

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5 SEMESTER II
FINAL EXAMINATION 2023/2024
DSU5322 MEDIA OCCUPATIONS AND PROFESSIONS**



DURATION: THREE HOURS (3 HOURS)

Date: 11.08.2024

Time: 09.30 a.m. – 12.30 p.m.

Instructions:

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

1. Critically examine the concepts of 'work', 'occupations', and 'professions' in relation to the sociology of work. Support your answer with illustrations.
2. How would you define and evaluate the Trait, Functionalist, and Marxist perspectives when examining the concept of professions in present day societies? Explain in relation to contemporary media work.
3. Considering the interconnected nature of digital platforms and traditional media outlets, how do journalists adapt their storytelling techniques and engage with diverse audiences amidst an era of convergence? Discuss.
4. Critically analyse the perspectives presented by Emile Durkheim and Karl Marx on the sociology of work.
5. Examine the role of traditional and new media platforms in shaping the dynamics of the public sphere in Sri Lanka.
6. Analyze the impact of digital technology on the evolution of creative industries. How has digitalization transformed the production, distribution, and consumption of creative content, and what opportunities and challenges does this present for professionals in creative sectors?
7. Discuss the impact of Covid 19 and the economic downturn on journalists in contemporary Sri Lanka. Provide examples to support your answer.
8. In what ways does objective reporting influence the selection and framing of news stories, particularly in the context of societal polarization and competing political narratives? Examine with illustrations.

9. Write short notes on any **TWO (02)** of the following:
- (a) Historical development of media industries
 - (b) Bauman's concept of liquid modernity and its implications on media work
 - (c) State regulation of online space and its implications on journalistic work
 - (d) Media Moguls

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