



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

Media History MACO E - 1025

Answer five (05) questions only

No. of questions :08

Time : 03 Hours

1. Describe the role and functions of mass media in the British colonial period (1815-1948) in Sri Lanka?
2. Briefly compare the impact of starting Lake House as a government Newspaper firm with other parallel Sri Lankan newspapers.
3. Describe the origin and functions of Sri Lankan provincial radio and community radio.
4. “Introducing Television media to Sri Lanka was a result of lengthy process” elaborate this.
5. “Artistically present the different Social & cultural factors is a paramount duty of the filmmakers’ explain this by selecting two best filmmakers’ of 1990’s in Sri Lanka.
6. Explain the origin and evolution of private electronic media in Sri Lanka
7. Origin of new media has broaden the format and function of mass media. Explain this by the functions & evolution of websites and social media of mass media.
8. Write notes on two selected topics
 - I. Human communication & writing
 - II. Printing & Johannes Gutenberg
 - III. Origin of world radio
 - IV. Silent Movie era
 - V. Origin of world television
