

University of Colombo
Faculty of Arts
Third Year Degree Examination in Arts
First Semester – 2022/2023

CMS 3143 – Popular Culture and Entertainment Arts

Answer Three (03) questions only.

Two (02) hours

01. Introduce what the popular culture is and analyse the differences between high culture and popular culture.
02. Explain how traditional media can be promoted as an entertainment consumption medium with special reference to the concept of Cultural Industries.
03. 'Entertainment is inseparably linked with the popular culture.' Examine based on the popular entertainment industry.
04. Point out the influence of media culture in promoting popular culture with examples.
05. Provide an illustrative analysis about the popular cultural trends that are noticeable in the contemporary Sri Lankan media industry.
06. Write short notes on four (04) of the following topics.
 - a. Cultural Modernity
 - b. Sub Culture
 - c. Popular Culture and Television
 - d. Creative Economy
 - e. Social Media and Popular Culture
 - f. Sarath Amunugama's famous article on popular culture
(සරත් අමුණුගමගේ 'බිඳවැටුණු සංස්කෘතික බලකණුව' ලිපිය)
