

**UNIVERSITY OF COLOMBO, SRI LANKA**  
**FACULTY OF ARTS**  
**FIRST YEAR EXAMINATION IN ARTS**  
**SECOND SEMESTER END EXAMINATION – 2023/2024**  
**CCA 1202 – INTRODUCTION TO MEDIA AND CREATIVE ARTS**

**Answer Three (03) questions only**

**Two (02) hours**

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01. Briefly introduce the concept of 'Beauty' and 'Expression of Feelings' of an artistic creation and elucidate the ideology of Leo Tolstoy on art.  

**(20Marks)**
  
02. Examine the utility of art in analysing human life with novel perspectives providing examples of your choice.  

**(20 Marks)**
  
03. Discuss with suitable examples, how the role of East Asian countries is more prominent than that of European countries in the development of global writing and printing technology.  

**(20 Marks)**
  
04. Point out, with practical examples, how the characteristics of traditional radio media have been transformed through the integration of radio with digital technology.  

**(20 Marks)**

**(Contd.)**

05. Discuss, with examples, how the discoveries of various researchers contributed to establish world cinema as a creative industry in its early stage.

(20 Marks)

06. Explain how different television programmes vary in terms of content and format, using categories of television programmes as examples.

(20 Marks)

07. Explain, with appropriate examples, the impact of the emergence and spread of new media on the field of Mass media.

(20 Marks)

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