

**University of Colombo**  
**Faculty of Arts**  
**First Year Degree Examination in Arts**  
**First Semester – 2017/2018**

**CMS 1101 – Introduction to Communication**

**Answer Three (03) questions only.**

**Two (02) hours**

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01. 'Communication is the establishment of a common understanding.' Discuss pointing out the definitions on communication of your choice.
02. Elucidate the uniqueness and unlimited powerfulness of human language based on characteristics of the same.
03. 'In the modern society communication involves wide range of functions other than mere information.' Elucidate.
04. Introduce different categories of communication and describe the distinctiveness of mass communication with reference to its characteristics.
05. 'Non-linear models are more important than linear models in understanding the process of Communication.' Discuss comparing two types of models of Communication.
06. Provide an introduction on International Communication and discuss how communication is operating globally in the contemporary context with relevant examples.
07. Write short notes **four (04)** of the following topics.
  - i. Aristotle model of communication
  - ii. Dimensions of Perception
  - iii. Wilbur Schramm
  - iv. Duality
  - v. Animal Communication
  - vi. Body Language