



University of Kelaniya – Sri Lanka
Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree First Examination (External) – 2014

2018 August/ September / October

Faculty of Social Sciences

Mass Communication

Principles of Communication MACO E – 1015

Answer five (05) questions only

No. of questions : 08

Time : 03 Hours

01. The Communication process is made successful as a result of the mutual relationship among the Elements of Communication. Explain (20 marks)
02. Explain with examples how to make use of Non-Verbal Communication methods to enhance the meaning of Verbal Communication (20 marks)
03. Social Responsibility Communication Concept should be established for Libertarian Communication Concept to be successful. Give your opinion. (20 marks)
04. Explain how feedback influences the communicator during the communication process in relation to Communication Models. (20 marks)
05. "The strength of New Media has become influential in building up the Public Opinion" explain with experiences from current Sri Lankan society. (20 marks)
06. The credibility of Audience Research has been collapsed as a result of station promotions campaigns conducted by the media stations. Discuss highlighting the importance of Media Research. (20 marks)
07. "Media Literacy is understanding media without getting cheated" explain paying attention to the basic features of Media Literacy. (20 marks)
08. Write short notes on any four (4) of the following topics.
 - I) Intrapersonal Communication
 - II) Media Policy
 - III) Media Culture
 - IV) Communication Objectives
 - V) Animal Communication
 - VI) Authoritarian Communication Concept. (5 X4 = 20 marks)
