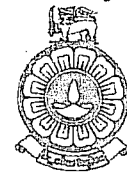


THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL III
FINAL EXAMINATION (2007)
SSU 1201 – PRINCIPLES OF COMMUNICATION



023

DURATION: THREE (03) HOURS

Date: 01st October 2007

Time: 9.30 a.m. – 12.30 p.m.

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

1. The publication by Siebert, Peterson and Schramm (1955), titled, 'Four Theories of the Press' provides us with conceptual knowledge needed to understand national level realities connected with media and communication practices.
2. It is a challenge to maintain a stable communication process avoiding barriers created by way of noise. Explain what this challenge means with reference to different types of noise.
3. How could we sustain peaceful co-existence in a troubled society through inter-personal and mass communication processes?
4. Active listening and empathizing are attributes to be taken seriously by those who want to strengthen one another in society. Discuss.
5. Persuasive communication would do justice to society if persuaders and persuadees are equally enlightened people. Why is this so?
6. Modern organizations consider public relations as a vital pillar on which corporate communication is built. Discuss.
7. Explain why communication model building is considered important from an academic perspective?
8. It is a mistake to think that modern mass media alone could communicate messages to uplift people from poverty to prosperity. Explain with reference to the potential of folklore communication.
9. Write short notes on any four (04) of the following:
 - (i) Hermeneutical experience
 - (ii) I - Thou, and I - It attitude
 - (iii) Two Step Flow of communication
 - (iv) First Phase Model Building
 - (v) Characteristics of News Organizations

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