

**University of Colombo - Sri Lanka**

**Faculty of Arts**

**Diploma in Journalism - 2017**

**DJ 01 – History of Journalism**

**Answer only (05) five questions**

**Time 03 Hours**

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01. Trace the history of the art of printing briefly and describe its impact on the progress of human culture.
02. 'The hiatus created by the lack of a Sri Lankan newspaper in first two decades of 19<sup>th</sup> century was filled by the Government Gazette' Elucidate.
03. Describe the way Sri Lankan print media reflect the massive changes in the technology of printing at global level.
04. Discuss the changes that have occurred in the Sri Lankan media culture with the arrival of the television from a historical perspective.
05. Critically analyze the role of FM channels as a trend-setter in the medium of broadcasting with reference to the subject matter, presentation and the language used.
06. Describe the positive instances with examples of seven decades long Sri Lankan Cinema with reference to Sinhala cinema.
07. Is it practically possible to overlook ownership bias in the field of newspaper publishing in Sri Lanka? Critically examine.

*(Contd.)*

08. Write short notes on four of the following topics.

- i. Dharmasena Pathiraja
- ii. Facebook
- iii. Intellectual Property Rights
- iv. Hundred Years of Daily News
- v. Public Performance Board
- vi. Sri Lanka Press Complaints Commission
- vii. Commercial Service of SLBC
- viii. Department of National Archives