

# **National Media Summit – Department of Mass Communication**

## **University of Kelaniya**

### **The Summary Report**

The national Media Summit was successfully held by the Department of Mass Communication, University of Kelaniya on December 14 and 15, 2023 at the University of Kelaniya with the participation of two Indian invited academics, the academics in Communication and Media Studies of higher education institutions in Sri Lanka, and the representatives from media and communication industry in Sri Lanka. The aim of the summit is to foster a comprehensive understanding and evaluation of media literacy in Sri Lanka, engaging academics, stakeholders, and industry experts to collectively chart a progressive course for the future of media education. The objectives of the summit are as follows;

- Assess the nature, quality, and relevance of media education in Sri Lanka through insightful discussions and analysis.
- Foster dialogue among academics, stakeholders, and industry leaders to identify opportunities for collaboration and enhancement within the field of media education.
- Promote media literacy accessible to all individuals, aiming to cultivate a society well-versed in critical thinking and adept in navigating the modern media landscape.

#### **Program of the Day one (December 14, 2023)**

- The National Media Summit was commenced with the inauguration ceremony that was held at the Board Room of the Faculty of Social Sciences, University of Kelaniya. The Chief Guest of the event was the Vice-Chancellor of University of Kelaniya, Senior Prof Nilanthi De Silva. The Guest of Honour was the Dean of the Faculty of Social Sciences. Prof. M.M Gunatilake. Prof Manukonda Rabindranath, the Chairperson of Centre for Media Studies, Jawaharlal Nehru University, India and Dr Archana Kumari, Associate Prof at Centre for Media Studies Jawaharlal Nehru University, India participated as the special guests of the event along with academics in the field of communication and media studies from national universities of Sri Lanka. After the welcome speech of the Head, Department of Mass Communication, Senior Lecturer Mr

Wijayananda Rupasinghe, the Vice-Chancellor addressed the gathering and highlighted the importance of forming a university teachers' association of communication Studies. An insightful keynote speech of the event was delivered by Emeritus Prof Sunanda Mahendra.

The event was covered by two national television networks and the Media Unit of University of Kelaniya. The event commenced at 9am was adjourned at 10.30am with a refreshment break. The panel sessions were commenced after the inauguration ceremony.

- The first panel session was about the importance of Right to Information (RTI) in journalism and Artificial Intelligence in media and journalism in the university journalism syllabi followed by Q & A session. The resource persons of the panel were Prof Manukonda Rabindranath, the Chairperson of Center for Media Studies, Jawaharlal Nehru University, India and Mr Viranjana Herath, the Chairperson of Media Law Forum. The moderator of the session was Mr Krishan Siriwardhana, Lecturer, University of Colombo. Prof Rabindranath shared valuable information on the use of AI by the Indian media industry and how some of the Indian universities have started integrating AI technology into their media and communication syllabus. He also explained a few of the success stories of use of RTI by the Indian journalists to reveal and minimise the corruption in Indian society. Mr Viranjana explained the changing nature of Sri Lankan media landscape due to digital media and the present use of RTI by Sri Lankan journalists. The panel discussion ended successfully followed by a fruitful Q & A session.
- The second panel was commenced in the afternoon after the lunch break and it was on the importance of Trauma Literacy in Journalism, its importance in the media and journalism university syllabi and the research on trauma literacy and journalism. The resource persons were the Dr Archana Kumari, Associate Professor at Jawaharlal Nehru University, India, Dr Lada Price, University of Sheffield, UK (via on-line) and Mr Asoka Dias, a Director at MTV Channel (Pvt)Ltd & MBC Networks (Pvt) Ltd, and a visiting academic. The moderator was Dr Achala Abeykoon. The session started from a brief introduction made on the topic of trauma literacy in journalism by Dr Price. Then, Dr Archana further explained the importance of incorporating trauma literacy

journalism to the curriculum of media and communication discussing related research findings. Mr Dias then shared his own experience and thoughts as a senior journalist in Sri Lanka and an academician on the topic of trauma and its importance in journalism curriculum. Further, discussion was unfolded during the session with Q & A session particularly on measures to be taken to incorporate trauma literacy in journalism education into curriculum and how it can be implemented in the Sri Lankan context. This session was also successful as the concept of trauma literacy on journalism is yet to be popular in Sri Lanka.

