

THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

BA DEGREE IN SOCIAL SCIENCES – LEVEL 3

FINAL EXAMINATION– 2024/2025 (SEMESTER I)

DSU3521 – INTRODUCTION TO COMMUNICATION THEORY AND PRACTICE



Date: 29th March 2025

Time: 9.30am- 12.30pm

INSTRUCTIONS

1. Answer Five Questions Only.
 2. Focus on parts that constitute each question and be descriptive as possible
 3. Each question carries 20 Marks
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1. A positive and a progressive sense of human community and communion should be uppermost in the minds of all people. Explain what this means with reference to:
 - (a) Significance of dialogue
 - (b) Enlightened and balanced perception of ideas
 - (c) Feed-back with mutual respect
 - (d) Need for committed involvement

 2. Humans as enlightened creatures should be competent in developing content for mutual benefit, without being slavish to commercial interests. Discuss this statement with reference to the following:
 - (a) Safeguarding human dignity through Social responsibility
 - (b) The meaning of good substance
 - (c) Significance of contextual relevance
 - (d) Credibility of source and credibility of message

 3. Models are needed to scientifically and rationally explain the inter-relationships between elements that constitute a system of communication. Explain with reference to the rationale behind the following:
 - (a) First phase model building: Its achievement
 - (b) Second phase model building: Its achievement
 - (c) Third phase model building: Its achievement

 4. “A healthy mix of modern mass media channels with traditional communication channels will only enhance the capacity to reach ‘publics’ who have been neglected in national communication processes for nation building”. Explain with reference to
 - (a) Value of traditional channels
 - (b) Example of a healthy mix of modern and traditional channels

5. Politically motivated groups in developing countries have been critical of Globalization as a process that is detrimental to Third World development?
 - (a) The progressive nature of global standards
 - (b) Example of a sector in Sri Lanka's development that could positively benefit from global standards?
 - (c) Motives of those who resist globalization?
 - (d) How best we could fall in line with global benchmarks?

6. Propaganda relates to dissemination of information including facts, arguments, rumours, half-truths, or lies to influence public opinion, often conveyed through mass media.

What is the significance of propaganda in a free society?

What could we achieve by being tolerant of propaganda?

Should the government or the opposition support legislation to curb related material?

What is the best way forward

7. "Journalists behave in the way they do due to active socialization into a dominant set of values.Explain with reference to the following:
 - (a) Significance of Occupational Socialization
 - (b) The need for a body of enlightened professional values for democratic media?
 - (c) Current status of Media Literacy in Sri Lanka

8. "Without Agenda Setting and Gate-keeping, media institutions will be like rudderless boats". Explain with reference to the following:
 - (a) Meaning of Agenda Setting?
 - (b) Meaning of Gate-keeping?
 - (c) What is ideologically oriented Gate-keeping?
 - (d) Media institutions as enlightened institutions of agenda setting in Sri Lanka

9. Write short notes on the following
 - (a) Values in communication determine quality of communication
 - (b) Objectivity in communication
 - (c) What I- It, and I - Thou attitudes indicate in human communication
 - (d) The government should not suppress communication processes.

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