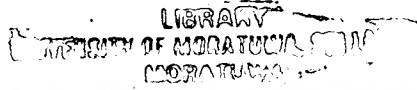
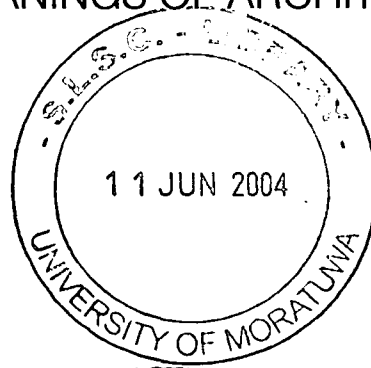


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A STUDY OF THE INFLUENCE OF
MASS MEDIA ADVERTISING ON
ARCHITECTURAL TASTE AND IMAGINATION,
WITH SPECIAL REFERENCE TO COMMUNICATING
THE MEANINGS OF ARCHITECTURE



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A DISSERTATION

SUBMITTED TO THE DEPARTMENT OF ARCHITECTURE OF THE
UNIVERSITY OF MORATUWA IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE
IN
ARCHITECTURE

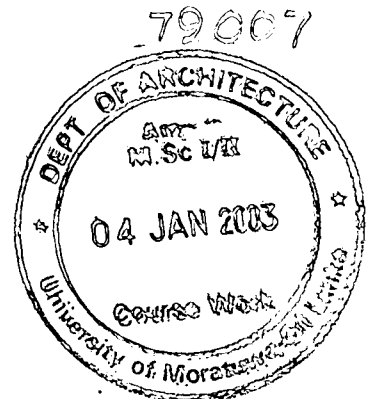
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BY
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Real Elegance has no need for ornate frills. Rather than losing itself in life's facets and Contrasts, it bridges these with innate mystery. It embodies harmony and passion; and with a bold sweep it breaks through the cold geometry of an all, too sober world.



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