Answer five (05) questions

01. "Creative communication conducive to the preservation and management of the human social existence to man" Explain with reference to the principles of creative communication.

02. "There is an inseparable relationship between the act of creation and culture" Discuss with reference to the importance of cross cultural studies.

03. "Various political, marketing and cultural ideologies cannot be promoted without identifying Mass Consciousness" Discuss using examples.

04. "Literature is a powerful mode of expression" Explain with reference to creative Competencies of classical literature.

05. Folklore reveals the ethical and psychological features related to the existence of the individual" Explain using examples.

06. The role of the critic is important for the achievement of the objectives of the artist and his receiver “ Discuss

07. Introduce the media analysis techniques and critically examine the content of any creation of your choice in relation to semiotics

08. Write short notes on any four (04) of the following :
   i. What is a creation ?
   ii. Creativity of songs
   iii. Creation and language
   iv. The movie “Purahanda Kaluwara”
   v. Mahagama Sekara and the act of creation

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