



THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE PROGRAMME IN SOCIAL SCIENCES  
FINAL EXAMINATION - LEVEL 5 (SEMESTER I) 2023/2024  
DSU5325 – COMMUNICATION CAMPAIGNS  
DURATION: THREE HOURS ONLY (03 HOURS)

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Date: 2<sup>nd</sup> December 2023

Time: 9.30 am to 12.30 pm

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**Instructions:**

- Select Only Five (5) questions.
  - All questions carry equal marks (20 marks each)
1. According to Paisley (1989), a communication campaign arises from the intention of a group to influence another group's beliefs or behavior using specific appeals. Critically discuss the significance of this definition using an example.
  2. 'Diffusion of Innovation Theory' helps to construct the theoretical framework of communication campaigns. Discuss the important directions that this theory provides in this context.
  3. Discuss with examples the significance of two basic assumptions rooted in the theory of 'agenda setting' in communication campaign planning.
  4. What is strategic communication campaign planning? Discuss with reference to stages involved?
  5. Why should there be a preliminary analysis in communication campaign planning? Discuss with examples how such an analysis makes a campaign effective.
  6. A campaign message has distinct features. Discuss how the characteristics of a message play a crucial role in attracting as well as in persuading a given audience.

7. Social marketing uses commercial marketing theories, tools, and techniques to address social issues. Discuss with examples.
8. Briefly discuss four (04) communication methods/materials that could be used in a campaign with reference to their advantages and disadvantages.
9. Briefly discuss four of the following topics
  - a) Development of campaign objectives
  - b) Campaign launch
  - c) Monitoring
  - d) Source of information
  - e) Media mix

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