

**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE IN SOCIAL SCIENCES/BA IN YOUTH AND COMMUNITY**  
**DEVELOPMENT – LEVEL 3**



**FINAL EXAMINATION– 2021/2022 (FIRST SEMESTER)**  
**DSU3521 – INTRODUCTION TO COMMUNICATION THEORY AND PRACTICE**  
**DURATION: THREE (03) HOURS**

**Date: 04<sup>th</sup> of June 2022**

**Time:09.30 a.m-12.30 p.m.**

**INSTRUCTIONS**

1. The question paper consists of **NINE (09) questions**
  2. Answer **FIVE (05) questions Only**
  3. Each question carries 20 Marks
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1. Communication that cannot build a sense of communion among people is useless. Discuss this statement with reference to
    - (a) Dialogue with oneself
    - (b) Right perception of issues
    - (d) Significance of feed-back
    - (e) Significance of positive involvement
  2. Good substance/content in communication is for collective benefit. Discuss this statement with reference to the following:
    - (a) Social responsibility in developing ideas
    - (b) What good substance means in reality
    - (c) Contextually relevant language usage
    - (d) Safeguarding credibility of source and credibility of message in communication
  3. Communication Models help to understand interrelationships between elements that constitute the system. Explain this statement with reference to the rationale behind the following:
    - (a) Limitations of first Phase model building
    - (b) Progressive nature of second phase model building,
    - (c) Special significance of third phase model building
  4. Traditional communication plays a crucial role in the national development processes as modern mass media have limitations. Critically explain

- (a) Why traditions of the people should be respected
- (b) Significance of traditional opinion leaders
- (c) Its potential in making messages relevant to intended audience

5. Is Globalization a process that is detrimental to the communication culture of smaller states? Explain this statement with reference to:

- (a) What is Globalization?
- (b) What are global standards and why they are needed?
- (c) What makes Third World states resist globalization?
- (d) How should countries help people to fall in line with global benchmarks?

6. Propaganda plays an important role in the lives of our people. Explain with reference to the status of current Political propaganda in Sri Lanka

- (a) What is propaganda?
- (b) What could be achieved by the government or any organization by using propaganda
- (c) Why is it contributing towards skepticism and suspicion in Sri Lanka?

7 “Journalists behave in the way they do due to active socialization into a dominant set of values. Explain with reference to:

- (a) Occupational Socialization process
- (b) What are dominant values in news organizations?
- (c) Should journalists abide by these values?
- (d) Are dominant values regarded helpful to a profession like journalism?

8. Agenda Setting and Gatekeeping are important communication theories. Explain with reference to the following:

- (a) How do you define Agenda Setting?
- (b) How do you define Gatekeeping?
- (c) What is ideologically oriented Gatekeeping?
- (d) Are journalists in Sri Lanka proving themselves as an enlightened community with regard to the agenda setting function?

9. Write short notes on the following

- (a) Establishment and non - establishment values in communication
- (b) Objectivity
- (c) I- It, and I - Thou attitudes
- (d) The relationship between the government and the press should be mutually productive.

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