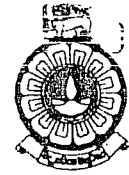


THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV  
FINAL EXAMINATION (2007)  
SSU 2202 – SURVEY OF MASS MEDIA



01

DURATION: THREE (03) HOURS

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Date: 05<sup>th</sup> October 2007

Time: 1.30 p.m. – 4.30 p.m.

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

1. "Misunderstanding occurs when users of media fail to become alert concerning what is disseminated". Comment with examples.
2. Communal art forms facilitate the human need for creative communication. Discuss.
3. "Writing as a human skill has had a long evolutionary process of development". Discuss.
4. What is meant by Hegemonic Theory? Explain its significance in the present Sri Lankan context.
5. "Television as a powerful audio – visual medium facilitates the transformation of values and attitudes in people". Discuss this with reference to the impact of television on children.
6. Explain the significance of the organisational approach and the inter – organisational approach in the study of mass media.
7. Enlightened and public conscious journalism will facilitate human development at individual and collective levels. Discuss.
8. The future of democracy depends on the culture of political communication that prevails. Discuss.
9. Write short notes on any four (04) of the following.
  - (i) The public sphere
  - (ii) Aberrant decoding
  - (iii) Traditionality
  - (iv) Language of radio
  - (v) Caricature and cartoons

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