

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES (2021/22)
 FINAL EXAMINATION – LEVEL IV
 DSU4621-PARTICIPATORY COMMUNICATION FOR DEVELOPMENT



DURATION: THREE HOURS (03 HOURS)

Date: 05th June 2022

Time: 01.30 p.m. – 4.30 p.m.

Answer only five (05) questions. Each question carries 20 marks.

1. What is your opinion on the criticisms expressed by Dependency scholars against the Modernization School? Discuss.
2. What are the main characteristics that you can identify in the Liberal/Capitalist Models? Explain
3. Choose one development idea and explain, how you would plan communication activities to popularize it through the Diffusion Model.
4. Formulating a communication policy is a challenging task for policy makers in developing countries. Discuss
5. Critically discuss the significance of effective media advocacy for better health at the national level.
6. What are the strengths of radio as a medium of development communication? Explain with examples.
7. Discuss with examples the advantages as well as constraints connected with the concept of participation.
8. Explain in your own words the significance of community participation based on a particular development project.
9. Write short note on four (04) topics given below:
 - a. The concept of Modern Man
 - b. Role of communication within the Monistic/Emancipatory Models
 - c. Farmer oriented Agriculture Extension.
 - d. Participatory Appraisal
 - e. The four “P”s of Social Marketing

