

University of Colombo - Sri Lanka
Faculty of Arts
Second Year Examination in Arts
Second Semester - 2016/2017
CMS 2217- Language, Culture and Communication

Answer three (03) questions only.

Time - Two hours

1. 'Language is the most powerful medium of communication'. Elucidate with reference to the strengths and characteristics of human language.
2. Provide an introduction to 'rhetorics' and explain rhetorical criticism method with reference to its fundamental characteristics.
3. Define what is culture and explain the key categories that should be considered in identifying culture.
4. Write an analytical essay on interconnection between mass media and popular culture.
5. 'Media Culture is a construct of consumerism.' Elucidate from the perspective of market advertising.
6. 'Culture is Communication'. Critically analyze with reference to the contemporary trends in mass media.
7. Discuss the trends, strengths and issues that are evident in the contemporary language and culture as the impact of social media.

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