

University of Colombo
Faculty of Arts
First Year Degree Examination in Arts
Second Semester – 2018/2019

CMS 1202 – Introduction to Media and Creative Arts

Answer Three (03) questions only.

Two (02) hours

01. 'Contemporary socio-economic, political, and cultural trends are positively portrayed by print media.' Analyze with reference to the 19th century of Sri Lankan Press.
02. Discuss the impact of technological and creative advancements of print media on content, structure and the audience citing local and global examples.
03. 'The success of a radio announcer depends on his in-depth knowledge of radio language and skillful presentation.' Elucidate.
04. Discuss the effects of the open economy on management structure and the programme formats of the medium of radio in Sri Lanka with examples.
05. 'Cinema is a medium based on social reality and visual illusion'. Elucidate from a historical perspective.
06. Introduce different television genres and describe one television genre of your choice with relevant examples.
07. 'The line between peoples' public life and private life has been blurred and privacy is exposed to the public space as a result of new media.' Discuss.