- In the last session of the day, the representative academics from each of Sri Lankan Universities who offer bachelor's degrees in media and communication studies made presentations of their respective degree programs and departments. Seven such presentations were made in this last session.
- The first day was successfully came to an end with a dinner organised for the participants by the Department of Mass communication, University of Kelaniya at the Royal Park Hotel, Kiribathgoda.

#### Program of the Day Two (December 15, 2023)

- The first panel discussion was on the expectations of the media and communication industry from media and communication graduates/ interns and suggestions for the improvements of existing media and communication curricular in universities. The resource persons were Mr Asanga Jayasooriya, the President of Sri Lanka Broadcaster's Guild and Mr Ananda Jayasekara, a representative from Sri Lanka Press Institute. Both the resource persons explained the expectation of modern day media and communication organisations from interns and graduates in the field of media and communication and came up with number of suggestions on improvements to be made on existing curricular of the universities.
- The next session was on the revised subject benchmarks introduced for the curricular of media and communication studies in universities. It was moderated by Dr Sugath Senarath of Sri Palee Campus while it was chaired by Prof Ranjan Hettiarachchi of Sri Palee Campus and Dr Mahim Mendis of Open university, Sri Lanka. While Prof

Hettiarachchi explained in detail the proposed benchmark system and how it has been improved, Dr Medis discussed the exact reasons for the new improvements made.

- The afternoon session was allocated to discuss on the National Media Policy to be introduced by the government of Sri Lanka and it was moderated by the Senior Lecturer Mr Wijayananda Rupasinghe. The academics expressed their views and concerns on National Media Policy and the proposed online safety bill and what should be the involvement and interference of the university academics on these issues.
- The final session was allocated to discuss the measures to be taken to hold another National Media Summit next year and to form a Media and Communication university Teachers' Association. University academics discussed in detail the importance of bringing the academics together at least once a year and taking viable measures to enhance the field of media and communication in higher education.

Hence, the two-day National Media Summit organized by the Department of Mass Communication, University of Kelaniya with collaboration of India-Sri Lanka Foundation successfully came to an end on December 15, 2023.

Appreciation for the financial contribution made by India-Sri Lanka Foundation and Event Highlights

- Department news – [https://ss.kln.ac.lk/depts/maco/index.php/department-news/410-celebrating-50-years-of-media-education-national-media-summit-2023?fbclid=IwAR3hBb3zJWkEK0y2rrvUbngse27p\\_jhF3gBCAfoP9Akyi220\\_g8M\\_mWbBCg](https://ss.kln.ac.lk/depts/maco/index.php/department-news/410-celebrating-50-years-of-media-education-national-media-summit-2023?fbclid=IwAR3hBb3zJWkEK0y2rrvUbngse27p_jhF3gBCAfoP9Akyi220_g8M_mWbBCg)



### Celebrating 50 Years of Media Education: National Media Summit 2023

The Department of Mass Communication, University of Kelaniya, inaugurated the National Media Summit 2023, commemorating 50 years of media education in Sri Lanka with the collaboration of the India Sri Lanka Foundation. The ceremony was held on 14th December at the Social Sciences faculty auditorium.

Notable dignitaries included the Chief Guest, Vice Chancellor Senior Professor Nilanthi de Silva, alongside visiting scholars from Jawaharlal Nehru University, India—Professor Manukonada Rabinranath and Dr. Archana Kumari—who were acknowledged for their valuable contributions. A highlight of the summit was the keynote speech delivered by Emeritus Professor Sunanda Mahendra, emphasizing the evolution of media education in Sri Lanka.

Enriching the event further, lecturers specializing in communication and media from universities nationwide and media professionals attended, representing their respective institutions.

