



**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – (2013/2014)  
FINAL EXAMINATION – LEVEL IV (SEMESTER I)  
SSU 2201 – DEVELOPMENT COMMUNICATION AND POLICY PLANNING**

**DURATION: THREE HOURS (03 HOURS)**

**Date: 10.11.2013**

**Time: 01.30 p.m. – 04.30 p.m.**

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

1. The notion that development equals modernization was firmly held by Western Scholars. Discuss the concept of modernization with reference to their arguments.
2. Experiences from the Third World indicate that without an understanding of traditions and values, the diffusion of new ideas or practices could become slow. Comment giving examples.
3. Explain the rationale behind the three models of development communication you have studied.
4. Scholars have criticized the application of the diffusion concept as a development strategy because it is inherently pro-innovation biased as well as pro-individual biased. Discuss.
5. What is social marketing? Explain the concept with relevant concepts and suitable examples.
6. Discuss the significance of agricultural extension in modernizing the farming industry, with reference to problems connected with conventional extension systems in agricultural communication.
7. Use of new communication technology is a must for national development. Discuss.
8. Popular participation in development is best perceived as transactional communication. Explain the concept using a development project in Sri Lanka.
9. Write short notes on the following:
  - (a) The Fogo process.
  - (b) Decentralized development administration.
  - (c) Audience based message design.
  - (d) New World Information and Communication Order.