



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 – E3015

Media Ethics, Propaganda and Advertising

Give answers to five (05) questions only

No. of questions : 08

Time : Three hours

01. What is meant by ethics? Discuss with reference to the origin and evolution of ethics.
02. 'The aim of Professional ethics is to protect the reader as well as the journalist.' Study with reference to the Sri Lanka Press Council Act and the Professional Policies compiled by the Sri Lanka Editor's Guild.
03. 'The Intellectual Property Act No 52 of 1979 deals with direct policies for the protection of the rights of artists,. Discuss.
04. 'The Sri Lanka constitution has also accepted with certain restrictions, the privileges' and rights codified by the Universal Declaration of Human Rights'. Discuss.
05. 'Censoring varies according to the needs of the ruling authorities'. Discuss by giving examples from Sri Lankan media.
06. "The meaning of Public relations is the manner in which an institution communicate with it's clients? Explain with reference to Basics and practice.

07. 'Studying about the market and the consumer as well as the understanding of media are essential for a creative advertiser? Explain by discussing selected advertisement and its function in various media.
08. Write brief accounts on five (05) of the following topics.
- i. Greek Ethics
 - ii. Self-Censorship
 - iii. Rule of Sub judice
 - iv. Public Relations Officer
 - v. Fillers and Jingles
 - vi. Brand Ambassador
 - vii. Copy writing
 - viii. New Media and Advertising
