

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 4
FINAL EXAMINATION– 2021/2022 (FIRST SEMESTER)
DSU4325 – CREATIVE COMMUNICATION
DURATION: THREE (03) HOURS



Date: 17th of July 2022

Time: 09.30a.m-12. 30p.m

INSTRUCTIONS:

- 1.The question paper consists of NINE (09) questions**
- 2. Answer only FIVE (05) questions**
- 3. All Questions carry equal (20) marks**

1. “The aboriginal literary legacy is hardly known in the modern world.” Explain this statement analyzing aboriginal culture and struggle portrayed through relevant works of creative communication.
2. Explain the social changes wrought by Colonization in Sri Lanka as portrayed in Gamperaliya by Martin Wickremesinghe or Yakada Yaka by Carl Muller. Choose only one book.
3. “Changing of hearts and minds through empathy, to understand the situation of another, is a key mission of art and literature as forms of mass communication.” Explain this statement with examples to show how social movements have been created, and policies changed, through the power of creative communication.
4. Writers such as Charles Dickens used the power of observation, empathy and the creative word to focus on social changes caused by industrialization in England. Write your views and give examples to prove your points.
5. Analyze what you gained holistically and intellectually from this OUSL subject of Creative Communication and explain how you could put this knowledge into practice in your everyday work roles.
6. Explain the ideal role of the poet as a unifier of humankind.

7. Using examples where needed, explain how children's literature and storytelling, could be an important way to convey morals and also communicate complex academic subjects like gender bias among children.
 8. Analyze any novel that speaks of social evils such as slavery, race or racism, keeping in mind the novels that were published on the struggles of African origin citizens of America and South Africa.
9. Write short notes on four of the topics mentioned
- (a) Post-colonial writing in South Asia or Africa
 - (b) Spiritual poetry
 - (C) Renaissance art
 - (d) Charles Dickens and the Industrial age novel
 - (e) Creative Communication as a vital form of Mass Communication

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