



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

Bachelor of Arts (General) Degree Third Examination (External) - 2010
April/ May/ June 2012

Faculty of Social Sciences

Mass Communication - MACO- E3015

Media Ethics, Public Relation and Advertising

Answer five (05) questions only

No. of questions: 08

Time : 03 Hours

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01. “Public Relation is neither Marketing nor Advertising.” Define the concept of Public Relation.
 02. Explain basic types of Public Relation along with new media techniques.
 03. Clarify how the history and development of Public Relation and Propaganda differ.
 04. Create a plan of Public Relation for one of the selected production or the service or institute.
 05. Describe the evolution of modern media ethics from primitive taboo system of human society.
 06. “Censorship is not only a tool of politics.” Contrast the categories of censorship.
 07. Compare the differences of media law and media ethics.
 08. Comment on one of the following two statements.
“Freedom of expression, human right, democracy.....etc have been the tools of destruction in Asian region.”

Or

“Freedom of expression is only an extremely sophisticated concept of no practical sense.”
