

**THE OPEN UNIVERSITY OF SRI-LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS) - LEVEL 3**  
**FINAL EXAMINATION - 2014 / 2015**  
**SSU1221-INTRODUCTION TO COMMUNICATION THEORY & PRACTICE**



**DURATION THREE (03) HOURS**

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**Date: 01<sup>st</sup> November 2014**

**Time: 09.30am-12.30 p.m.**

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**Instructions:**

**Answer only five (05) questions.**

**All questions carry equal marks.**

1. Explain the significance of Agenda Setting and Gate Keeping as organizational dynamics of news production
2. Critically explain how occupational ideology in the context of mass media is affected by the prevailing political ideology
3. Discuss some of the key factors that result in a conflict relationship between the government and the press in developing countries like Sri Lanka
4. Ethnic minority journalists are compelled to balance complex professional demands in order to be spokesmen for their community. Discuss with reference to the Sri Lankan Tamil Press
5. The scope of the alternative press should not be underestimated in eliminating political apathy in a society. Explain with reference to pre-requisites for an alternative communication culture

6. How does the following characteristics form a strong foundation for inter personal communication?
  - a. Mutual respect
  - b. Human dignity
  - c. Empathy
  - d. Listening
  
7. Use of modern media in the national development process does not mean the elimination of traditional media. Explain what this means
  
8. Insightfully discuss the main functions of mass communication with reference to deficiencies connected with Sri Lankan media productions.
  
9. Write short notes on the following
  - a. Patterns of communication
  - b. Value of intra-personal communication
  - c. Psychographics
  - d. Gate Keeping Concept

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