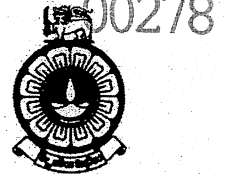


THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES PROGRAMME & BA IN SPECIAL
NEEDS EDUCATION PROGRAMME – (2015/2016)
FINAL EXAMINATION – LEVEL IV (SEMESTER I)
SSU2221 – PARTICIPATORY COMMUNICATION FOR DEVELOPMENT



DURATION: THREE HOURS (03 HOURS)

Date: 01st November 2015

Time: 01.30 p.m. – 04.30 p.m.

Instructions:

Please answer five (5) questions only, and write the question numbers in the front page of your answer script. Please write neatly. All questions carry equal marks.

- (1) Critically explain the significance of the following in the context of the Sri Lankan development process: (a) “Progress” through development “stages”, (b) Whole world is steadily modernizing”, (c) “Everyone will reach high consumption, but, some slower than others”.
- (2) Poverty in the periphery is caused by forms of exploitation within the overall social, economic, political and cultural order. Discuss.
- (3) Development programs are able to realize their full potential if knowledge and technology are shared effectively, and if populations are motivated and committed to achieve success. Explain what this means.
- (4) The ‘New World Information and Communication Order’ is a valid proposition, but complex to achieve. Discuss.
- (5) Mass communication is less likely than personal influence to have a direct effect on social behavior. Examine the validity of this statement with regard to the introduction of “I Pad” or “I Phone” in Sri Lanka.
- (6) “NGOs often complement the work of the state”. Critically discuss.
- (7) Spiritual values and culture satisfy major human needs. Explain why culture in the process of development should not be overlooked. Discuss.
- (8) Mass communicators, including mass media institutions as well as advertising agencies should educate themselves on their responsibility towards society. Explain.
- (9) Write short notes on the following themes:
 - (a) Media as tools of empowerment
 - (b) Projection of women in the media
 - (c) Potential of educational television
 - (d) Participatory Appraisal