

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL III
FINAL EXAMINATION - 2007/2008
SSU 1201 – PRINCIPLES OF COMMUNICATION**



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DURATION: THREE (03) HOURS

Date: 13th September 2008

Time: 9.30 a.m. – 12.30 p.m.

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

1. Persuasive communication will not have any earthly use if the final outcome does not lead to a cognitive restructuring of the image of the world held by the recipient. Discuss.
2. The quality of news production is often adversely affected by the complex nature of mass media organizations. Discuss.
3. Social Responsibility Theory of the Press cannot be separated from professionalism in communication.
4. The process of communication will be of help to mankind only if those involved in the process use their capacities for mutual benefit. Discuss.
5. Purposeful use of human communication demands that we be insightfully aware of the elements that constitute the communication action. Discuss.
6. A formidable culture of traditions and shared understandings form the foundation of folklore communication. Discuss.
7. Although commercial advertising is an integral part of a liberal open economy it should not create materialistic values in people unethically. Discuss.
8. "Why should a government which is doing what it believes to be right allow itself to be criticized"? Discuss with insight the significance of this statement by Lenin in a locally relevant manner.
9. What specific factors generally affect the uses and gratifications of mass media disseminations? Explain

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