

THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA.DEGREE IN SOCIAL SCIENCES (OLD PROGRAMME) – LEVEL 3  
FINAL EXAMINATION– 2018/2019  
SSU1201 – PRINCIPLES OF COMMUNICATION  
DURATION: THREE (03) HOURS ONLY



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Date: 09<sup>th</sup> February 2019

Time:09.30 a.m – 12.30 p.m.

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Answer five (05) questions only.  
All questions carry equal marks.

1. The main elements of the communication process are interlinked and are of equal importance. Explain why.
2. Inter personal communication is a process to be cultivated by careful human action. It is like a harvest we reap with quality seeds that are sown. Discuss.
3. Noise in communication is caused by complicated use of language, technical failures or due to external disturbances. Explain how this affects human communication.
4. Listening patiently with an open mind is vital for effective communication. Explain.
5. Critically analyze to what extent the local media institutions contribute towards establishing an enlightened society?
6. Explain why Folk media help to facilitate social change specially in a traditional society like ours. Comment.
7. Discuss the development of Communication models from First Phase to the Third Phase.
8. Do you think that rapid expansion of Information and Communication Technologies (ICTs) has greatly facilitated the quality of communication in Sri Lanka. Discuss
9. Write short notes on the following
  - a) Gate Keeping Concept
  - b) Persuasion in advertisements
  - c) Authoritarian Concept
  - d) Concept of Globalization

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