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THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMM IN SOCIAL SCIENCES – LEVEL 5
FINAL EXAMINATION – 2009
SSU 3203 CROS CULTURAL COMMUNICATION



DURATION THREE (03) HOURS

Date: 11th October 2009

Time 9.30 am -12.30 p.m.

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

1. The concept of culture grants us a viable analytical framework to understand the way of life of a community of people. Discuss.
2. Insightfully discuss some of the major communication perspectives that facilitate the study of culture.
3. Language portrays the social and cultural realities of a society. Discuss with reference to Sri Lanka.
4. Explain the significance of cultural values and its relationship to the overall social system that prevails.
5. What is meant by a 'worldview' influences our thinking as well as the ability to make sense of both internal as well as external environments relating to our existence. Discuss
6. Explain as to what is significant about non-verbal communication in the context of cross cultural communication.
7. Discuss insightfully the importance of the concept of national integration. How could we achieve this in post-war Sri Lanka?
8. Explain as to how cultures compete with each other and how establishment and anti-establishment cultures emerge within the prevailing socio-political, economic and cultural order?
9. Write short note on any four of the following:
 - i Christianity as a way of life
 - ii Traditional culture in the context of modernization
 - iii. Islamic faith
 - iv. Buddhism as a philosophy