

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
FINAL EXAMINATION – 2009/2010
SSU 2201 – DEVELOPMENT COMMUNICATION & POLICY PLANNING



DURATION: THREE (03) HOURS

Date: 12th June 2010

Time: 9.30 a.m. - 12.30 p.m.

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

1. Modernization involves a process of complex social change making people rational and scientific in outlook. Explain.
2. Existing global structures relating to trade and information often become constraints to Third World development. Discuss
3. The idea of alternative development approaches arise due to dissatisfaction with existing models of development. Explain.
4. The role of mass media in effecting behaviour and attitudinal change is most significant. Explain.
5. The Diffusion of Innovation Model describes how change takes place within a social system in stages. Discuss.
6. The status of media freedom was one of the dominant themes addressed during the recent national election campaigns in Sri Lanka. Discuss with reference to principles that should be upheld in establishing a culture of free media.
7. Development communication facilitates the development of literacy at different levels of society. Explain.
8. Digital media could be incorporated into multi-media campaigns targeting development. Discuss.
9. Write short notes on the following:
 - (a) Self-help organizations in the context of sustainable development in Sri Lanka.
 - (b) Decentralized development administration
 - (c) Audience based message design
 - (d) Women and Development
 - (e) Religious Institutions as channels of development communication