

THE OPEN UNIVERSITY OF SRI LANKA

1373



DEPARTMENT OF SOCIAL STUDIES

BA DEGREE PROGRAMME IN SOCIAL SCIENCES

BA DEGREE PROGRAMME IN YOUTH AND COMMUNITY DEVELOPMENT

FINAL EXAMINATION - LEVEL 3 (SEMESTER I) 2023/2024

DSU3521 – INTRODUCTION TO COMMUNICATION THEORY AND PRACTICE

DURATION: THREE HOURS ONLY (03 HOUR)

Date: 25th November 2023

Time: 9.30 am to 12.30 pm

Instructions

- Answer Five Questions Only
- Each questions carries twenty marks.

1. It is in the interest of mankind that we perceive human communication as a dynamic process inspired by progressive values. Explain with reference to the following:
 - a) Communicators need to have mutual respect for one another to sustain a stable society.
 - b) Meaningful human communication is rooted in value centered intrapersonal communication as it lays the foundation for all other communication actions to be honourable and dignified.
2. Purposeful communication helps to prevent shallow human relationships, strengthen people, and build better communities.
 - a) Making sense of the communicators involves understanding them in a socially and culturally relevant manner.
 - b) The need to lend adequate hearing while respecting their psycho-social background.
3. It is ironical that the power of mass communication has instilled fear among those in formidable positions in developing countries like Sri Lanka. Explain with reference to the following:
 - a) Need for a diverse source of information as well as audiences to understand social, economic, political, and cultural realities.
 - b) The capacity for critical discernment and contrary views without curbing freedom of expression through anti-democratic legislation.

4. The impact of globalization is often understood as detrimental to traditional societies of the developing world. Explain with reference to:
 - a) Are universal benchmarks an undue interfere in the internal affairs of comparatively smaller and weaker states.
 - b) How the involvement of global institutions like the United Nations continue to create a sober and a progressive imagination in leaders of the World.

5. Agenda Setting and Gatekeeping are important communication theories for media organizations with a high sense of sensitivity to national issues. Explain with reference to the following:
 - a) Explain the significance of,
 - (1) Media Agenda Setting and,
 - (2) Gatekeeping with reference to media professionalism.
 - b) How the two concepts impact on contemporary issues of national and international significance.

6. "Active socialization into a dominant set of values make Journalists behave in the way they do". Explain with reference to:
 - a) Significance of Occupational Socialization in professional journalism.
 - b) What are dominant values in news organizations, and should journalists abide by these values?

7. Communicating media messages that facilitate national development could be done meaningfully, if we respect our own traditional communication methods known to the people. Explain with reference to:
 - a) Why traditions of the people should be respected, and why traditional opinion leaders should not be underestimated.
 - b) How messages could be made relevant to intended audiences and capacity of traditional media to awaken audiences.

8. Persuasion in communication should not be coercive and exploitative since the purpose is to win the hearts and minds of intended audiences/stakeholders. Discuss.
 - a) Attitudinal transformation through persuasion has not been maximised by the government through public service advertising.
 - b) What are the major concerns you have concerning messages coming through commercial advertising?

9. Communication Models help to understand interrelationships between elements that constitute the system and its process.
 - a) Limitations of first Phase models and their implications
 - b) Strengths of the Second and Third Phase Models in the context of democratic development.

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