01. What is meant by ethics? Discuss with reference to the origin and evolution of ethics.

02. 'The aim of Professional ethics is to protect the reader as well as the journalist.' Study with reference to the Sri Lanka Press Council Act and the Professional Policies compiled by the Sri Lanka Editor's Guild.

03. 'The Intellectual Property Act No 52 of 1979 deals with direct policies for the protection of the rights of artists., Discuss.

04. 'The Sri Lanka constitution has also accepted with certain restrictions, the privileges' and rights codified by the Universal Declaration of Human Rights'. Discuss.

05. 'Censoring varies according to the needs of the ruling authorities'. Discuss by giving examples from Sri Lankan media.

06. "The meaning of Public relations is the manner in which an institution communicate with it’s clients? Explain with reference to Basics and practice.
07. "Studying about the market and the consumer as well as the understanding of media are essential for a creative advertiser? Explain by discussing selected advertisement and its function in various media.

08. Write brief accounts on five (05) of the following topics.

   i. Greek Ethics
   ii. Self-Censorship
   iii. Rule of Sub judice
   iv. Public Relations Officer
   v. Fillers and Jingles
   vi. Brand Ambassador
   vii. Copy writing
   viii. New Media and Advertising

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