

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
ADVANCED CERTIFICATE IN SOCIAL SCIENCES - 2021/2022
LEVEL 02: 2nd SEMESETER
FINAL EXAMINATION
DSC2713 – FUNDAMENTALS OF MASS COMMUNICATION**



Duration: 03 Hours

Date: 28th January 2023

Time: 9.30 am – 12.30 pm

INSTRUCTIONS:

- The question paper consists of NINE (09) questions.
- Answer only FIVE (05) questions.
- Answers should be legibly written.
- Answer to each question should begin on a new page.

1. What are the main stages of the communication process?

(20 Marks)

2. There are strengths and weaknesses of social media. How do you explain this?

(20 Marks)

3. "Journalism is a noble profession". Explain why media professionals should believe in ethics?

(20 Marks)

4. In the recent Covid-19 Pandemic lockdown, family communication and relationships were affected. Explain.

(20 Marks)

5. While news is information on people and events; not everything can be considered newsworthy. Explain.

(20 Marks)

6. What do you mean by media social responsibility?

(20 Marks)

7. Why is freedom of expression important in a democratic society?

(20 Marks)

8. "Listening" plays a vital role in communication? Explain.

(20 Marks)

9. Write short notes on **two (02)** of the following.

a) What is verbal and non-verbal expressiveness? Explain.

b) Briefly explain what encoding means.

c) What are the limits of print media?

d) What are the fundamentals to be followed in managing and resolving conflicts?

(2x10 Marks)

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