

THE OPEN UNIVERSITY OF SRI-LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES (OLD SYLLABUS) - LEVEL 3
FINAL EXAMINATION – 2014 / 2015
SSU1201- PRINCIPLES OF COMMUNICATION



DURATION THREE (03) HOURS

Date: 01st November 2014

Time: 09.30am - 12.30 p.m.

Instructions:

Answer only five (05) questions.

All questions carry equal marks.

1. The process of communication should rightly be considered a social action. Explain what this means in a democratic society.
2. Communication settings are important to maximize the power of the messages disseminated. Explain
3. Non-verbal communication should not be taken for granted. Explain why?
4. Persuasion in the context of advertising need to be focused and target oriented. Explain
5. Traditional forms of media need to be used effectively in communicating development oriented messages. Explain why?
6. Explain how the Second Phase of Communication Models differ from the First Phase.
7. The Gate-keeping concept is also a major organizational practice relating to mass media organizations. Define this concept and related practices.
8. The revolution in information technology greatly facilitated globalization. Explain
9. Write short notes on the following:
 - a. Communication noises
 - b. Significance of Public Relations
 - c. 'Proximity' as a characteristic in developing news
 - d. Difference between Authoritarian Theory and Libertarian Theory