කැලණිය විශ්ව විද්‍යාලීය ජනාසන්නිවේදන අධ්‍යයන අංශයට වසර පනහක් පිරිමි නිමිත්තෙන් "සැමට මාධ්‍ය සාක්ෂරතාව" යන තේමාව යටතේ පැවැත් වූ ජාතික මාධ්‍ය සමුළුව දෙසැම්බර් 14 සහ 15 යන දෙදින කැලණිය විශ්ව විද්‍යාලීය සමාජයීය විද්‍යා පීඨ මණ්ඩල ශාලාවේදී පැවැත්වුණි.

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## Department News



### Celebrating 50 Years of Media Education: National Media Summit 2023



The Department of Mass Communication, University of Kelaniya, inaugurated the National Media Summit 2023, commemorating 50 years of media education in Sri Lanka with the



## The social media post and the backdrop



## The proceeding handbook cover and acknowledgement for India-Sri Lanka Foundation



**Thanking note for Indian - SL foundation**

On behalf of the Department of Mass Communication, University of Kelaniya, we extend our heartfelt gratitude to the India - SL Foundation for their generous financial grant which ensures the success of this National Media Summit 2023.

எல்லா மக்களும் உரிமை  
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The event covered by national TV news with acknowledgement to India-Sri Lanka Foundation

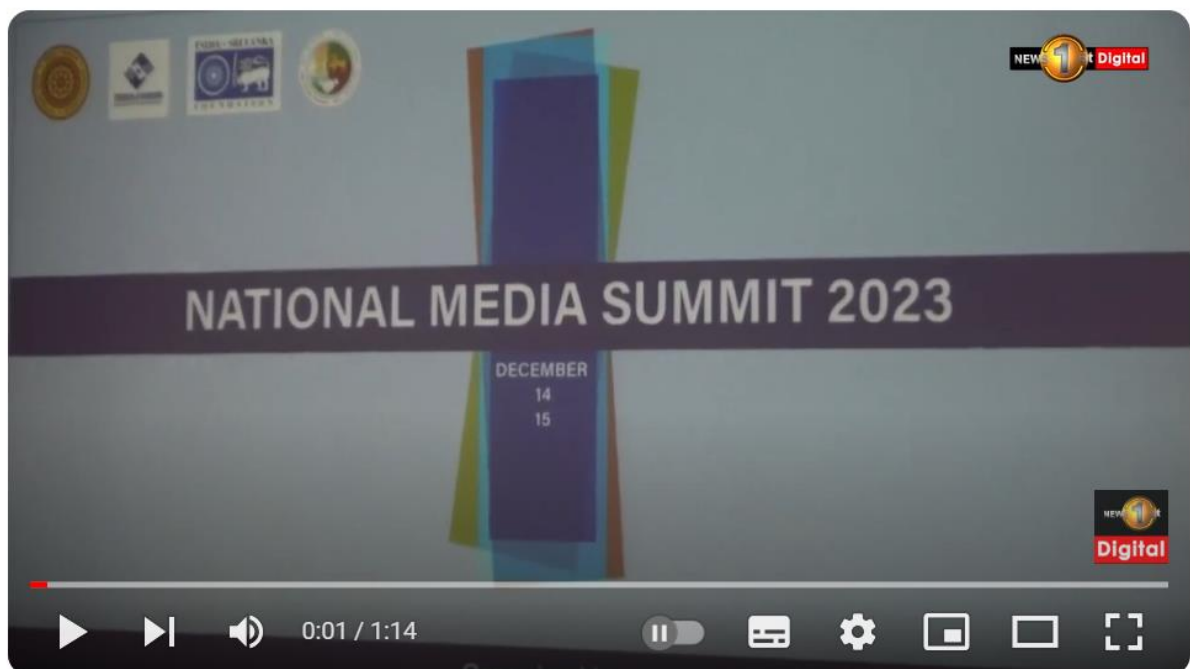
ITN News - <https://fb.watch/pa7IMT0kcX/>



Siyatha TV news - <https://fb.watch/pa7PmFiEne/>



NewsFirst Digital - <https://www.youtube.com/watch?v=yxYynzccDno>



National Media summit by University Of Kelaniya

The news covered in the website of University of Kelaniya with acknowledgement to the India-Sri Lanka Foundation

<https://news.kln.ac.lk/index.php/faculties-others/social-sciences/1819-national-media-summit>

