

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 – LEVEL4 (SEMESTER 2)
SSU2202 – SURVEY OF MASS MEDIA



DURATION: THREE HOURS (03 HOURS)

Date: 19th March 2016

Time: 01.30 p.m. – 04.30 p.m.

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

1. Manipulation occurs in the process of communication in diverse ways. Explain with examples.
2. “The moveable type printing press invented by Johann Gutenberg not only revolutionized printing but also challenged the established order. Discuss.
3. Explain what is meant by newspaper economics with reference to the revenue, expenditure and managerial factors.
4. Explain the special features of Radio and Television language. Mention at least three for each medium.
5. Media practitioners becoming servile to proprietor interests undermine media independence. Discuss with reference to ‘Dominance’ and ‘Pluralist’ dimensions.
6. Define the concept of ‘Public Sphere’. How is this concept understood in Western and Third World contexts? Explain with examples.
7. The impact of television on voting behaviour and political choices needs to be viewed critically. Explain.
8. What are the constraints to professional journalism in most developing countries? Explain from a professional standpoint.
9. Write short notes on any **TWO (02)** of the following:
 - (a) Bias in disseminations
 - (b) Aberrant decoding
 - (c) Folk society
 - (d) Caricature and cartoons