THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA-DEGREE IN SOCIAL SCIENCES – LEVEL 3
FINAL EXAMINATION - 2018/2019
DSU3521 - INTRODUCTION TO COMMUNICATION THEORY AND PRACTICE

DURATION: THREE HOURS (03 HOURS)

| Date: 5th of January 2019 | Time: 09.30 a.m – 12.30 p.m |

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Instructions:
  ➢ Answer <u>five (05)</u> questions, attempting at least one question from each part.
  ➢ Each question carries 20 marks.

PART 1

1. Most of the elements of the communication processes are present in all three primary communication settings. Explain the validity of this statement.   **(20 Marks)**

2. In the long run, I-It attitude does not help long lasting friendships even in family communications. Validate this statement.   **(20 Marks)**

PART 2

3. Most embarrassing communication breakdowns can happen because of various types of "Noises ". Explain giving examples.   **(20 Marks)**

4. Berlo's S-M-C-R-Model has strengths as well as specific weaknesses. Explain.
          (20 Marks)

PART 3

5. "Organizational Norms and Routines prevent journalists from being objective and fair." Validate this statement giving examples from recent happenings of Sri Lanka's political scene.   **(20 Marks)**

6. Watchdog" function or "Investigative journalism" is a difficult task in Sri Lanka. Explain.   **(20 Marks)**

PART 4

7. Social Psychologists have identified a variety of communication patterns, and they can be used for group effectiveness when conducting meetings. Examine. **(20 Marks)**

8. Media Globalization has contributed five significant shifts to the global media order according to David Held and his colleagues. Name and explain them.   **(20 Marks)**

9. Write short notes on the following:

    a)   Importance of non-verbal communication

    b)   Models of communication in the second phase.

    c)   Social media strengthens democracy by giving space for alternative voices.

    d)   Prerequisites for an Alternative Communication Culture proposed by Hutchins Commission in (1974)

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(5 Marks x 4 themes)

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