

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF ARTS
FIRST YEAR EXAMINATION IN ARTS
FIRST SEMESTER END EXAMINATION - 2023/2024

CCA 1101 - Introduction to Communication

Answer Three (03) questions only.

Two (02) hours

01. 'Language is a system of arbitrary vocal symbols, by means of which human beings as members of a social group and participants in a culture, interact and communicate'. Explain introducing characteristics of human language.
02. Describe how the extensive range of human expressions are communicated through various models of nonverbal communication with examples.
03. Elucidate the distinctiveness of mass communication in comparison with inter-personal communication pointing out the strengths of mass communication.
04. 'In the contemporary society, communication is expected to perform vast range of functions other than mere information'. Analyse with examples.
05. Introduce the elements of communication and explain their interaction in the process of communication with reference to the role of elements of communication.
06. Introduce international communication briefly and describe its impact on local media culture.
07. Write short notes on **four (04)** of the following topics.
 - a. Beginning of the study of communication
 - b. Characteristics of animal communication
 - c. Language and creativity
 - d. Group communication
 - e. Barriers of Communication
 - f. Communication models and their key components