The invitation card



The invitation card features a light blue background with a dark blue horizontal band across the top. On the left side of this band, there are four logos: the University of Kelaniya, the India-Sri Lanka Foundation, and two others. In the center, there is a graphic of a calendar page for December 14 and 15, 2023, with the text 'NATIONAL MEDIA SUMMIT 2023' overlaid. Below the band, the text 'The Department of Mass Communication, University of Kelaniya cordially invites you to the National Media Summit' is centered. This is followed by the date and time '9.00 AM onwards 14th December 2023' and the location 'Board Room, Faculty of Social Sciences, University of Kelaniya.' The 'Summit Schedule' is then listed, including the date 'Date: 14th December 2023' and three sessions: 'Inauguration Ceremony: 9:00 am - 11:00 am', '1st Session - RTI & AI in Journalism: 11:00 am - 12:30 pm', '2nd Session - Trauma Literacy in Journalism: 1:30 pm - 3:00 pm', and '3rd Session - Syllabus Discussion: 3:30 pm - 5:30 pm'. The schedule continues for 'Date: 15th December 2023' with three sessions: '1st Session - Sri Lankan Media Industry: 9:30 am - 10:30 am', '2nd Session - Subject Benchmark : 11:30 am - 12:30 pm', and '3rd Session - National Media Policy: 1:30 pm - 3:30 pm'. The card concludes with the statement 'We would be honored by your presence and is highly appreciated'.

**NATIONAL MEDIA SUMMIT 2023**

DECEMBER  
14  
15

The Department of Mass Communication, University of Kelaniya cordially invites  
you to the National Media Summit

9.00 AM onwards  
14th December 2023  
Board Room, Faculty of Social Sciences, University of Kelaniya.

Summit Schedule

Date: 14th December 2023

Inauguration Ceremony: 9:00 am - 11:00 am  
1st Session - RTI & AI in Journalism: 11:00 am - 12:30 pm  
2nd Session - Trauma Literacy in Journalism: 1:30 pm - 3:00 pm  
3rd Session - Syllabus Discussion: 3:30 pm - 5:30 pm

Date: 15th December 2023

1st Session - Sri Lankan Media Industry: 9:30 am - 10:30 am  
2nd Session - Subject Benchmark : 11:30 am - 12:30 pm  
3rd Session - National Media Policy: 1:30 pm - 3:30 pm

We would be honored by your presence and is highly appreciated

## Some of the highlights of the National Media Summit









## Facebook posts of the National Media Summit in the Department Facebook page

- <https://www.facebook.com/mass.com73/posts/pfbid029jFe6VchkQ4cWYcAVaksQ4GfTczpkL7AdzckMrmRjsYAXtaP3FHUfLw4DtfTye38l>
- <https://www.facebook.com/mass.com73/videos/707667027755870/>
- <https://www.facebook.com/mass.com73/posts/pfbid02ZseuoJakEUXknJCP9h6BSdm2gnmAhlp4ziQxBCjLm8xadfZFKEdgJkYFgEYKmZxl>
- [https://l.facebook.com/l.php?u=https%3A%2F%2Fss.kln.ac.lk%2Fdepts%2Fmaco%2Findex.php%2Fdepartment-news%2F410-celebrating-50-years-of-media-education-national-media-summit-2023&h=AT1\\_ObbFsniYYF-ezFJkH315UwFg5yPite9ktZ4yh12jaOyVqqm4p1OU0BpKmGCw9zZlh724IrHiuB6lsD0IBe8rpR0I0IsuNyDzmRnr\\_ANymWZdOBmavUm6\\_mGCgeYCQknR&s=1](https://l.facebook.com/l.php?u=https%3A%2F%2Fss.kln.ac.lk%2Fdepts%2Fmaco%2Findex.php%2Fdepartment-news%2F410-celebrating-50-years-of-media-education-national-media-summit-2023&h=AT1_ObbFsniYYF-ezFJkH315UwFg5yPite9ktZ4yh12jaOyVqqm4p1OU0BpKmGCw9zZlh724IrHiuB6lsD0IBe8rpR0I0IsuNyDzmRnr_ANymWZdOBmavUm6_mGCgeYCQknR&s=1)