

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
 FINAL EXAMINATION - 2008/2009
 SSU 2201 – DEVELOPMENT COMMUNICATION & POLICY PLANNING



DURATION: THREE (03) HOURS

Date: 06th June 2009

Time: 1.30 p.m. – 4.30 p.m.

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

1. "In line with the explanations provided by the Modernisation Theorists, Development Communication is aimed at eliminating deprivation, exclusion and reactionary attitudes". Discuss.
2. Given the ground realities in countries like Sri Lanka and India, do you think that NGOs have a decisive role to play in social, economic and political development? Discuss.
3. Respect for gender based issues is an essential part of rural development. Explain.
4. As a development communicator committed to attitudinal transformation, write a persuasive essay in about three pages against vandalism in Sri Lankan society.
5. Explain how audio-visual media can be used to facilitate national development needs.
6. What should be the role of Sri Lankan newspapers in addressing national development issues?
7. Explain the proactive role that could be played by Social Marketing in the national development process.
8. Explain the rationale behind the three models of development communication.
9. Discuss the significance of the key elements that constitute the process of diffusion of innovations.

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