



**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES
LEVEL 4, SEMESTER I (2018/2019)
DSU4325 – CREATIVE COMMUNICATION
FINAL EXAMINATION
DURATION: THREE HOURS (03 HOURS)**

Date: 13. 01. 2019

Time: 01.30 p.m. to 04.30 p.m.

Instructions:

- **Select only five (05) questions for essay type answers**
- **All questions carry equal marks (20 marks each)**

1. Explain how empathy is a core component in mass communication, with special reference to its role in creative communication such as poetry, short stories or the novel.
2. Write a short analysis of any creative work of your choice and explain the main message behind it, as you understand it.
3. Discuss with examples where needed how industrialization in the West shaped sociological thought, giving rise to fictional works based on realities of the time.
4. "Children's literature holds the potential of communicating morals and contribute towards shaping minds." Explore this statement with your own views, citing examples from global children's literature where needed.
5. State how world movements such as the anti slavery movement and the feminist movement were influenced by poetry and literature. Cite examples.
6. Point out how a society's culture and values could be communicated through creative communication. Cite examples to elaborate.
7. Explain some of the current social issues in Sri Lanka on which a short story or novel could be based on. Highlight why communicating such issues through fiction is important.
8. Narrate how poetry was a creative outlet made use of by many poets during the struggle towards the Civil Rights Movement in America.
9. Write short notes on four of the themes below
 1. Spiritual poetry
 2. Gitanjali by Rabindranath Tagore
 3. Renaissance paintings
 4. Post Colonial writings from Sri Lanka
 5. The diverse messages conveyed by post colonial fiction

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