01. "Social inter-relations occur on communication." Explain this statement with reference to the definitions of Wilbur Schramm, Charles Cooley, Edward Sapir and William R. Rivers.  
(Marks- 20)

02. "Theoretical and practical understanding of the Elements of communication is important for the communicator" Examine.  
(Marks- 20)

03. 
   i. Discuss the strength of group communication in relation to various fields.  
   (Marks- 20)
   ii. Describe the difference between Inter-personal Communication and Mass Communication with reference to five basic factors.  
   (Marks- 10)

04. "Soviet communist communication concept is an extension of the authoritarian communication concept" Discuss.  
(Marks- 20)
05. The Bruce Westley and Malcom McLean model is helpful to identify the nature of mass media information. Explain. (Marks- 20)

06. "The foundation of media policy is to build up a good media society” Discuss with reference to media acts and codes of ethics which are in operation in Sri Lanka. (Marks- 20)

07. 
   i. Name five features of the media culture and write a short account on one of them. (Marks- 10)

   ii. Explain briefly What is meant by media Literacy? (Marks- 10)

08. Write short notes on any four (04) of the following;
   i. Entertainment
   ii. Public Opinion
   iii. Communication research
   iv. Non-verbal communication
   v. Gatekeeper concept
   vi. Globalization (Marks- 5x4 = 20)

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