

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL 4
FINAL EXAMINATION – 2018/2019
SSU 2202 – SURVEY OF MASS MEDIA

DURATION-THREE (03) HOURS

Date: 23rd February 2019

Time: 01.30 p.m – 04.30 p.m

Instructions:

- Answer five (05) questions only.
 - Each question carries 20 marks
1. Modern communication strategists cannot ignore the potential of Folklore communication in national development work. Discuss.
 2. Discuss symbolism, colour and image which are vital factors in persuading through visual communication. Explain with examples.
 3. Why do we say that the language of film has distinct characteristics? Explain what they are?
 4. Protection of the Public Sphere or the independent space between the rulers and the ruled is vital for functional democracy as explained by Jürgen Habermas. Discuss.
 5. Pluralism represents a body of values that are fundamentally important for a free society. Discuss
 6. The professional challenge for Media programme producers is to design messages that constructively stimulate the human capacity to think. Discuss.
 7. “Respect for attributes of professionalism makes Journalism a professional occupation”. Discuss.
 8. An enlightened political culture is the end product of Political communication. Discuss.
 9. Write short notes on any **four (04)** of the following:
 - (i) Peaceful co-existence
 - (ii) Freedom of expression
 - (iii) Professionalism
 - (iv) The Occupational Approach
 - (v) The Hegemony Theory

