



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Third Examination (External) – 2011/2012
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
Hours

Time : 03

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01. “Creative communication conducive to the preservation and management of the human social existence to man” Explain with reference to the principles of creative communication.
 02. “There is an inseparable relationship between the act of creation and culture” Discuss with reference to the importance of cross cultural studies.
 03. “Various political, marketing and cultural ideologies cannot be promoted without identifying Mass Consciousness” Discuss using examples.
 04. “Literature is a powerful mode of expression” Explain with reference to creative Competencies of classical literature.
 05. Folklore reveals the ethical and psychological features related to the existence of the individual” Explain using examples.
 06. The role of the critic is important for the achievement of the objectives of the artist and his receiver “ Discuss
 07. Introduce the media analysis techniques and critically examine the content of any creation of your choice in relation to semiotics
 08. Write short notes on **any four (04)** of the following .
 - i. What is a creation ?
 - ii. Creativity of songs
 - iii. Creation and language
 - iv. The movie “Purahanda Kaluwara”
 - v. Mahagama Sekara and the act of creation
