

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
 FINAL EXAMINATION 2024/2025 (SEMESTER I)
 DSU4621 – PARTICIPATORY COMMUNICATION FOR DEVELOPMENT



DURATION: THREE HOURS (3 HOURS)

Date: 30.03.2025

Time: 01.30 pm -04.30 pm

Answer five (05) questions only.

1. The modernization school believes that all societies move from traditional to modern, passing through certain stages of development. Elaborate based on the views of two scholars in the modernization school
2. Explain the strengths and weaknesses of Liberal/Capitalist, Marxist/Socialist and Monistic/Emancipatory Models of Communication and state as to what Model would be most appropriate for Sri Lankan needs in your opinion.
3. “Effective media advocacy facilitates better health”. Critically discuss the role of television media in Sri Lanka.
4. What are the constraints faced by development planners, in designing and implementing a community development project? Discuss with examples.
5. Front-end analysis is vital for the development of a communication strategy in the Process Model. Explain.
6. Interactive learning technologies are vital for the future of Distance Education (DE) in Sri Lanka. Discuss the pros and cons of this technology from a Sri Lankan student’s perspective.
7. Are women excluded from holistic development in Sri Lanka? Explain with reference to key arguments.
8. Pro-development teledramas aim to go beyond mere entertainment and contribute to positive social change. Discuss your views about the status of teledramas in Sri Lanka.
9. Write short notes on four (04) topics below:
 - a) Cultural imperialism
 - b) Participatory Rural Appraisal (PRA)
 - c) Elements of the diffusion process
 - d) Farmer-orientated agricultural extension
 - e) Significance of the horizontal communication process