



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

Media History - E1025

Answer five (05) Questions only.

Number of Questions - 08

Two pages.

Time : 03 hours

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1. “History of Communication goes back to the origin of human being.” Explain using basic human communication behaviours and inventions, from prehistoric era to 1450.
(Marks 20)
 2. 1. Introduce the characteristics of the beginning of newspapers in Europe.
(Marks 06)
2. “Sri Lankan newspapers are evolved by the changes of contemporary social-cultural politics.” Describe.
(Marks 14)
 3. 1. “Basic grammar of the cinema are emerged from the era of Silent film.”
Explain
(Marks 06)
2. Explore the trends of Sri Lankan cinema, reference to the decades of 70,80 and 90.
(Marks 14)
 4. 1. “Physical experiments of the sound and wave were broaden by the socio - political needs of the contemporary society in Europe.” Explain the history of world radio.
(Marks 06)
2. “Current radio programs and their contents are different from the early stages of the radio broadcasting in Sri Lanka.” Describe.
(Marks 14)

5. 1. Elaborate the features of the origin and development of Sri Lankan television.

(Marks 10)

2. Make a criticism on the present local television programs and the contents.

(Marks 10)

6. Write notes on four (04) topics.

1. Lankalokaya newspaper.

(Marks 05)

2. News and their impact towards the society.

(Marks 05)

3. P.D Palis Appuhami.

(Marks 05)

4. D.R Wijewardana and D.B Danapala .

(Marks 05)

5. Mark Zuckerberg and Martin cooper.

(Marks 05)

6. Lester James Peris .

(Marks 05)

7. Write notes on four (04) topics.

1. Social media and teen behaviour.

(Marks 05)

2. Internet and mobile phone.

(Marks 05)

3. National movement in the 18th century and the origin of Sri Lankan newspaper.

(Marks 05)

4. Guglielmo Marconi and Edward Harper.

(Marks 05)

5. Soap opera and reality TV .

(Marks 05)

6. Community radio in Sri Lanka .

(Marks 05)

8. “It is evident that the combination of digital technology with the communication media has created a new world of human behaviour in the privacy.” Analyse.

(Marks 20)
