



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

Bachelor of Arts (General) Degree Second Examination (External) – 2019

2023 August / September

Faculty of Social Sciences

Mass Communication (New/ Old Syllabus)

Language and Communication - MACO– E 2015

Answer only five (05) questions

No. of questions : 08

Time : 03 Hours

1. Explain the features of communication exhibited in human language with definitions.
2. Elaborate on the factors that influence the diversity of language usage.
3. "At present, Folklore research has produced the most creative media messages." Explain with examples.
4. Explain the use of folk language in preparing news headlines with examples.
5. Explain the elements of film language and describe how they were used in local and foreign films with a relevant examples.
6. Illustrate the communicative competencies reflected on the language of Sri Lankan classical Sinhala prose literature.
7. "Signs and symbols are used as a linguistic tool in the marketing process." Discuss specifically referring to television commercials.
8. Write short notes on **two (02)** of the following topics.
 - i. Language and Culture
 - ii. Radio Language
 - iii. Columns Language
 - iv. New Media and Language usage
 - v. Diglossia