



**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES - LEVEL IV  
FINAL EXAMINATION 2012  
SSU2201 DEVELOPMENT COMMUNICATION AND POLICY PLANNING**

**DURATION: THREE (03) HOURS**

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**Date: 09<sup>th</sup> June 2012**

**Time: 01.30 p.m. -04.30 p.m.**

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Please Answer **05 questions only**. Please note that each question carries equal marks.

1. According to modernization scholars, societies move from traditional to modern passing certain stages of development. Examine the concept of modernization with reference to Sri Lankan Society.
  2. Compare and contrast modernization school with dependency school of thought.
- Or
3. Discuss the criticisms of modernization school of thought.
  4. The concept of diffusion is useful to anyone who is involved in social engineering or in other words, engaged in popularization of certain ideas that are expected to yield desirable outcomes in a social system. Discuss.
  5. Explain how mass media can contribute towards "literacy development" in developing countries.
  6. The concept of popular participation in development needs to be given prominence if people are to be empowered for poverty alleviation. Discuss.
  7. Health communication is an important aspect of development communication. Discuss with regard to elements that makes public health campaigns effective.

8. Non- governmental organizations make a significant contribution towards national development. Discuss.
9. Discuss the possible limitations of using mass media extensively for rural agricultural development in Sri Lanka.

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