



THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
 FINAL EXAMINATION (2007)
 SSU 2201 – DEVELOPMENT COMMUNICATION AND POLICY PLANNING

DURATION: THREE (03) HOURS

Date: 01st October 2007

Time: 1.30 p.m. – 4.30 p.m.

Answer five (05) questions only. Each question carries 20 marks.

1. The idea that development relates to a process of modernization was first propagated by scholars based in the West. Examine the concept of modernization with reference to Sri Lankan society.
2. Discuss the models of development known as Liberal-Capitalist, Marxist-Socialist and Monistic/Emancipatory. In your opinion what models of development have most inspired Sri Lankan society?
3. What is diffusion of innovations? What major factors should be considered in assessing the effectiveness of a diffused idea?
4. Health communication is best defined as effective media advocacy of better health. Discuss with reference to elements that contribute towards effective public health campaigns.
5. Mass media channels should be used with discernment in public education processes. Discuss.
6. What is social marketing? What in your opinion have been successful social marketing campaigns in Sri Lanka?
7. Popular participation in development is best perceived as transactional communication. Explain this concept with reference to at least one development project in Sri Lankan society.
8. The role played by Non-Governmental Organizations (NGO's) in the context of our national crises needs to be assessed in a balanced manner. Discuss.
9. What is the potential of agricultural extension systems in the context of modernization of agriculture in Sri Lankan society?