



University of Kelaniya - Sri Lanka

External Examinations Branch

**Bachelor of Arts (General) Degree Third Examination (External) – 2009
August / September 2010**

Faculty of Social Sciences

Mass Communication – MACO – E3025

Creative Communication and Critical Studies

Answer any five (05) questions

No. of questions : 08

Time : Three hours

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01. What is a creation? Explain the features in creative communication.
 02. “Social experiences are creatively depicted in folk poetry.” Present your opinion.
 03. “In folklore various attitudes, beliefs, customs and other ethnic segments are enveloped.” Clarify the statement.
 04. “Communication and mass conscience are firmly linked.” Analyse.
 05. Explain with examples the creative features that encompass classical literature.
 06. The lyric writer possesses the highest form of linguistic skills and intuition in the creative act. This is depicted in lyrical composition.
 07. Study of the features as depicted in cross cultural studies are enveloped creations. Select any number of works and explain with examples how this happens.
 08. Criticism enables to promote creations. Explain how various types of criticism help this phenomenon.
