



Ms. Pushpika Kumari Ganegoda Lecturer (Probationary)

ACADEMIC RECORD

B.A (Hons.) in Communication Studies - Eastern University, Sri Lanka

M.Phil. (reading) in Development Communication & Extension - PGIA, University of Peradeniya

PROFESSIONAL EXPERIENCES

2010 - to date - Lecturer (Prob.), Trincomalee Campus

2008 to August, 2010 - Temporary Assistant Lecturer, Trincomalee Campus

TEACHING INTEREST

Culture and communication

Communication, Gender and Society

Writing for media

Interpersonal Communication

Print Media

RESEARCH AND PUBLICATIONS

2010 - Globalizing Power of Indian Soap Operas over Sri Lankan Audience: A Case Study of Indian Soap Operas - International Conference of Asian Congress for Media and Communication (ACMC) at University Sains Malaysia

2010 Impact of Bollywood on Sri Lankan cinematic audiences: A cultural scrutiny - ACMC International Conference on in Penang, Malaysia

2011 -Viability of Advertising as an instrument of social cohesion in a post conflict society: the case of Sri Lanka - 20th AMIC Annual Conference on in Hyderabad, India

2012 - The joint research paper – a Cinematic portrayal of gender violence: A case study of three films rooted in Sri Lankan ethno political conflict - ACMC International Conference in Bangkok

2012 - The joint research paper - Let the Children be Fed Ethically: An Explorative Study on Advertising Standards and Strategies in Sri Lanka - International Conference of Asian Congress for Media and Communication (ACMC) at the Chulalongkorn University, Bangkok, Thailand

November 2014 Research paper on Not Stinking Enough? Communication Initiatives for Adoption of Waste management practices (A case study of Trincomalee District) is selected to be presented at the ACMC International Conference in Hong Kong.

November 2014 A joint research paper on a New Freedom of Expression in a Media: A Content analysis of Dissenta Using Facebook Wall posts is selected to be presented at the ACMC International Conference in Hong Kong.

Contact

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