

THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
MA IN DEVELOPMENT STUDIES AND PUBLIC POLICY – LEVEL 9  
FINAL EXAMINATION 2024/2025  
DSP9407 – DEVELOPMENT COMMUNICATION FOR BEHAVIOUR  
AND SOCIAL CHANGE



**DURATION: THREE HOURS (03 HOURS)**

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**Date: 30/08/2025**

**Time: 01.30 p.m. to 04.30 p.m.**

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

1. Discuss the significance of the definition provided by the Rome Consensus of the World Congress on Communication for Development in 2006, which states that “Development is a social process based on dialogue using a broader range of tools and methods”.
2. As stated by Morrelle (2001), a variety of social factors can affect communication for development process. Name five of these social factors and discuss how they affect with examples.
3. The inability to approach marginalized, neglected and oppressed communities render development initiatives meaningless, as they benefit minimally. Discuss critically, with examples.
4. ICTs can be used to address poverty, improve education and healthcare, and promote transparency in governance. Discuss what this means and the constraints faced by countries like Sri Lanka.
5. What is the justification for the argument that traditional folk media cannot be overlooked in countries like Sri Lanka in promoting social and behavioural changes in the context of national development? Discuss.
6. Behaviour Change Communication (BCC) must be tailored to specific socio-cultural and situational contexts in targeting audiences and influencing behavioural outcomes. Explain with examples from Sri Lanka.
7. Empowerment and participation require progressive shifts in both agency and structure. Critically examine this statement with reference to Sri Lanka.
8. Community-based needs assessment is a foundational step in designing communication strategies for behaviour and social change. Discuss what this means, with examples.

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