



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree First Examination (External) – 2012/13

2015 December – 2016 February

Faculty of Social Science

Mass Communication

Principles of Communication - MACO E -1015

Answer five (5) Questions only.

Time - 03 hours.

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01. "Social inter-relations occur on communication." Explain this statement with reference to the definitions of Wilbur Schramm, Charles Cooley, Edward Sapir and William R. Rivers.
(Marks- 20)
02. "Theoretical and practical understanding of the Elements of communication is important for the communicator" Examine.
(Marks- 20)
- 03.
- i. Discuss the strength of group communication in relation to various fields.
(Marks- 20)
 - ii. Describe the difference between Inter-personal Communication and Mass Communication with reference to five basic factors.
(Marks- 10)
04. "Soviet communist communication concept is an extension of the authoritarian communication concept" Discuss.
(Marks- 20)

05. The Bruce Westley and Malcom McLean model is helpful to identify the nature of mass media information. Explain.

(Marks- 20)

06. "The foundation of media policy is to build up a good media society" Discuss with reference to media acts and codes of ethics which are in operation in Sri Lanka.

(Marks- 20)

07.

i. Name five features of the media culture and write a short account on one of them.

(Marks- 10)

ii. Explain briefly What is meant by media Literacy?

(Marks- 10)

08. Write short notes on any **four (04)** of the following ;

- i. Entertainment
- ii. Public Opinion
- iii. Communication research
- iv. Non-verbal communication
- v. Gatekeeper concept
- vi. Globalization

(Marks- 5x4 = 20)
