in Sri Lanka

- Presently there are six special degree programmes in university system on Mass Communication, Media Studies and Communication Studies.
- The National Institute of Education for the first time introduced the subject of Communication and Media Studies to Grade 10 in 2006, and to Grade 11 in 2007 as a supplementary subject. And Communication and Media Studies was introduced to the Advanced Level Arts Stream in 2008.



Aims , Data Collection and Analysis

- The research aimed to find out the reasons and the factors that motivated students to select this subject at the Advanced Level examination which is not only the highest examination in the secondary level of schools but also plays the role of the university entrance examination of the country.
- For this study, the data of the Department of Examinations, Sri Lanka and the school level data gathered from the National Institute of Education were collected and analyzed to explore the increasing pattern of the students selected the subject .
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Findings

- Students attract towards the profession to work as journalists,
- Interest to produce media contents,
- Become popular compare with other professions,
- Opportunities to get novel experiences,
- Admire to handle electronic devices,
- Influence of the media culture of the country,
- Widespread of social media and chances to find self-employment through them,
- To get the entrance to the universities by earning high Z- Score (Sri Lankan Entrance System to the Universities).

