



THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
MA IN DEVELOPMENT STUDIES AND PUBLIC POLICY – LEVEL 9
FINAL EXAMINATION 2022/2023
DSP9407 – DEVELOPMENT COMMUNICATION FOR BEHAVIOUR
AND SOCIAL CHANGE

Date 18.06.2023

Time: 09.30 a.m.

Answer four (4) Questions only. Each question carries 25 marks.

1. Communication for Development (C4D) is one of the most formidable concepts that the United Nations agencies actively promote in different spheres of national development. Discuss.
2. The empowerment-related role of Communication for Development (C4D) makes it a vital element aimed at achieving the Millennium Development Goals and other development priorities in the Sri Lankan context. Do you agree with this statement? Discuss.
3. Communication for Social Change (CFSC) emphasizes the notion of dialogue as central to development and the need to facilitate poor people's participation and empowerment. Explain with examples.
4. What are the different forms of traditional folk communication being used by the rural communities in Sri Lanka to find out solutions for their day to day needs and problems. Explain with examples.
5. Information and Communication Technologies (ICTs) should be used appropriately for behaviour and social change of people at local and at international levels? Explain the current status as you perceive.
6. Diffusion of Innovation (DOI) Theory introduced by E.M. Rogers, explains how, over time, an idea or product gains momentum and diffuses or spreads through a specific population or social system. Therefore, what are the highest priorities as you see in the diffusion of new ideas in Sri Lankan society? Explain with reference to a major ideal/concept worthy of propagating in our society.
7. Write short notes on the following (05 marks for each)
 - (a) Communication for Social Change (CFSC)
 - (b) Diffusion of Innovation (DOI) Theory
 - (c) Communication for Development (C4D)
 - (d) Information and Communication Technologies (ICTs) for Development
 - (e) Participatory Communication
8. Communication has an essential role to play in improving and promoting public health. So, explain whether the media played a vital role in preventing Covid 19 in the Sri Lankan context.