



# 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- E3025**

**Creative Communication and Critical Studies**

**Answer five (05) questions**

**No. of questions: 08**

**Time : 03 Hours**

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01. Creativity is an essential factor for a productive communication process. Discuss.
02. Discuss the features of creative communication in traditional communication methods with illustrations from folk stories.
03. Cultural features of societies enrich the creativity of mass media messages. Discuss with special reference to the television media.
04. Clarify the difference between a news message and a creative communication message.
05. Folklore is a source for mass media messages. Discuss in relation to Radio media.
06. The critic plays a vital role in reducing the gap between the art work and the audience. Explain your opinion with illustrations from theories of criticism .
07. The success of mass media is based on research. Analyze the statement.
08. The audience is attracted towards cinematic works which successfully grasp common experiences of human life. Analyze with illustrations from any cinematic works you like.

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