

Some innovative teaching methods for Mass Communication studies

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Mass Communication as a discipline stepped down in to the university circles over a period of 30 years. At the moment the subject is taught at the degree level. The same subject is introduced to the school and a syllabus is drafted. It is our objective in this presentation to look at some of the teaching methods that should be introduced in the class room through the teacher, in order to bring better outcomes in the education field.

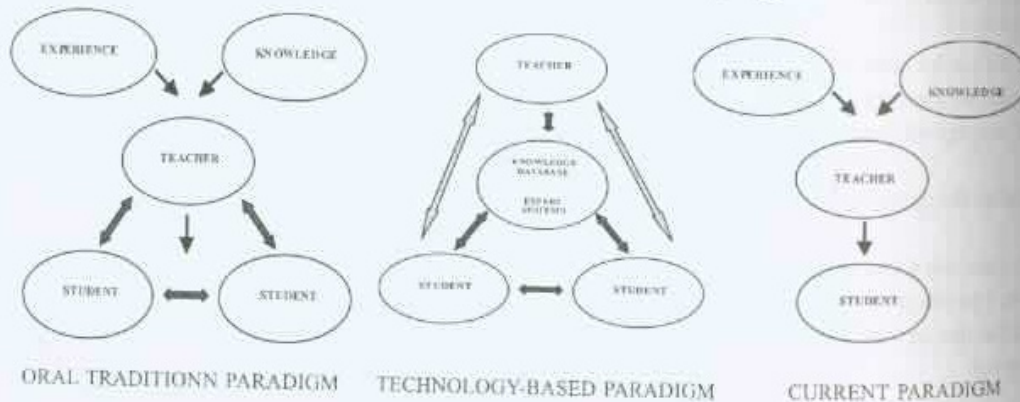
Method No.01: As far as possible the conventional type of lecturing on the part of the teacher should be curtailed. In this direction the teacher can discuss and/or ensue a dialogue instead of a mere class room lesson.

Method No.02: As a result of this new method, a new type of teacher as well as a new type of student is ushered. While the advent of new technology utilized in the class room is not a challenge, it is important to stress that some sort of ingredients as utilized in Orientalism passed down over the centuries should be revived as new teaching methods.

Method No.03: We recommend the use of, observational methods, improving investigative skills, Role playing and brainstorming, Use of group dynamics and Re- reading, Re-discovering folklore materials.

Method No.04: The Students should be geared to learning and teaching methods & knowledge acquisition. In this direction the following factors are underlined. I. visiting sites, Building a rapport with purpose, interpreting the indigenous heritage.

In conclusion our methodology should be formulated via the following diagram.



Key words: Knowledge acquisition, Multi disciplinary, Orientalism, Brainstorming, Re-Reading, Paradigm

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