

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL 5 SEMESTER II
 FINAL EXAMINATION 2024/2025
 DSU5322 – MEDIA OCCUPATIONS AND PROFESSIONS



DURATION: THREE HOURS (3 HOURS)

Date: 09/08/2025

Time: 01.30 p.m. to 4.30 p.m.

Instructions:

- Answer **FIVE (05)** questions only.
 - All questions carry **equal** marks.
1. Trace the historical evolution of the concept and organization of 'work' from hunter-gatherer societies to contemporary times.
 2. How has media convergence influenced the practices of content creation, distribution, professional media work and audience engagement in contemporary media industries? Discuss with examples from Sri Lanka.
 3. Critically examine how gender, class, and ethnicity intersect in shaping access to and experiences within media professions.
 4. Discuss the views presented by Emile Durkheim and Karl Marx on the sociology of work.
 5. Critically assess the impact of digital technologies on the transformation of creative industries.
 6. Discuss the Trait, Functionalist, and Marxist perspectives in relation to the concept of professions.
 7. To what extent has the rise of digital and social media enhanced or undermined the journalist's role as a facilitator of civic discourse in the public sphere? Discuss with illustrations.
 8. How does Zygmunt Bauman's concept of liquid modernity help us understand the shifting nature of media work today? Discuss with locally relevant examples.
 9. Write short notes on any **TWO (02)** of the following:
 - (a) Vertical and horizontal integration
 - (b) Journalists and their micro and macro-organizational relationships
 - (c) Media moguls
 - (d) Differences between occupations and professions

***** Copyrights Reserved *****