

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES
FINAL EXAMINATION - LEVEL 4 (SEMESTER I) 2023/2024
DSU4621 – PARTICIPATORY COMMUNICATION FOR DEVELOPMENT
DURATION: THREE HOURS (03 HOURS)



Date: 02nd December 2023

Time: 1.30pm to 4.30pm

Instructions:

- **Answer any five (05) questions only.**
 - **Each answer carries 20 marks.**
1. Dominant ideas rooted in Modernization Theory are of special significance to countries like Sri Lanka. Explain the nature of challenges encountered.
 2. From a cultural ecology perspective, what are the problems that arise when adhering to economic deterministic development models?
 3. Discuss how mass media can be effectively used in introducing a new development product or concept to society. Analyse with reference to a suitable example.
 4. Formulating a balanced communication policy can be challenging in a country with major disparities in socio-economic, political, and cultural development. Discuss.
 5. Explain at least three strengths as well as three limitations in using mass media extensively for rural agricultural development in Sri Lanka?
 6. Discuss how effectively mass media can be used in improving the education system in developing countries.
 7. Discuss with a development campaign of your choice, how social marketing can be used in achieving a desired outcome.
 8. Using appropriate examples, explain the advantages and disadvantages of people's participation in development.

9. Write short notes on four (04) of the following.
- a) Inoculation Theory
 - b) Para-social Interaction
 - c) Participatory Appraisal
 - d) NGOs and Development
 - e) Gender analysis in development

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