

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 MA IN DEVELOPMENT STUDIES AND PUBLIC POLICY – LEVEL 9
 FINAL EXAMINATION 2023/2024
 DSP9407 – DEVELOPMENT COMMUNICATION FOR BEHAVIOUR
 AND SOCIAL CHANGE



Date: 05. 11. 2024

Time: 01.30 – 04.30pm

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

1. Critically explain the significance of “Value centered communication” in the context of national development in Sri Lanka.
2. What is the role of Information Communication Technologies (ICTs) in achieving the Millennium Development Goals (MDGs). Explain with examples.
3. Write short notes on the following (05 marks for each)
 - (a) Behaviour Change Communication (BCC)
 - (b) Communication For Social Change (CFSC)
 - (c) Traditional folk communication
 - (d) Empowerment through lifelong learning
 - (e) Communication for Development (C4D)
4. Development facilitates change at different levels of society. The process of development demands listening, building trust, sharing knowledge and skills, and building policies for sustainable change. Critically examine what this means.
5. Critically explain how Behaviour Change Communication (BCC) processes were used in Sri Lankan development programmes since the 1950s.
6. Explain the term participation in communication for development.
7. Community-Based Needs Assessment (CBNA) within the framework of Participatory Action Research (PAR) enhances peoples’ engagement and empowerment. Discuss.
8. The interplay between individual agencies and social structures creates a "mutually reinforcing spectrum of power." Explain what this means.