



THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL IV
 FINAL EXAMINATION - 2016/2017
 SSU2221 – PARTICIPATORY COMMUNICATION FOR DEVELOPMENT

DURATION: THREE HOURS (03 HOURS)

Date: 5th November 2016

Time: 01.30 p.m. – 4.30 p.m.

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

1. “Modernization is a major goal of development”. Critically discuss with reference to the explanations of scholars belonging to the Modernization School.
2. What are the fundamental differences between Liberal/Capitalist and Marxist/Socialist Models of Development?
3. Explain the elements involved in the process of communication policy formulation.
4. “Health Communication is vital to strengthen peoples’ lives”. Explain with reference to guidelines connected with effective health communication.
5. What are the strengths connected with Radio as a medium of development communication. Explain with examples?
6. Define Social Marketing? Elaborate with reference to the four “P”s in marketing.
7. “The participatory communication process is a two-way, interactive process between the members of the community and the experts.” Explain how this process facilitates rural development goals.
8. Planning and production of communication materials for development projects is not an easy task. Explain what this means with examples.
9. Write short notes on any **four (04)** of the following:
 - (a) New World Information and Communication Order
 - (b) Monistic/Emancipatory Models of Development
 - (c) The Role of Information in Agriculture
 - (d) Policy Concerning Women in Development
 - (e) Significance of Decentralized Development Administration