

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
 FINAL EXAMINATION – 2010
 SSU 2202 – SURVEY OF MASS MEDIA



DURATION: THREE (03) HOURS

Date: 16th October 2010

Time: 1.30 p.m. – 4.30 p.m.

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

1. Invention of the movable-type by Gutenberg revolutionized the human development process? Discuss critically.
2. Caricatures and cartoons help in awakening the mass audience. Discuss.
3. In spite of the communication revolution through information technology, power holders continue to manipulate the public. Discuss.
4. Herbert Blumer's research probed the effects of multimedia, especially on how films influenced the behavioural patterns of children. Explain these findings through current media portrayals.
5. "Public sphere is the space within which all interests are mediated and contested for the betterment of society". Discuss the status of the public sphere in countries like Sri Lanka.
6. Give Hodge's definition of press responsibility and discuss how in 3rd world countries like Sri Lanka the governments interpret this concept.
7. Write short notes on **two(02)** of the following
 - (i) Cognitive Dissonance
 - (ii) The study by Cantril: Message Vs. Human Qualities
 - (iii) The Hegemonic Theory
 - (iv) Pragmatics
8. Compare and contrast the theoretical positions held by Marxists and Capitalists on the issue of labour of cultural workers.
9. Explain the vocabulary of radio broadcasting with examples.