



THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL 4
FINAL EXAMINATION – 2018/2019
SSU2201 - DEVELOPMENT COMMUNICATION AND POLICY PLANNING

DURATION: THREE HOURS (03 HOURS)

Date: 09th February 2019

Time: 01.30 p.m – 04.30 p.m

Instructions:

- **Answer only five (05) questions.**
 - **Each question carries 20 marks.**
1. The Traits of modern men and women as explained by Alex Inkeles are not quite evident in the lives of people of the Third World. Discuss.
 2. What are the major criticisms leveled against the Modernization School?
 3. Attitudinal bankruptcy is our main challenge in the national development process. Discuss.
 4. Explain the significance of the steps relating to Diffusion of Innovations.
 5. The Liberal/Capitalist Model of Development provides the pathway for a rapid development process in countries like Sri Lanka. Discuss.
 6. Arguments relating to a culture of dependency in gaining inspiration from the Western Model no longer holds validity for the Third World. Discuss
 7. Communication policy-making in developing countries should be inspired by the benchmarks of human development propagated by the United Nations. Discuss what this means.
 8. Inculcation of fear through health communication messages is vital for attitudinal transformation of irrational people with regard to problems like HIV/AIDS. Discuss.
 9. What are the key challenges connected with Modernization of agriculture in a country like Sri Lanka in the context of Open Economic Policies?