

THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL 4  
 FINAL EXAMINATION – 2007/2008  
 SSU 2202 – SURVEY OF MASS MEDIA



DURATION-THREE (03) HOURS

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Date: 27<sup>th</sup> September 2008

Time: 1.30 p.m. – 4.30 p.m.

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

1. "Persuasion through visual communication depends on the use of symbolism, colour and image". Comment with examples.
2. Describe the special characteristics of the language of film, radio and television.
3. What is the significance of folklore communication in the modern age?
4. The concept of Public Sphere as introduced by Jurgen Habermas relates to an independent space between the rulers and the ruled where all interests should freely interact for the benefit of society. Discuss.
5. Pluralism and peaceful co-existence are fundamental principles to be respected if we are to sustain a free society. Discuss
6. It is the responsibility of media programme producers to design messages that positively stimulate the human mind. Discuss.
7. "Journalism becomes a professional occupation only as long as its practitioners are able to prove that they are inspired by the attributes of professionalism". Discuss.
8. To what extent can political communication be used to resolve major conflicts in a society? Comment with examples.
9. Write short notes on any **four (04)** of the following:
  - (i) Mediation
  - (ii) Hermeneutics
  - (iii) Manipulation
  - (iv) The organisational approach
  - (v) The conspiracy theory