

Quality and relevance of media higher education in Sri Lanka: a communication perspective

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The major objective of this research paper is to provide an analysis of the Quality and Relevance of Media Higher Education in Sri Lanka.

The objectives of the overall study can be mentioned as follows;

1. To identify the current situation of the Media study courses.
2. To search the suitability of theoretical modules in order to achieve the media Professionalism.
3. To identify the relevance of the present courses for the Media profession
4. To measure the validity of courses for the media profession

Media education started as a job oriented course in Sri Lankan Universities three decades ago. Before that, several training sessions for journalists were carried out by the editors or publishers of the media institutions. After nearly thirty-five years, three Universities have special degree programmes in Mass communication/Media Studies, although there are several courses conducted by many organizations with different aims and objectives. Today almost all universities have started their own courses in this discipline namely Kelaniya, Sri Jayawardenapura, Sri Palee, Open University, Eastern, Peradeniya, Sabaragamuwa, Jaffna and Uva Wellassa respectively.

As the methodology we take both quantitative and qualitative tools. They are as follows; Analysis of Syllabi, quantitative measuring the media workers in the field, in depth interviews from Media owners /managers/academics and Report/books.

The findings of this study are as follows; the courses that are available have many failures such as lack of objectives and aims, outdated courses, insufficient academics, inadequate libraries and training laboratories... etc. Most of these courses are based on the theoretical concept of Mass Communication. So the objectives of Media agencies and the degree programmes follow two different paths. The courses tailored to suit the needs of the media market mushrooming throughout the country.

Key words: Mass communication, Journalism, Media studies, Media profession, Discipline

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