



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

**Bachelor of Arts (General) Degree Third Examination (External) – 2011/2012
April/ May/ June 2014**

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. **Either**
(a)“Media Ethics are practically adapted in a society, where social ethics have been given a significant importance” Introduce.
or
(b) Clarify the importance of media Ethics rather than Media Law.
02. “Advertising and Public Relation are fundamentally connected with the Marketing”
Analyse using theoretical and practical descriptions.
03. “Modern Advertising and Public Relation is a chartered professional discipline which associated with institutional management” Describe using examples.
04. **“20th Century begins with Mass Psychology that persuades a large number of people through its programming.”** Edward L. Berneys
Analyse using the practice of Propaganda and Public Relation in modern society.
05. “Public Relation is broadly practiced on the basis of a variety of stakeholders in a variety of contents and institutions” Describe different fields of Public Relation.
06. Create a strategic Public Relation plan choosing an interested field.
07. “Freedom of Expression and Censorship is practically seen as a process of Binary Opposition”. Make a self evaluation.
08. Discuss the creative and psychological aspects and the ethical issues generating in turn at the phase of modern electronic media Advertising.