

University of Colombo
Faculty of Arts
First Year Degree Examination in Arts
Second Semester – 2017/2018

CMS 1202 – Introduction to Media and Creative Arts

Answer Three (03) questions only.

Two (02) hours

01. 'The Sinhala newspapers in the early stages have performed a social, cultural and religious role by going beyond mere dissemination of information.' Explain with relevant examples.
02. Explain the key changes that are notable in the global newspaper industry with the advancement of technology.
03. 'Medium of Cinema has been originated as a result of various researches and investigations.' Elucidate indicating the main factors that led to the origin of cinema.
04. Discuss the contribution of Public Services Broadcasting to create an environment of democracy with reference to its objectives.
05. 'Medium of Radio enhances the power of imagination of the listener.' Describe with reference to the strengths of the medium.
06. Explain the technical and media trends that have contributed to maintain the popularity of Television Media.
07. The distance between the communicator and the receiver has increasingly narrowed and the information process occurs rapidly as a result of New Media. Explain how this is useful for the contemporary communicators and the receivers.