

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – 2021/2022
LEVEL 5 – 2nd SEMESTER
FINAL EXAMINATION
DSU5322 – MEDIA OCCUPATIONS AND PROFESSIONS



DURATION: THREE HOURS (3 HOURS)

Date: 11th February 2023

Time: 9.30 am – 12.30 pm

Instructions:

- Answer **FIVE (05)** questions only.
- All questions carry **equal** marks.

1. (a) Distinguish occupations from professions.

(b) Describe how Emile Durkheim viewed the sociology of work.
2. In your opinion, how should we conceptualize Trait, Functionalist, and Marxist approaches to studying professions in today's society? Are they still applicable in today's context? Discuss.
3. Examine the micro and macro-organizational relationships of journalists in relation to Sri Lanka.
4. Bauman argues that we are experiencing liquid modernity, where work is no longer dominated by mass production and is increasingly handled by the service sector, which involves processing information or serving consumption. How does liquid modernity affect media occupations and professions in Sri Lanka today? Discuss.
5. (a) Explain the concept of media convergence presented by Henry Jenkins.

(b) Analyze the changing trends affecting local media organizations in terms of content, production, workers, and dissemination.

6. The democratic process requires journalism, and journalism requires objective reporting. Discuss the above statement in relation to professional media work using examples from contemporary Sri Lanka.
7. The creative industries serve as a link between "creativity, technology, and the economy". Discuss the concept of creative industries and how they can be used to boost the economy in Sri Lanka.
8. The public sphere is simply the imaginary space between the rulers and the ruled. It is a public space outside the control of the state where individuals exchange views and knowledge. Critically examine the scope of the public sphere in Sri Lanka.
9. Write short notes on any **TWO (02)** of the following:
 - a) Citizen journalism
 - b) Media Moguls
 - c) Historical development of media industries
 - d) Digital siege and its impact on journalism

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