



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) – 2013/14

2017 April – June

Faculty of Social Sciences

Mass communication - MACO - E 2015

Language and Communication

Answer five (05) questions only

No. of questions : 08

Time : 03 Hours

01. 'The function of language is wide ' Explain this statement with reference to five (05) definitions.
02. 'In studying a certain culture it is useful to study the language used by the people who represent that culture.' Explain your opinion with examples.
03.
 - i. Explain what 'folk-Language' is and discuss the need of studying the 'folk language'.
 - ii. Discuss how the 'folk-language' is used to nourish the content of the message with special reference a selected media.
04. Explain the specialties of the language used in broadcasting media.
05. Explain the specialties of the language used in columns with special reference to four (04) selected columns writers.
06. 'Visual is a strong expressive medium.' Explain this statement with examples from national and international film.
07. 'Language is extremely useful in evoking taste and feelings in literary creations.' Explain this with examples.
08. Write short notes on four (04) of the following topics.
 - i. The creationism view point of the origin of language
 - ii. Language of news headlines
 - iii. Advertising and Visual Language
 - iv. Social occasions and the use of language
 - v. Folk-language of "Panampaththuwa"
 - vi. Semiotics
